

A man with glasses and a beard, wearing a striped shirt and a tan apron, is looking down at a tablet device. The background is a blurred retail environment with shelves of products.

8x8

8x8 Sales Assist™

Providing positive impact on
retail CX and revenue

Introducing 8x8 Sales Assist

In the competitive world of retail, success lies with providing the best possible customer experiences to grow the business and satisfy your customers. 8x8 Sales Assist allows you to accelerate revenue generation by creating easy, frictionless sales interactions for customers within your contact center. The ability to purchase products or services using self- or assisted-service via the channel or channels of choice, along with secure payment processing, provides the effortless experience your customers want.

When it comes to your retail business, every interaction is important, whether you are trying to gain new customers or retain loyal ones. With an end-to-end, holistic contact center solution, you can capture every interaction to meet your customers expectations and maintain a positive revenue stream. The 8x8 Sales Assist solution seamlessly integrates 8x8 technology to provide AI-based self-service assistance, and when required, escalates the interaction to a live agent. The agent—armed with the right tools, training, product information, access to experts, and complete customer details—can quickly get to the matter at hand and help your customers easily make an informed purchase or solve a problem.

The result is increased revenue and the continued support of a loyal customer base. Repeat customers are the key to a thriving business, especially when your customers share their thoughts about your products and services, the quality of your brand, and the great experience they had while interacting with your business.

What's inside

Introducing 8x8 Sales Assist

Achieving essential KPIs for better CX and increased revenue

Reduce average speed to answer (ASA)

Improve first-call resolution (FCR)

Lean in on net promoter score (NPS)

Enhance quality

Taking the next step

Achieving essential KPIs for better CX and increased revenue

Now that you understand what the 8x8 Sales Assist solution is, let's examine how it can positively impact some important KPIs and other factors to enhance your customers' retail experience and increase your bottom line.

Key performance indicators (KPIs) are metrics used by contact centers to determine if your business is meeting important business goals such as efficiency and high-quality service. Designed with the goal of providing exceptional customer experiences and accelerating revenue for your retail business, the 8x8 Sales Assist solution can help you meet or exceed specific KPIs and in turn meet these goals.



Reduce average speed to answer (ASA)

Waiting for the next available representative, sometimes for an extended period of time, can be frustrating and a waste of time.

Reducing your ASA helps keep your retail customers happy and helps your agents avoid unpleasant interactions with customers who are angry because of the wait. 8x8 Sales Assist offers you the ability to understand how many agents are online taking interactions and when queues start to get long and alerts you so staffing can be adjusted. Moving agents from one queue to another, pausing agents' efforts on asynchronous activities like email, and moving them to real-time interactions can help. And when there are unanticipated spikes in activity, the staffing flexibility afforded by work at home agents enables you to request agents to come online to help out until the queue is reduced to meet your ASA KPI.

On average

23%

of callers will
abandon a call in
less than **29 seconds**,

20%

in **30-59 seconds**.

Source: [Call Centre Helper](#)

Improve first-call resolution (FCR)

FCR is critical for a number of reasons. First and foremost, it helps you protect your customer base and gain new customers. If a customer or a prospective customer is trying to purchase a product or service from your business and they walk away with nothing, where are they going? Directly to your competition.

Arming your agents with information about the products they are representing helps them answer all the pertinent questions your customer may have. They have the expertise and knowledge to give your customer the confidence they are buying from the right company. Proper training and coaching where needed helps agents be great custodians of your products and your brand.

What if your agents don't have all the answers? This is when it is time to tap into the expertise that exists outside of the contact center, throughout your entire retail organization. Access to experts with a click helps the agent get the information they need in real time and increases your FCR. 8x8 Sales Assist provides the tools you need to satisfy your customers the first time, every time.

95%

of customers will continue to do business with the organization due to achieving FCR.

Source: [SQM Group](#)

Lean in on net promoter score (NPS)

How often are you asked by someone where you got a certain product, perhaps a cool gadget, a beautiful leather bag, or a new car? In these moments, do you sing the praises of the quality of the product and about the person or group at the business who helped you buy it? This is what NPS is all about.

To gain these promoters of your products, you first need to understand what they think about them, from the product itself to the experience they had purchasing it, their feelings about your brand, and how they heard about your business. It is important to gather this information, good, bad, or indifferent, so you can apply that information where it is needed most—improving the product, honing the sales or service process, properly training agents, strengthening your brand, or adjusting your advertising spend.

