

A man with dark hair and glasses, wearing a blue polo shirt, is looking intently at a tablet computer he is holding. He is in a warehouse or industrial setting, with stacks of cardboard boxes visible in the background. The lighting is focused on him, creating a professional and tech-oriented atmosphere.

8x8

Build a Connected Workforce

A sustainable, secure future for retailers

Introduction

The way consumers choose to engage is changing. In order to keep customers returning, retailers need to adapt and deliver new high street and online shopping experiences.

Consumers are looking for fast, seamless delivery and click-and-collect services. At the same time, the role of the physical store is evolving and those that do not master the online journey and successfully maximise the value of the physical store are sure to be left behind.

According to Shopify's Future of Retail report, 50% of adult shoppers order online and pick up in-store, with many of them (67%) saying they will buy additional items if pick-up is available immediately, which goes to show the value of both online and in-store for maximising revenue opportunities.

Alongside this, delivering the personalised services consumers have come to expect will be essential to build brand loyalty and ensure a secure and sustainable future.

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80%

of consumers are more likely to do business with a company if it offers personalised experiences

Source: YouGov

Building a connected workforce

Consumers expect this “new normal” of online-offline mixed shopping experiences, while also looking to save money at almost every turn. This makes it increasingly important for retailers to build a connected workforce that will allow them to take advantage of the opportunities for growth that the new environment presents.

Dynamic technologies that connect contact centre agents with stores, back-office and logistics to encourage information sharing and collaboration will remove silos and allow all employees to take a role in delivering customer outcomes.

8x8 XCaaS provides a secure and future-proof cloud-based solution for retailers to deliver on the evolving needs of the business and the customer.

25%

of retail
employees will
double as contact
centre agents to
accommodate
new customer
expectations

Source: 8x8 Contact Center
predictions report

Meeting consumer expectations

In the future, consumers' appetite for digital channels will continue to rise. Research has shown **70%** of business chatbots used will be used in retail. In this evolving space, the best choice for many retailers is an omnichannel environment, which brings operational efficiencies for the retailer and improves customer engagement.

Developing new digital channels opens up opportunities for retailers to deliver better customer service and provide a first-time resolution to enquiries. Plus, self-service environments allow for low-touch engagements, enriching the agents' experience as they focus on more complex enquiries that require human intervention.

8x8 XCaaS brings all communication channels together. Hand-offs are simple and intuitive, with automatic transfer of context so the agents have everything they need, right when they need it. Agents can collaborate effortlessly with experts, back office, logistics and in-store teams to share information and knowledge for better customer experiences and enhanced productivity and performance.

With 8x8 XCaaS, agents can handle multiple digital conversations at once, reducing the cost per interaction, while CRM integration allows for seamless, personalised and consistent customer experiences that shift effortlessly between in-store and online environments, building on brand loyalty and bucking the cheaper alternatives trend.

A woman with dark hair and glasses is looking down at her smartphone. She is wearing a white t-shirt and a blue watch. The background shows a cafe interior with other people and a counter.

