8x8

The 8x8 eXperience Communications Platform™ for legal firms

Solution overview

Contents

Executive summary

We've come a long way. The cloud technology wave has replaced legacy, on-premises communications platforms one by one. Small businesses and multinational organizations alike are benefiting from more rapid innovation, reduced IT overhead, and better user experience.

But with the rapid adoption of these platforms came a catch. Most providers of cloud communications solutions focused either on employee experience (i.e. business phone, video conferencing, team chat) or customer experience (i.e. contact center, embedded communications).

Here's the thing. Employees and customers increasingly communicate across boundaries of geography, device, time, and channel. Hybrid work is only formalizing a trend already well underway.

This creates a challenge. Business users may be connected by unified phone, video, and messaging, while contact center agents spend their working hours in a separate cloud platform for inbound, digital, and outbound customer communications.

IT departments in this situation must maintain multiple disparate solutions and struggle to make information available across an organization, creating data and organizational silos. And when organizations engage with customers only through their lower-paid employees in the contact center, it's harder to improve both customer and employee experience. Luckily, there's a better way.

The answer: XCaaS. Experience Communications as a Service (XCaaS) brings customer and employee experience together with contact center, voice, video, chat, and APIs on one cloud-native platform.

The eXperience Communications Platform™ is the first and only XCaaS platform on the market. It empowers enterprises with modern communication experiences, eliminates organizational silos, boosts employee productivity, delights customers, and unifies data to reveal deeper insights for smarter decisions and a more agile business.

One integrated platform also enables a single integration framework to connect to productivity tools like Microsoft® Teams and CRM apps with your communications across all functional areas, saving implementation time and maintenance dollars. Embeddable APIs enable low-code, no-code customized experiences, especially in the contact center with more robust omnichannel possibilities.
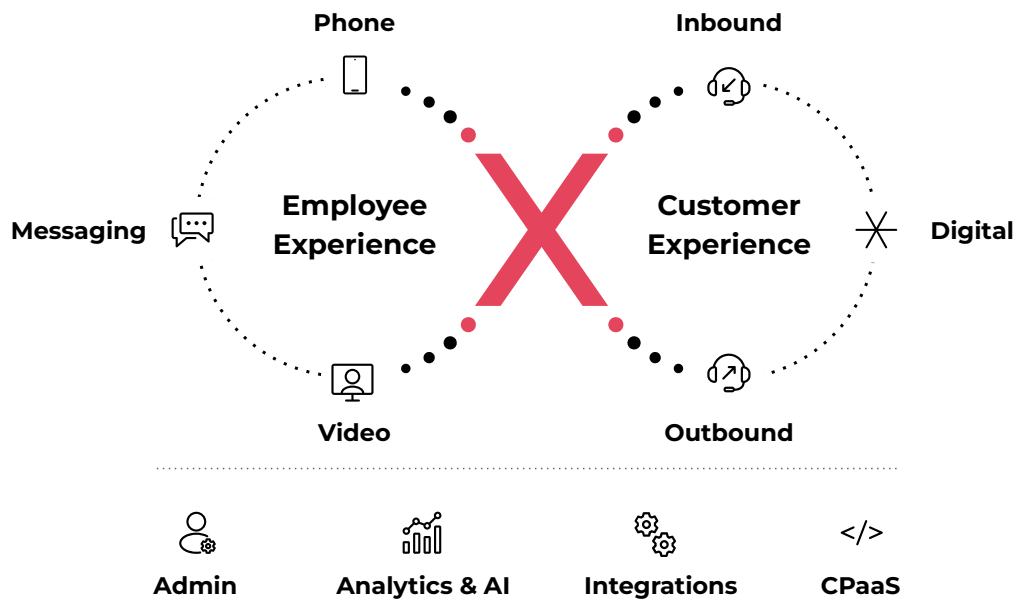
XCaaS: Modern communication experiences powering business agility

The power of the 8x8 eXperience Communications Platform™

As companies search for communications technology that bridges the employee and customer experience gaps, they find that an integrated platform provides the highest level of reliability and security, as well as the best overall value.

The eXperience Communications Platform™ delivers the following key advantages:

Company-wide collaboration: The platform enables organizations to accelerate company-wide collaboration between back-office workers and integrate across front-line workers, contact center agents, receptionists, and other personas. Solving a customer's problem often requires multiple people, and nothing is more frustrating to customers than being bounced from person to person and having to repeat information. 8x8 maintains context as the conversation passes from the agent to the specialist, leading to a better experience for all involved.

Unified administration: 8x8 offers scalable communications with unified administration—which is not available with a combination of best-of-breed solutions. That provides a single source for license management, managing user types, provisioning, and configuration. It also provides a single pane of glass for system monitoring and saves a significant amount of administrator time.

With a multi-platform solution, an admin needs to configure and provision each user in each system, which leads to errors like misconfigurations. The eXperience Communications Platform™ streamlines this process through a single task. Adding new communication channels and scaling up or down becomes easy because you do not have to think about the impact to your existing infrastructure. With one cloud platform for contact center, telephony, video conferencing, and team messaging, it is incredibly quick for IT to add, move, or delete users due to having just one application to administer and maintain it all.

Single integration framework: One integration framework accelerates every employee and customer interaction workflow, allowing you to easily connect popular business and CRM apps and help your teams achieve new productivity levels without complexity or cost. You have just one integration with your core applications, whether that is CRM, collaboration endpoints like Microsoft Teams, or integration with core ERP systems of the organization.

Use case customization and optimization are an important consideration. The lines between UCaaS and CCaaS are blurring, and contact centers platforms aren't just for contact center agents any longer. Sales, marketing, field service, and others use contact center software, but these users often need a different view from one designed for agents.

Cross-platform AI and analytics: Intelligent cross-platform insights with real-time reporting, speech analytics, and unified journey analytics enable you to make better decisions across your employee and customer interactions channels.

Single point of accountability: Only 8x8 guarantees a 99.999% uptime SLA for all your communications, including high availability and superior quality globally. There is no finger-pointing and no gaps. 8x8's industry-leading five nines platform-wide SLA cannot be promised credibly in any two-vendor scenario.
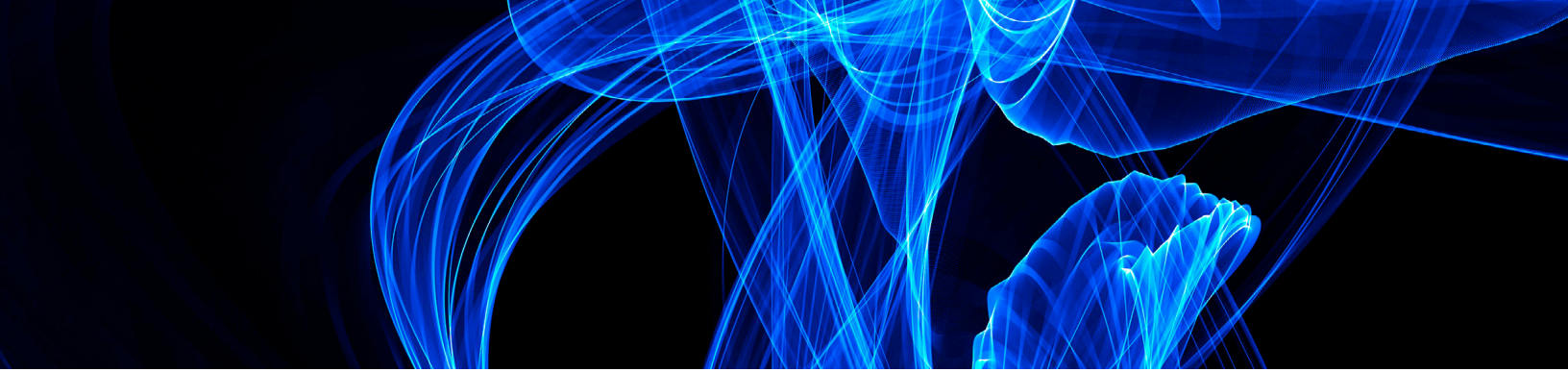
8x8 Global Reach™ keeps customers connected

The eXperience Communications Platform™ uses patented Global Reach™ technology and built-in software intelligence to deliver high availability and mitigate common cloud communications challenges such as connectivity issues, audio and video quality problems, and service outages.