Using post-interaction surveys helps you gain immediate feedback from your customers. This information is great, but don't forget to keep the conversation going. Providing delivery status, asking how the delivery went, and ultimately how they like the product. This feedback and data goes a long way to improve your overall business and positively impact your NPS.



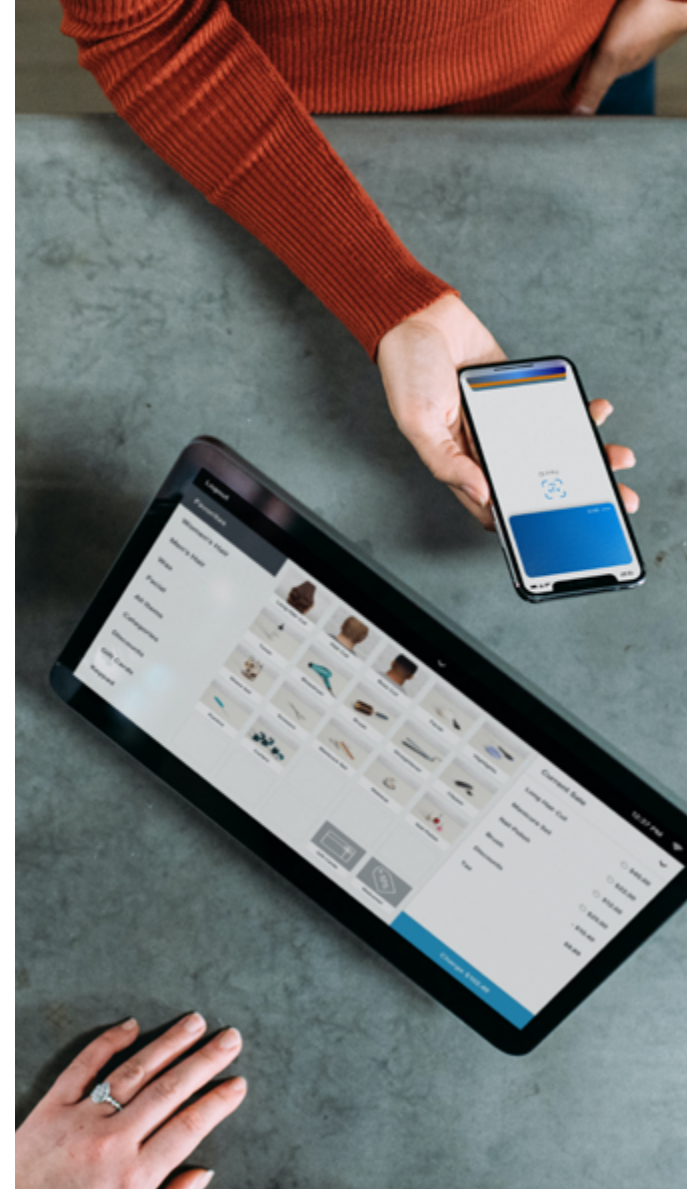
Enhance quality

Understanding how many interactions agents perform in a day or how long each interaction takes are important statistics to report on and understand. But what about the quality of those interactions? It is not always important to take as many calls as possible or to wrap them up quickly. Some interactions demand a more detailed interaction—especially when purchasing a high ticket item. These interactions require excitement and empathy from your agents, which takes time.

With 8x8 Sales Assist, you can review each interaction, score them, and understand how your agents are doing. Are they answering questions correctly? Are they engaging the customer appropriately? Or logistically, are they talking over customers or putting them on hold for long periods of time?

This information goes a long way to improve the overall quality of every interaction. Coaching and training can be assigned as needed. Long hold times can be addressed by better access to information. And let's not forget to call out the great calls and share them with other agents to demonstrate how it's done right. Improving quality can impact NPS, FCR, customer satisfaction (CSAT), and, ultimately, revenue.

[Learn more about 8x8 Sales Assist™](#)



Taking the next step

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

Unlike point solutions, 8x8 delivers personalized experiences that boost employee productivity, guarantees platform-wide uptime, and lowers costs. Talk to one of our experts now.

[Read more here](#)



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