70%

of chatbots will be used
by retailers

Source: Almultiple

50%

of adult shoppers order online
and pick up in-store

Source: Shopify

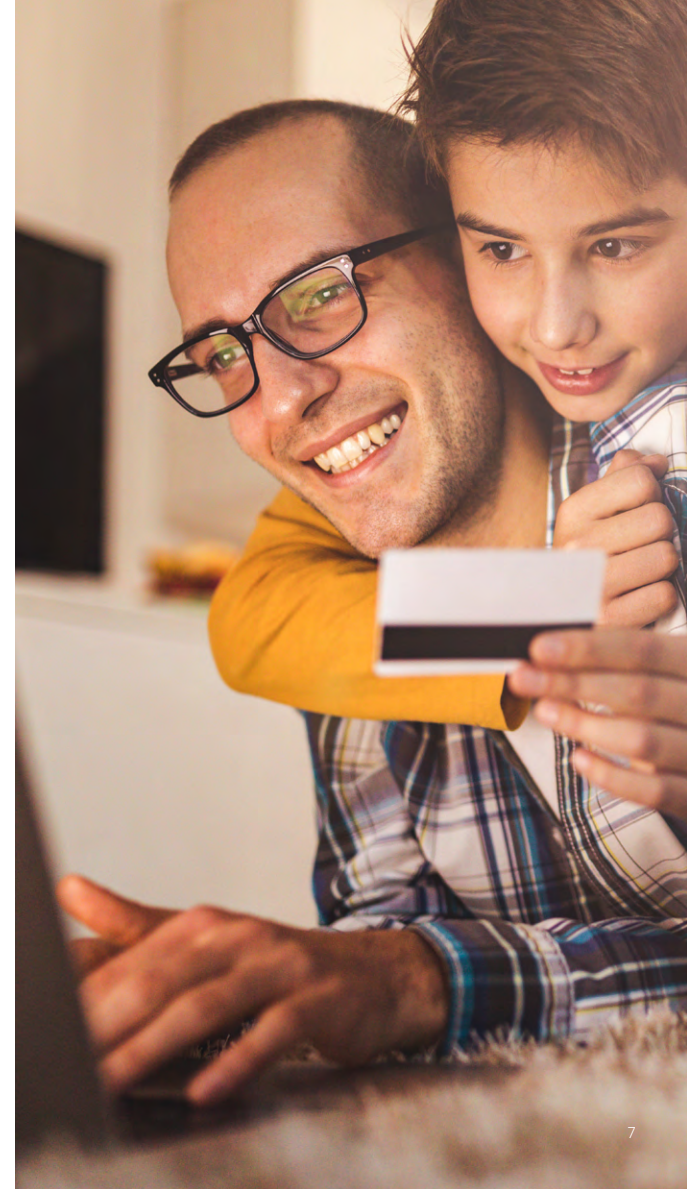
Improving revenue generation

With 8x8, opportunities for repeat purchases and ordering of similar items are increased through automated messages tailored to customer preferences. Every revenue opportunity is effortlessly maximised with real-time reporting and sentiment analysis to guide agents through interactions.

8x8 connects teams and customers with intuitive interfaces for desktop, laptop and mobile devices.

Additionally, team leaders have more tools and analytics available to them to improve the productivity and performance of their teams. Intuitive interfaces allow them to create and manage workflows using drag-and-drop technology, alongside reports and call recordings for on-going coaching and examples of best practice.

8x8 XCaaS speeds up order processing with secure PCI/DSS payment processing and CRM integration which allows for personalisation at every stage of the buying journey through marketing, sales and returns maximising every revenue opportunity and building brand loyalty.



Unlocking company-wide collaboration

When rolled out successfully, good tech forms the culture of a business and that can dramatically affect brand awareness and loyalty.

8x8 makes it easier than ever for organisations to collaborate and share information. Employees are easily connected with intuitive interfaces and tailored user roles, on a single cloud-based platform that integrates with Microsoft Teams and offers flexibility and scalability to adapt and stay ahead of the competition.

Order processing is fast and efficient and payments are securely and quickly processed by customer-facing and back-office staff. Plus, low-touch engagements are automated and integrations with CRM, ticketing systems and other business software provides users with the information they need, when they need it.

Deep analytics and cross-platform reporting provide valuable insights into trends and call detail for performance management and better decision-making.

Contact Centre agents and employees connect easily across locations and devices through voice, video chat and SMS, to deliver consistent, personalised experiences at every point of the customer journey - in-store and online.

8x8 XCaaS brings all communications on one platform, with AI and automation for self-service environments that allow retailers to reduce cost, improve efficiency and deliver the best customer experience at every touch point.

Security and sustainability

A centrally managed cloud-based communications platform transforms the way IT Teams work and how customers and employees interact, while delivering the agility retailers need to support modern shopping experiences and consumer preferences.

Cloud-based platforms offer a level of flexibility that cannot be achieved with traditional communications systems, without the need for on-site hardware. This reduces carbon emissions associated with parts delivery, engineer visits and scrappage, contributing to green initiatives that are an important part of the modern consumers selection criteria when choosing a retailer.

In addition, retailers benefit from operational and IT efficiencies. There are no software/hardware upgrade or maintenance costs, and centralised administration means there are fewer vendors to manage and a single governance, security, compliance and data privacy policy.

8x8 brings all customers and employees together in a secure environment that is scalable to meet future needs and accommodate changes in workloads. Intuitive UX/UI and omnichannel customer experiences improve productivity, with cross-platform analytics that deliver the valuable insights required to deliver on strategic goals.

4 reasons retailers are choosing 8x8

- 1. Deliver the highest customer experience** with omnichannel communications, improving accessibility for customers with quality management, speech analytics, sentiment analysis and self-service tools plus CRM integration for customer service, sales, helpdesk and case management.
- 2. Improve revenue generation** with seamless workflow integration alongside payment processing, call recording, SMS messaging for marketing campaigns and an optimal cost per interaction model.
- 3. Build a connected workforce** with a proven, right-size, cloud-native platform that connects agents, back office, warehouse, suppliers and stores across locations and devices including laptops, DECT, mobile devices and Teams.
- 4. Create a sustainable and secure organisation** with a cloud-based platform, centralised administration and a single governance and privacy policy to protect customer data.

[Find out more about 8x8 solutions for retail](#)



Certificate Number 13884
ISO 27001: 2013

The need to meet increasing customer demands has never been more important.

At 8x8, we are committed to providing a single cloud communication platform that maximises employee and customer experiences, allowing retailers to create secure and sustainable organisations.



"8x8 gives us the agility
and analytics that we
need to keep customers
coming back."

The Workplace Depot

Taking the next step

Whatever your precise needs, 8x8 can help you tailor a flexible, powerful, cloud-based solution with an integrated contact centre, voice, video, and chat. The 8x8 eXperience Communications Platform™ powers engaging, responsive communication experiences that delight customers and make businesses more agile.

Unlike point solutions, 8x8 delivers personalised experiences that boost employee productivity, lower costs, and increase reliability with a 99.999% uptime SLA.

Visit 8x8.com →

The 8x8 eXperience Communications Platform™



Integrated contact centre, voice, video,
chat and embeddable communications.

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