Media data is susceptible to delays, and 8x8's patented technologies minimize this data latency. All XCaaS traffic routing decisions take place in real time and factor in the current internet and carrier network conditions to determine the best call routes; then, high-quality employee and customer communications are delivered globally through an extensive network of peer-to-peer connections.

As a global cloud communications provider for contact center, voice, video, messaging, and APIs, 8x8 employs a comprehensive array of techniques that conceal the effects of any packet loss, latency, or jitter that may be present in an underlying data connection.

Canada (2)
Saskatchewan Canada (2)

UK (3)
London UK (4)

Germany (2)
Netherlands (1)
Amsterdam Netherlands

US West (2)
Santa Clara, CA USA (2)

US East (2)
Ashburn, VA USA

Shanghai China

India (2)

Hong Kong China

Singapore (1)
Singapore

Brazil (2)
Rio de Janeiro Brazil

Australia (3)
Sydney Australia

35

Geographic locations/regions providing reliability, quality of service, and local data residency
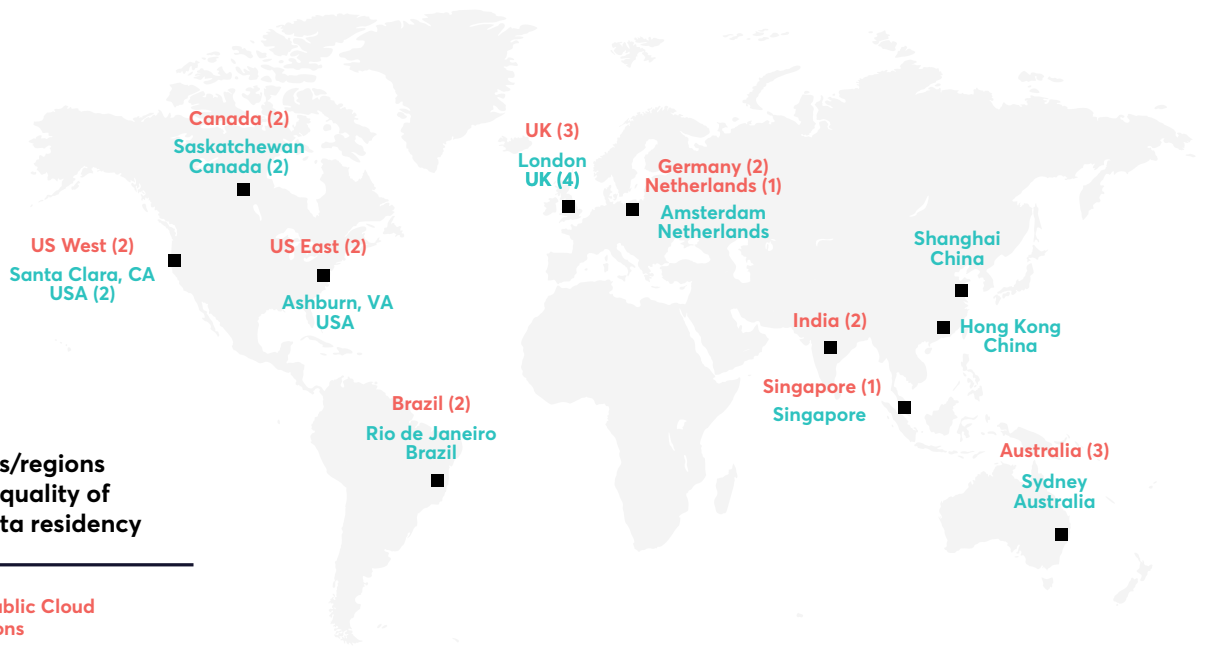
15 Private DC Locations

20 Public Cloud Regions

8x8 Global Reach for high-availability, quality of service, and data residency

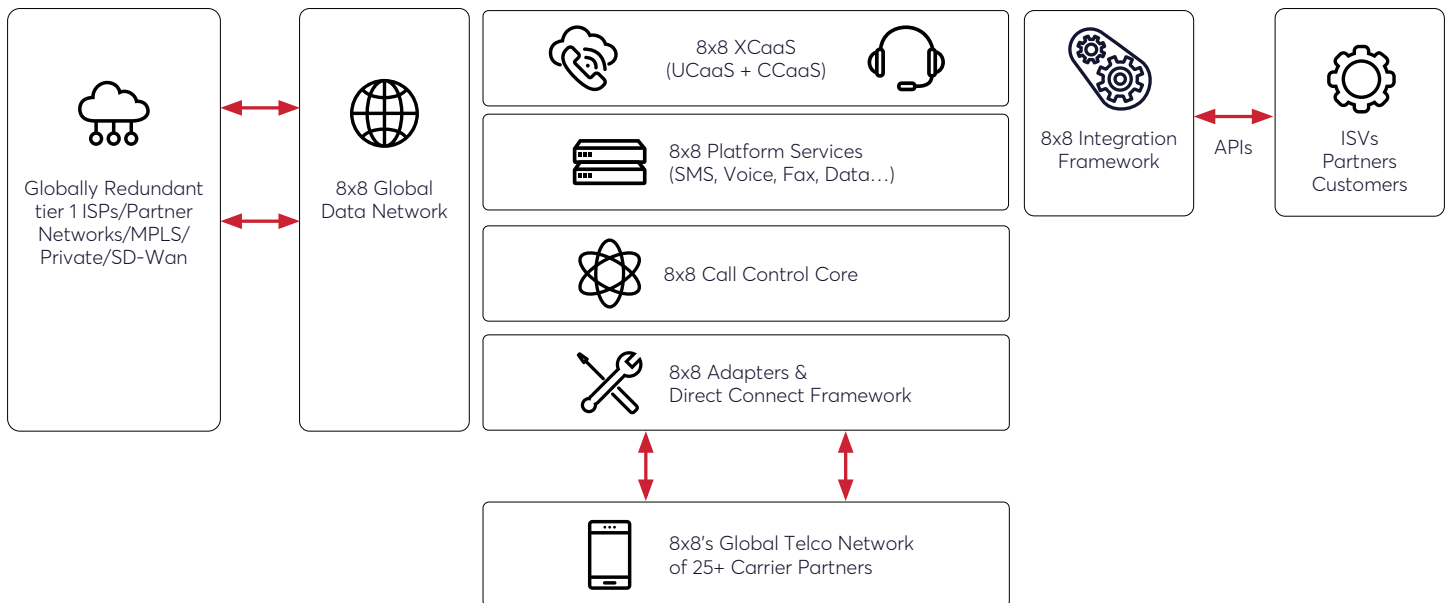# Reliability and uptime availability imperatives

8x8 sets a new industry standard for platform reliability with a financially backed, platform-wide 99.999% SLA across both UCaaS and CCaaS. 8x8 is the only cloud communications provider able to offer this uptime guarantee, using fully mirrored top-tier, state-of-the-art data centers across 35 geographically diverse locations running on global public cloud infrastructure. 8x8's unique architecture reaffirms our long-term customer commitment to stability and performance.

Each Tier 3+ data center is serviced by:

- Multiple Tier 1 ISPs with multiple redundant links and direct private connections
- Multiple top-tier PSTN carriers
- Redundancy at four layers: infrastructure, platform, data, and geographic

8x8 uses a cluster implementation, from the hardware to the application layer, with core network redundancy for each element, including dual power supplies, UPS, and data replication across data centers.

The inherent reliability of 8x8's architecture ensures the industry's only cross-platform service level availability guarantees of 99.999% uptime. In the event of a significant disruption, such as a natural disaster, failover between data centers for 8x8 communication services happens instantly. Active calls can disconnect, but new calls generate immediately.

Globally Redundant tier 1 ISPs/Partner Networks/MPLS/Private/SD-Wan

8x8 Global Data Network

8x8 XCaaS (UCaaS + CCaaS)

8x8 Platform Services (SMS, Voice, Fax, Data…)

8x8 Call Control Core

8x8 Adapters & Direct Connect Framework

8x8's Global Telco Network of 25+ Carrier Partners

8x8 Integration Framework

APIs

ISVs Partners Customers

Single high-availability platform with 99.999% SLA uptime guarantee

Mitigating downtime risks

The 8x8 development platform is optimized for creating modern microservices-based applications in the cloud. The tier 1 platform infrastructure enables rapid innovation, automated testing, and frequent deployments with minimal risk through management toolsets geared towards continuous delivery, elastic scale, and high availability.

8x8 maintains, monitors, and troubleshoots applications in production environments to ensure system reliability and aim for zero downtime while reinforcing security and governance.

Service transparency

To ensure complete transparency, the status of your communications services are always available on the public Service Status live dashboard.

This architecture and approach provides the 99.999% uptime guarantee your organization requires for service delivery resilience. A financial commitment to the contract offers additional peace of mind.
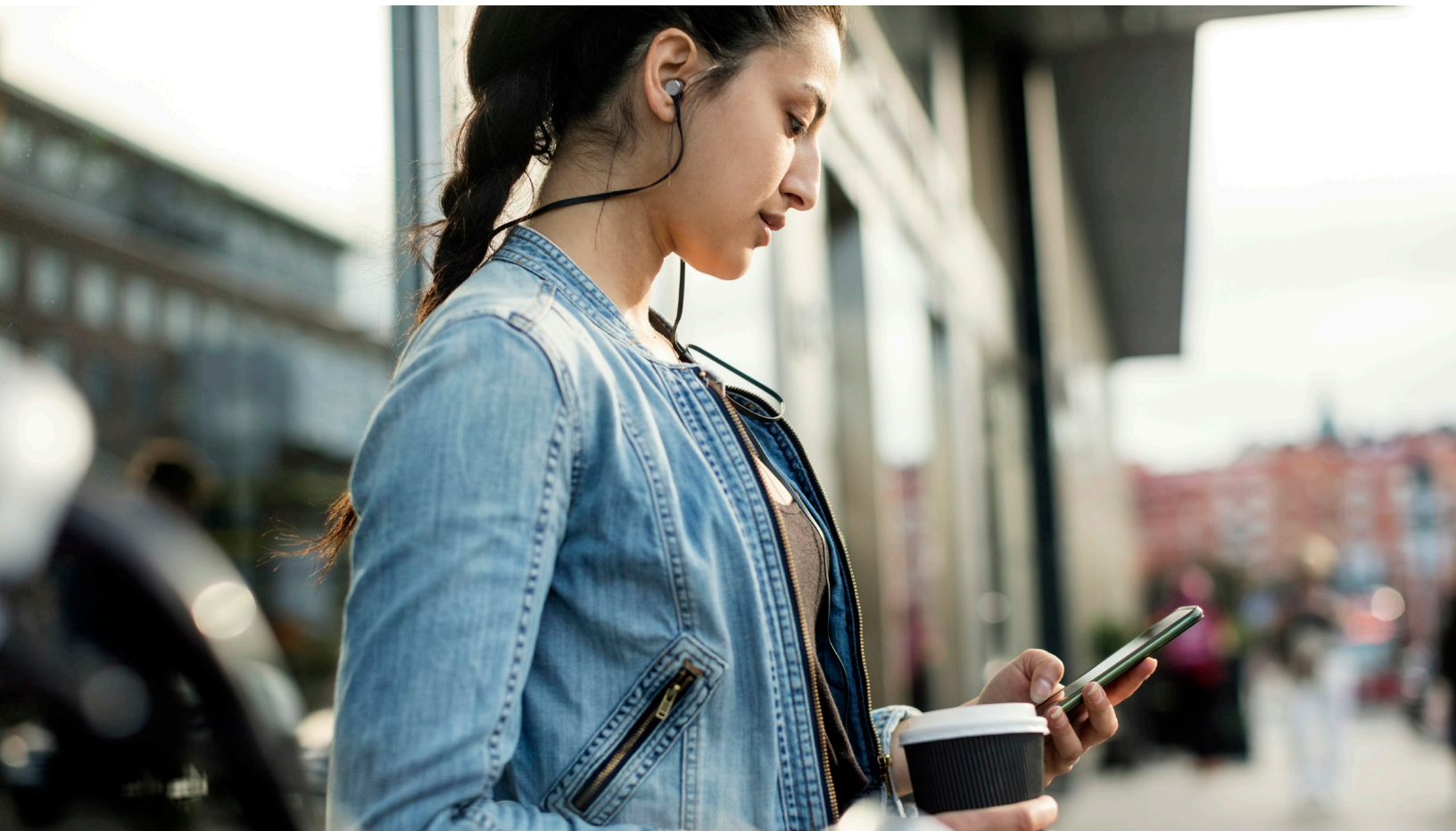
Industry-leading security and compliance certifications

Products designed for the enterprise must meet wide-ranging, demanding customer security and compliance requirements. 8x8 is dedicated to achieving security and compliance certifications to meet the needs of companies in all industries.

8x8 communications solutions have strong data-in-motion encryption and use AES 256 encryption for data at rest to protect customer data. As a result, national and multinational organizations choose 8x8 to help them comply with strict standards, protect their reputations, and secure their customer data.

All 8x8 services undergo rigorous software security stress testing using Coverity tools. No other cloud communications provider has achieved 8x8's level of advanced, third-party annual audit and verification.

8x8 security and compliance certifications include:

Cloud Security Alliance (CSA) STAR compliance

8x8 complies with international Cloud Security Alliance (CSA) requirements through the CSA's Cloud Controls Matrix (CCM). This is generally understood to be one of the most complete and detailed cloud Software as a Service (SaaS) security and regulatory compliance questionnaires used to evidence compliance with major audit frameworks available today, including HIPAA, FISMA/FedRAMP/NIST, and various ISO regulations, including 27001/27002, COBIT5, CSA Star, Jericho Forum, and NERC CIP.

FCC Customer Proprietary Network Information (CPNI) compliance

8x8 complies with the Federal Communications Commission's CPNI regulations for protecting customer proprietary network information.

Health Information Trust Alliance (HITRUST) compliance

8x8 services are HITRUST-certified. The HITRUST Common Security Framework (CSF) addresses the multitude of security, privacy, and regulatory challenges facing healthcare organizations. Healthcare and IT professionals created the HITRUST CSF to provide an efficient and prescriptive framework for managing the security requirements inherent in HIPAA.

Health Insurance Portability and Accountability Act (HIPAA) compliance

8x8 is third-party certified as a HIPAA-compliant business associate. 8x8 is one of the only major cloud communications providers that openly offers business associate agreements (BAAs) to help customers comply with HIPAA requirements.

STIR/SHAKEN

8x8 signs all calls originating on its service using STIR/SHAKEN, in compliance with the FCC Robocall Mitigation program.

National Institute of Standards and Technology (NIST 800-53 R4) and Federal Information Security Management Act (FISMA) compliance

8x8 services meet the standards established by the NIST—NIST 853 R4—one of the most rigorous security standards found anywhere in the world. 8x8 is third-party verified to comply with the Federal Information Security Management Act (FISMA), and auditors confirm 8x8's continued NIST/FISMA compliance.

Standard Contractual Clauses (SCC) apply for data transfers between EU and non-EU countries

This ensures appropriate safeguards for international data transfers involving personal data by the European Commission, including the United States.

ISO 27001:2013 and ISO 9001 certified

8x8 UK is ISO 27001:2013 and ISO 9001 certified. ISO/IEC 27001 is an internationally recognized best practice framework for an information security management system.

ISO 9001 sets out the criteria for a quality management system.

Certified PCI-DSS 3.2.1 SAQ-D solution provider

The Payment Card Industry (PCI) Security Standards Council creates Data Security Standards (PCI DSS) for handling credit card information. PCI DSS requirements are applicable if credit card information is stored, processed, or transmitted. 8x8 has engineered its solutions to help customers achieve their PCI compliance. 8x8 encrypts all voice and data in transit and storage; 8x8 also meets PCI mandates to redact private cardholder information from recordings.

SecurePay is a new 8x8 product that interfaces with PCI Pal for IVR payments and DTMF cardholder data entry.

Data-in-motion encryption with Session Initiation Protocol (SIP) over Transport Layer Security (TLS) and Secure Real-time Transport Protocol (SRTP)

Data-in-motion encryption with Session Initiation Protocol (SIP) over Transport Layer Security (TLS) and Secure Real-time Transport Protocol (SRTP) is provided by 8x8, which enables full end-to-end encryption of both voice signaling and media streams to, and through, the 8x8 cloud. This capability thwarts eavesdropping attempts on conversations or "man-in-the-middle" attacks on the IP data traversing the 8x8 cloud.

EU GDPR compliance

The US Department of Commerce selected 8x8 to participate in an advisory committee as the US and EU negotiated and implemented the General Data Protection Regulation (GDPR). 8x8 was one of the first cloud computing companies to comply with GDPR and it continues to work closely with prominent US and EU law firms to stay ahead of evolving regulations.

UK Government G-Cloud supplier

UK Government G-Cloud is an initiative to ease public sector procurement of cloud technology. 8x8 is on G-Cloud, the UK government's online digital marketplace for the public sector.

UK Government Cyber Essentials Plus accreditation

8x8 holds the UK Cyber Essentials Plus accreditation and appears on the UK Network Services framework agreement for unified communications. The certification demonstrates the robustness of 8x8's IT infrastructure and validates its ongoing commitment to data integrity and security.

Australian Prudential Regulation Authority (APRA) compliance

8x8 has a comprehensive approach to risk assurance for cloud communications services. We are confident that Australian financial services organizations can move to 8x8 cloud communications that are consistent with APRA guidance and provide customers with a more advanced security risk management profile than on-premises or other hosted communication solutions.

Data Residency

8x8 data centers are distributed across five continents, with a presence in the US, Canada, UK, Germany, Australia, and Hong Kong for region-specific jurisdiction.

The integrated contact center

The proliferation of separate communication channels makes collecting, aggregating, and analyzing customer interactions increasingly tricky. Without the right tools, data sharing, internal collaboration, and agent productivity also suffer. The eXperience Communications Platform™ optimizes omnichannel customer experience with data-driven insights to deliver greater employee engagement in a work-from-anywhere world. With one integrated platform for customer engagement and employee communications, businesses can respond to customer inquiries while maintaining the context and content of each engagement as it progresses through the customer journey.

8x8 Contact Center

8x8 Contact Center is a complete and secure solution that helps organizations facilitate strong employee engagement and operational effectiveness for customer experience success. With a highly available, secure, reliable and flexible platform, businesses are able to maximize growth potential through a solution that encourages mobility, agility, and productivity.

Powerful, fully unified tools work together to support customer journeys, promote operational efficiency, and heighten employee engagement:

- **Inbound/Outbound:** Effortlessly route and handle all IB/OB customer interactions
- **Digital channels:** Easily connect with customers across their channel of choice, including voice and digital
- **Self-service, Automation & AI:** Greet customers with intelligent self-service solutions that improve every experience
- **Integrations:** Take advantage of endless integration possibilities for enhanced EX & CX

- **Reporting & Analytics:** Keep a pulse on every facet of the business with powerful, yet simple analytics
- **Workforce Engagement Management:** Activate agent potential with intelligent workforce engagement and workforce management solutions.
- **Collaboration:** Embrace chat and video capabilities to improve coaching effectiveness for remote and hybrid employees

Journey orchestration

8x8 Contact Center makes it easy to optimize customer experience across the entire journey. With comprehensive support for voice and digital channels and proactive, AI-powered self-service options, today's digitally connected customers can get the answers they need in the shortest amount of time possible. Full omnichannel routing capabilities and an open, integration-friendly architecture allow organizations to unleash the power of their customer data for more personalized experiences.

Since all channels are managed through a single interaction routing system, contact centers are able to ensure continuity and consistency across channels. Additionally, channels are also handled through a unified interface. Agent Workspace provides a single pane of glass for agents to seamlessly handle any interaction across voice, email, chat, SMS, social media, and messaging apps.

Reporting & Analytics

8x8 Contact Center Reporting & Analytics is a powerful, yet simple set of reporting tools that helps contact center leaders keep a steady pulse on their operations. Reports, dashboards, wallboards, and widgets are easy to set up and use right out of the box. And with a wide selection of graphical data views, it's easy to share contact center insights across the organization for maximum visibility and collaboration.

Advanced tools, including native Interaction Analytics and Customer Experience Analytics, work together to capture and analyze data across the customer journey for more purposeful and impactful decisions. For example, Customer Experience Analytics allows for rapid, real-time discovery of critical moments in the customer journey.

Workforce Engagement Management (WEM)

Delivering great customer experiences means empowering agents. In addition to intelligent quality management, interaction analytics, knowledge management, and customer survey tools, 8x8 Contact Center offers a wide range of workforce management solutions.

With AI-powered Interaction Analytics, trending categories and topics are automatically identified without the need for IT support or costly professional services. When combined with Quality Management, companies can analyze the full spectrum of customer interactions and deliver tailored coaching using collaboration tools including @mentions, transcript annotations, file sharing and video. And with a robust Workforce Management solution, you can reduce the effort required to predict interaction volume, generate agent schedules, and minimize intraday management effort.

With this unified approach, agents and supervisors can work to optimize performance and efficiency in today's hybrid work environment.

Integrations

The integration-friendly architecture of 8x8 Contact Center makes it easy to leverage pre-built integrations or use APIs to support additional integration possibilities. Integrate with leading CRMs, ERP, WFM, helpdesk, and productivity applications to create one system of engagement.

When it comes to your customer data, 8x8 Contact Center makes it easy to integrate and connect multiple applications to 8x8 Agent Workspace to eliminate screen pops and toggling between screens to effectively service customers. Whether integrating with a current CRM, multiple CRMs or homegrown applications, the integration flexibility of Agent Workspace presents new opportunities to reimagine the workspace of the agent, and present customer data in the most effective way possible.

Collaboration in 8x8 Contact Center

In addition to native, fully integrated video meeting and chat capabilities, features like Expert Connect give agents the upper hand in driving first contact resolution. From a single interface, agents can reach out to fellow agents, their supervisor, or other organizational experts , located anywhere in the world—even if they are using collaboration tools like Microsoft Teams. Agents can interact with each other, view the same customer, and use directory, search, and presence features to find the person with the right expertise. Once they determine availability, they can collaborate in real time using click to -chat or -call features to resolve customer queries quickly and efficiently.

Beyond the cloud business phone

Employees need to have the right communications technology to do their best work, starting with voice and telephony. Employees with modern communications tools are also seeing the tangible results of having the right technology. Forrester's recent Future of Work Survey found that only 52% of US employees think that their company has the technology resources to allow people to work remotely successfully.

Streamlining your employee communications can help you transform your organization and empower your employees to work smarter, faster, and more efficiently. 8x8 Work is a cloud-based app that brings together business telephony, video meetings, and team messaging on your desktop PC, smartphone, or web browser. Employees can communicate and collaborate with co-workers, customers, and suppliers securely and with complete confidence, building meaningful business relationships and inspiring customer trust.

8x8 is now a Citrix Ready™ Unified Communications Premium partner. With this certification, 8x8 Work better meets the needs of customers that work in a virtualized environment.

In a distributed organization, inconsistent and disconnected phone systems are difficult to update. They can not quickly adapt to change and often lack accurate, timely analytics and reporting. Consolidating to one cloud for communications can reduce costs while offering higher quality service to end-users. Doing so allows you to save money on upfront capital investment and initial hardware purchases. You can also eliminate annual maintenance and support contracts, and reduce the high costs of maintaining different telephony carriers for specific offices.

8x8 Work includes a powerful, modern, and easy-to-use cloud business phone system with best-in-class, enterprise-grade PBX features, such as auto-attendant, unlimited global calling, voicemail, flexible call flow rules, and number coverage in over 100 countries.

A feature-rich cloud business phone for any organization

The most integrated video and audio conferencing

In today's business environment, employees demand faster, easier, and more engaging communications solutions to enhance their productivity and collaboration among partners and team members. That's why video conferencing solutions have evolved into the beating heart of online collaboration.

8x8 Work enables you to consolidate multiple apps for video conferencing, team messaging, and telephony into one. Instead of asking your employees to download three or more apps, they now only need one—no more swivel chairs for them! With this level of integration, it takes just one click to move from call to chat to video conferencing while maintaining content and context along the way. This also means that IT has only one application to administer and configure. Now, IT has the time to focus on higher-impact tasks.

In addition, 8x8 Work allows employees to host and manage large audio and video conferences with up to 500 participants from a web browser, desktop, or mobile device. It extends the value of 8x8's services and helps you avoid the need to purchase third-party conferencing solutions.

The intuitive interface enables users to find the features they need quickly. For example, scheduling meetings is easy with Microsoft and Google calendar integrations. Each employee receives a personal meeting URL that they can share with guests to meet at any time. For larger meetings, you can live streaming directly on YouTube for an unlimited number of viewers.

With 8x8 Work, participants can join video meetings with one click using an Internet browser without needing to download plugins or special software. Guests can also dial into meetings from any phone, with local or toll-free numbers available in over 60 countries and territories.

HD video & audio conferencing
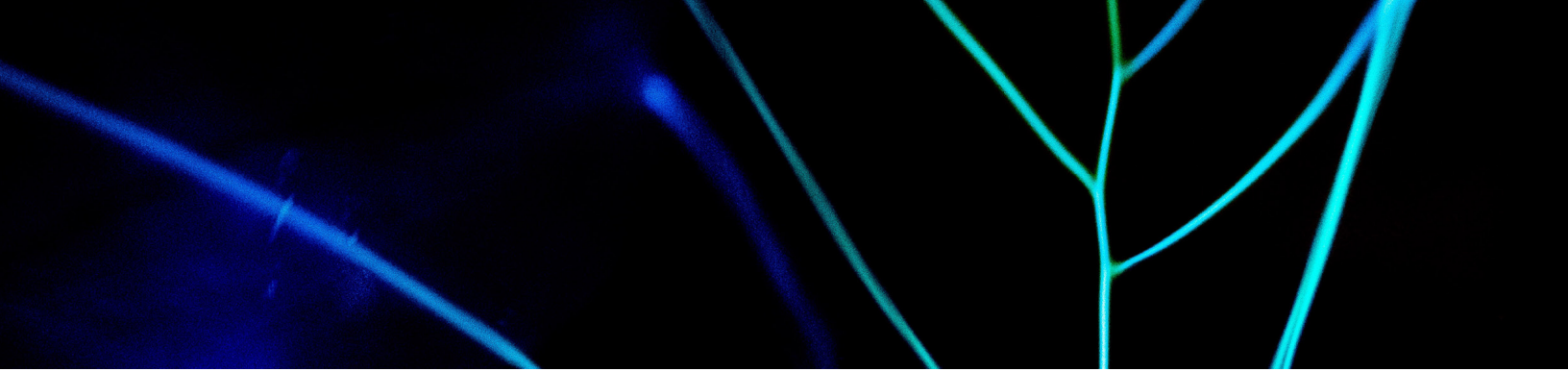
Messaging with colleagues, partners, and customers

Team messaging is the staple of in-office communication. These apps extend instant messaging, text messaging, private rooms, file sharing, and integrations with third-party apps into one hub for collaboration. The result is a single place to chat with colleagues, managers, and even business partners in real time.

Team messaging is part of the 8x8 Work app and is available anytime, from any device. You can move from a group chat to a video conference with one click, making work easier and faster. Unlike other team messaging applications, 8x8 provides instant access for all employees, enabling collaboration across departments, business units, and project teams (not just within small groups or pockets of the organization).

8x8 Work supports public and private rooms and enables employees to collaborate on different topics. For example, legal teams can collaborate on projects in an invite-only private room, while marketing would prefer a public room to share company-wide updates and encourage transparency. You can @mention people, share files, send emojis, view read receipts, see someone's presence, follow or unfollow specific rooms, and control your notifications.

91% of enterprises using team collaboration software use two or more apps. That's why 8x8 provides real-time interoperability with over twenty third-party chat applications, enabling all messaging apps to work as one within and across companies. This means that you can have cross-platform team messaging with Slack, among other popular messaging apps. 8x8 Work bridges these islands of communication and connects everyone while allowing them to continue using the application of their choice. The "bring your own messaging" mantra is unique to 8x8 and our customers experience great success as a result.

Connect teams in an instant.
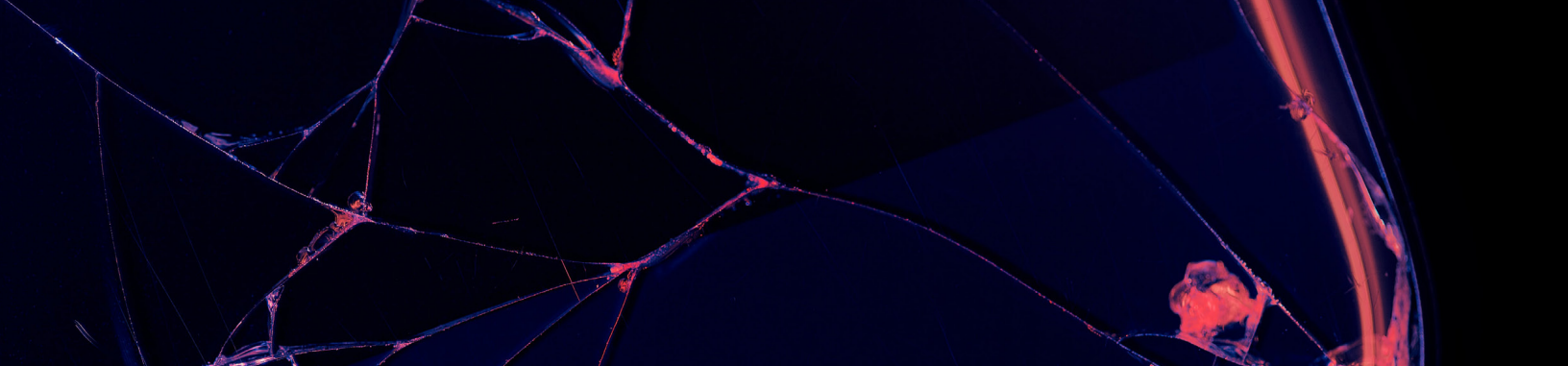
The eXperience Communications Platform™ supports every communication need company-wide
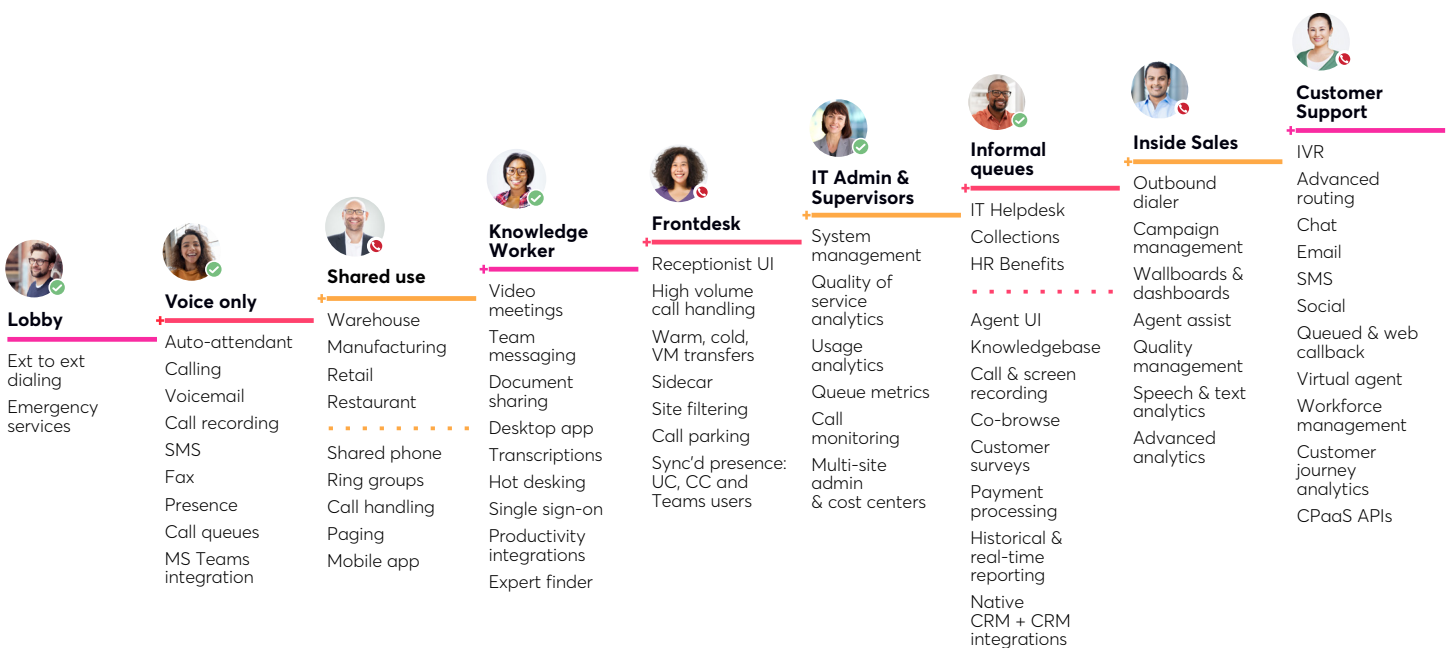
As the responsibility for customer experience spreads throughout the organization, it is not surprising to find that one size does not fit all when it comes to communication tools.

Typically, back-office knowledge workers can have general Unified Communications as a Service (UCaaS) capabilities. They need to make and take calls and chat messages, as well as host video meetings to collaborate primarily with internal audiences, suppliers.

But there is an exception in the back office—internal IT help desks. These teams benefit from contact center capabilities, such as advanced call handling and routing, insight into activity levels for managing or scheduling purposes, or even the ability to provide real-time training and coaching.

Leaders are looking for a way to provide the right communications capabilities for everyone in the company. For example, support teams may need features that are highly managed and analyzed, while delivery teams require mobile and ad-hoc communications. Inside sales teams would probably need capabilities that fall in between the two.

The eXperience Communications Platform™ Service plans include rich features for every role in the organization, spanning contact center, calling, video meetings, team messaging, or business app integrations. Organizations can mix and match plans to give employees and customers modern, anywhere, anytime communications experiences.

Lobby

Ext to ext dialing
Emergency services

Voice only

Auto-attendant
Calling
Voicemail
Call recording
SMS
Fax
Presence
Call queues
MS Teams integration

Shared use

Warehouse
Manufacturing
Retail
Restaurant

Shared phone
Ring groups
Call handling
Paging
Mobile app

Knowledge Worker

Video meetings
Team messaging
Document sharing
Desktop app
Transcriptions
Hot desking
Single sign-on
Productivity integrations
Expert finder

Frontdesk

Receptionist UI
High volume call handling
Warm, cold, VM transfers
Sidecar
Site filtering
Call parking
Sync'd presence: UC, CC and Teams users

IT Admin & Supervisors

System management
Quality of service analytics
Usage analytics
Queue metrics
Call monitoring
Multi-site admin & cost centers

Informal queues

IT Helpdesk
Collections
HR Benefits

Agent UI
Knowledgebase
Call & screen recording
Co-browse
Customer surveys
Payment processing
Historical & real-time reporting
Native CRM + CRM integrations

Inside Sales

Outbound dialer
Campaign management
Wallboards & dashboards
Agent assist
Quality management
Speech & text analytics
Advanced analytics

Customer Support

IVR
Advanced routing
Chat
Email
SMS
Social
Queued & web callback
Virtual agent
Workforce management
Customer journey analytics
CPaaS APIs

Modern, anywhere, anytime communications needs

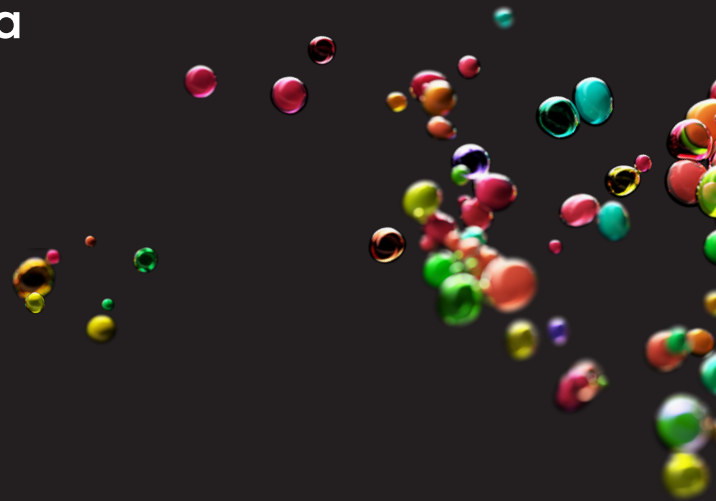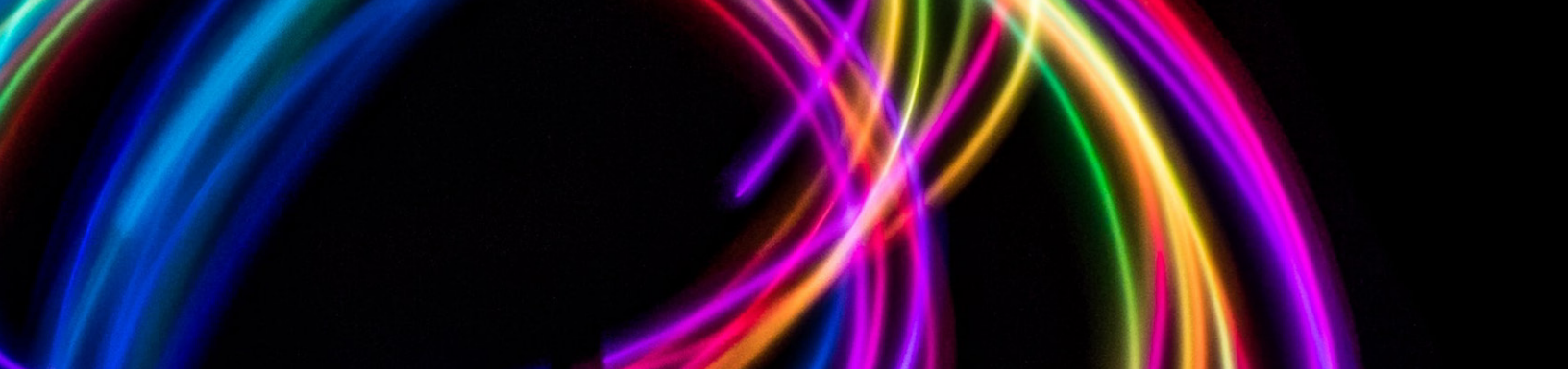| Communications needs	Features
Front Lobbies / Common Areas / Break Rooms Provides "dial tone" with primary outbound calling to numbers / extensions in the same organization and emergency services.	Includes: - Extension-to-extension dialing - Emergency services
Voice Only Provides basic phone service with call handling and presence.	Includes Lobby features plus: - Auto-attendant - Calling - Voicemail - Call recording and storage - SMS* - Fax - User presence including Microsoft Teams - Call queues - Teams integration
Shared Use - Warehouse - Manufacturing - Retail - Restaurant Connects every location with your customers and employees, so you never miss a call. This is typically used in shared environments and includes call handling.	Includes Voice Only features plus: - Shared phone - Ring groups - Call handling - Paging - Mobile app
Knowledge Worker Connects every employee anywhere, on any device, any communication mode with one easy-to-use app.	Includes Shared Use features plus: - Video meetings - Team messaging - Document sharing - Desktop app - Transcriptions - Hot desking - Single sign-on - Productivity integrations
8x8 Frontdesk Provides a tailored experience that optimizes high volume call handling for users in receptionist or operator roles.	Includes Knowledge Worker features plus: - Frontdesk UI - High volume call handling - Warm, cold, VM transfers - Site filtering - Call parking - Sync'd presence: UC, CC, and Teams users
IT Admin and Supervisors Offers more advanced analytics and wallboards that provide valuable insights that make it easier for supervisors to manage and make every customer interaction count.	Includes 8x8 Frontdesk features plus: - System management - Quality-of-service analytics - Usage analytics - Queue metrics - Call monitoring - Multi-site admin & cost centers
Informal Queues - IT Helpdesk - Collections - HR Benefits Delivers a consistent experience with a right-sized queuing and routing solution that's easy to deploy and manage.	Includes IT Admin and Supervisors features plus: - Agent UI - Knowledgebase - Call & screen recording - Co-browse - Customer surveys - Payment processing - Historical & real-time reporting - Native CRM and integrations

* US/Canada service plans only

Communications needs	Features
Inside Sales Adds personalization to every sales call, so you can assess the impact of all sales activities and campaigns.	Includes Informal Queues features plus: ▪ Outbound dialer ▪ Campaign management ▪ Wallboards & dashboards ▪ Agent assist ▪ Quality management ▪ Speech & text analytics ▪ Advanced analytics
Customer Support Handles all customer interactions seamlessly through a single, easy-to-navigate interface.	Includes Inside Sales features plus: ▪ IVR ▪ Advanced routing ▪ Chat ▪ Email ▪ SMS ▪ Social ▪ Queued & web call-back ▪ Virtual agent ▪ Workforce management ▪ Customer journey analytics ▪ CPaaS APIs

The 8x8 eXperience Communications Platform

Detailed features by product area

Integrated Contact Center features

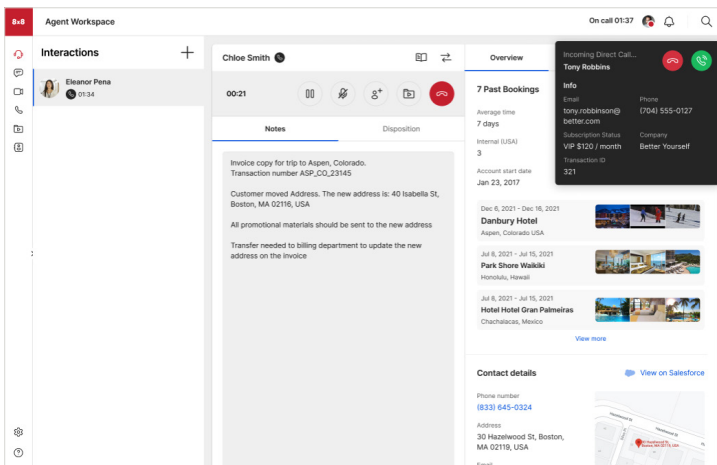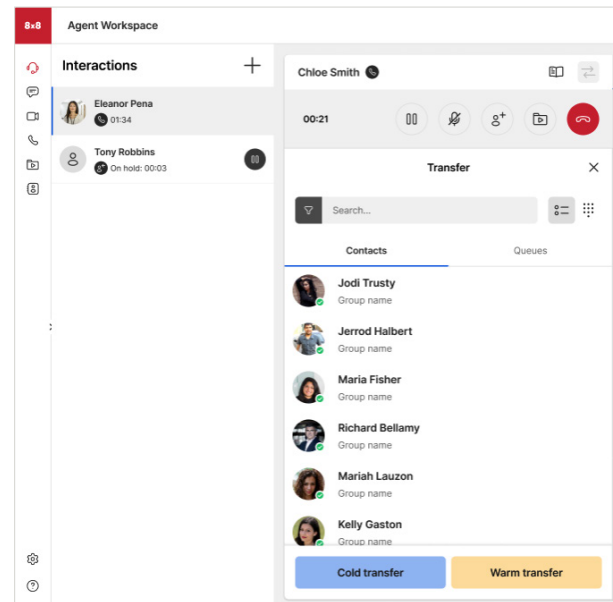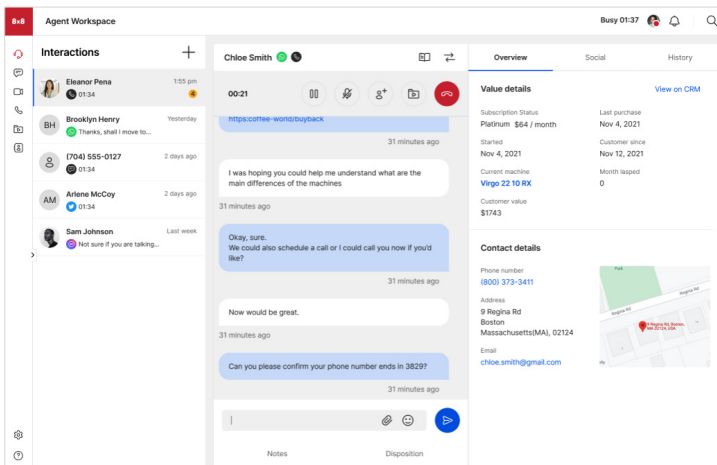| Features	Description	Service plans			
		X2	X4	X6	X8
Skills-based inbound voice	Match customers with the best available agent—without programming or IT help—and boost first-call resolution rates and customer satisfaction.			▪	▪
Analytics for Contact Center (ACC)	Share contact center performance metrics and KPIs across the organization, including graphical and tabular dashboard widgets, wallboards, and reports.			▪	▪
Interactive voice response (IVR)	Quickly connect callers with agents and streamline customer flow, allowing customers to get quick answers to simple questions. Identify the right resource to help a customer with a given issue.			▪	▪
Intelligent IVR & VA	Provide intelligent self-service options using conversational AI, NLP, NLU, and voice biometrics to further enhance customer journeys.			$	$
Agent Workspace	A browser-based, design-led interface, delivering a tailored and intuitive experience that uniquely blends contact center and unified communications capabilities in a single application			▪	▪
Inbound chat, email, SMS* and social media channels	Meet your customers on the channels they choose with a 360-degree view of all of a customer's communications across all available channels.				▪
Outbound predictive dialer	Using AI technology, dial multiple numbers simultaneously and connect answered calls to agents. Unanswered calls are automatically marked incomplete and can be redialed later.			$	▪
Outbound preview campaign dialer	In preview mode, view a customer's information at the time the system begins the call. This allows the agent to read the customer's information while waiting for the call to be connected. The agent must manually answer and terminate the call when completed.			$	▪
Graphical call-flow reports	View the caller's journey from the moment they reach the call center through to call termination, including step-by-step experience in the IVR, queuing to agents, agent connection, and post-call survey. Use this to expose an outside-in view of your contact center to enable continuous process improvement and agent training.			▪	▪
Queued call-back	Give callers the option to stop waiting on hold, provide their phone number, and receive an automatic call-back as soon as it's their turn, eliminating long hold times and boosting caller satisfaction.			▪	▪

* US/Canada only

Integrated Contact Center features (continued)

Features	Description	Service plans			
		X2	X4	X6	X8
Web call-back	Allow customers to request a call from an agent from an online form, saving time for customers and better managing your agents' time.			■	■
Expert Connect	Chat and bridge available experts onto a call with a single click, all without leaving the single user interface.			■	■
Contact center calling zone	Get 4,000 minutes per concurrent contact center seat (local and international, inbound, and outbound, within 48 country zones). The total minutes included are the pooled total of all agents. If a customer exceeds the total usage pool allowed in any given month, extra minutes incur standard usage rates. Toll calls and unique numbers are not included in the allowed usage.			4,000 minutes within 48 countries	4,000 minutes within 48 countries
Post-call survey	Capture the voice of the customer with 8x8's native post-call survey application. Surveys help you take appropriate action to ensure that your customer engagement management strategy is optimized to meet customer needs.			■	■
Native CRM	Leverage a built-in customer contact and case management tool to provide agents with critical customer information and make every agent interaction more efficient.			■	■
Knowledge base	Provide your customers with faster, more thoughtful, and more consistent answers using a collection of frequently asked questions (FAQ).			■	■
Co-browse	Allow your agents to see what is on the customer's page, quickly helping customers find the information they are looking for or clarifying any questions they may have while filling out an online form.				■
Quality Management & Interaction Analytics	Searches all voice and digital interactions for compliance, customer insights, and agent performance purposes. Provides agent interface for training, expert support and targeted coaching. Topic mapping and sentiment analysis available across channels.			$	■
Workforce management	Align volume forecast to schedule requirements along with real-time adherence and intraday reporting to ensure the right staff to business requirements.			$	$
CC screen recording	Use screen recording and archiving for call center compliance, record keeping, agent training, and process improvement.			■	■
CC voice recording	Use voice recording for call center compliance, record keeping, agent training, and process improvement.			■	■
CC voice archiving (Up to ten years)	Hot and cold voice archiving options for contact center compliance, record keeping, agent training, and process improvements.			$	$
Google Chrome Enterprise Recommended	8x8 Contact Center is optimized for Chrome OS, making it easy for Chrome OS users to quickly deploy and manage end-to-end customer experiences.			■	■

Agent Workspace

8x8 Agent Workspace is an intuitive, design-led interface that transforms the agent role by delivering a tailored experience that uniquely blends contact center and unified communications capabilities in a single pane of glass. Leveraging universally familiar, user friendly digital and consumer design principles, it provides powerful contact queuing and handling features that enhance productivity and personalize both agent and customer engagement across any channel.

The easy to use, web-based user interface enables agents across the globe to work either in the office or from home with little to no training required. In addition, this micro front-end design approach offers a configurable, integration-friendly interface with adaptive workflows to maximize agent efficiency. Quick access to native collaboration tools (8x8 Work) from within the agent interface makes 8x8 Agent Workspace the perfect solution for remote/hybrid work environments.

Cloud Business Phone features

Features	Description	Service plans			
		X2	X4	X6	X8
Unlimited global calling for business phone	Call up to 48 countries, including Russia without additional long-distance charges. In certain countries, this excludes specific mobile, special, and premium number ranges.	14 Countries	48 Countries	48 Countries	48 Countries
Tier 1 phone number & extension	Utilize a dedicated DID (direct inward dialing) number for each extension; DIDs are available for over 100 countries or toll-free numbers.	■	■	■	■
HD quality voice	Underpinned by 8x8 geo-routing that ensures fast connectivity and our voice SLA that guarantees premium quality communications.	■	■	■	■
Unlimited internet fax	Send and receive online faxes	■	■	■	■
Secure voice calls (TLS and SRTP)	Protect calls from eavesdropping with TLS/SRTP secure voice encryption	■	■	■	■
Platform-wide 99.999% Financially backed and end-to-end SLA	Get a platform-wide 99.999% SLA uptime (for UCaaS and CCaaS) over the public internet that is financially backed and end to end.	■	■	■	■
IP agnostic access	Connect to us over any IP network connection through patented access technology	■	■	■	■
PSTN access	8x8 works with 25+ PSTN carriers to provide global coverage and redundancy delivering local cloud PSTN services in over 50 countries.	■	■	■	■
Geo routing	Reduce latency and improve end-user experience with patented automatic localized signaling and voice.	■	■	■	■
Voicemail with transcription	View and listen to recordings on your desk phone, computer or mobile device; transcribes voicemail to text and sends an email with it included	■	■	■	■
UC call recording	Record incoming and outgoing calls, play them back, archive, download or delete them	■	■	■	■
Power keys (Busy Lamp Field—BLF)	Handle multiple calls at the same time and monitor other users' availability by taking advantage of spare line keys	■	■	■	■
8x8 Work Desktop or Mobile apps and Web Browser	Connect with instant chat, high-quality phone calls, and secure video meetings, all from the 8x8 Work Desktop or Mobile app or web browser	■	■	■	■
Citrix certification for 8x8 Work Desktop	The 8x8 Work Desktop app is tested and optimized to ensure the best voice quality in a Citrix environment	■	■	■	■
Highlight to dial phone numbers (Windows Only)	Highlight a phone number outside of the 8x8 Work for Desktop app with your cursor, and enter the key combination Ctrl+Shift+8 to call the number without dialing it manually	■	■	■	■
8x8 Frontdesk	A tailored experience that delivers efficiency and productivity for receptionists and operators handling a high volume of calls		■	■	■
Barge-Monitor-Whisper	Enable managers and supervisors to monitor phone conversations of other employees, privately speak (whisper) to the employee without the customer hearing or join (barge) the call and talk with the customer		■	■	■

Cloud Business Phone features (continued)

| Features	Description	Service plans			
		X2	X4	X6	X8
Hot desking	Enable any end user to log into a shared desk phone as if it were his or her own	▪	▪	▪	▪
Caller ID	Identify who's calling before you pick up the phone; customize your external caller ID	▪	▪	▪	▪
Number porting: self-service or managed	Port existing phone numbers to 8x8 through a self-service process or managed by 8x8	▪	▪	▪	▪
Call waiting	Allow callers to reach you even when you are on another call	▪	▪	▪	▪
Call transfers	Transfer calls to others through a warm transfer or a cold (blind) transfer	▪	▪	▪	▪
Multi Party Calls	Add up to 3 lines in the same call	▪	▪	▪	▪
Extension-to-extension calling	Call others in your business by dialing the extension only	▪	▪	▪	▪
Call park	"Park" a call in the cloud while you use your phone to make another internal or external	▪	▪	▪	▪
Blacklist callers at user level	Users can blacklist numbers on 8x8 Work. Go to the Calls tab and click on the ellipsis to block or unblock callers	▪	▪	▪	▪
Filter call recordings and voicemails	Ability to filter call recordings by number and voicemails by name and number	▪	▪	▪	▪
Notifications disabled when DND status is on	Desktop notifications disabled temporarily when the 'Do not disturb' status is ON	▪	▪	▪	▪
Phone paging (Polycom devices only)	Send one-way audio announcements to users who are members of a specific paging group or to everyone in an emergency	▪	▪	▪	▪
Hold music	Play recorded music or marketing messages while your callers are on hold	▪	▪	▪	▪
Flip Calls	Move an active phone calls or video meetings to another device instantly without interrupting or dropping the ongoing call	▪	▪	▪	▪
Country and local time display	Country and local time are displayed in the dial pad when calling international numbers in expanded view mode	▪	▪	▪	▪
Record Voicemail Greetings	Record voicemail greetings through the desktop app by going to Settings > Voicemail	▪	▪	▪	▪
Call Quality Indicator	View call quality details of the other party in addition to the user's call quality status.	▪	▪	▪	▪
Emergency Services	User updatable E911/999 location information that verifies address information with the servicing PSAP provider	▪	▪	▪	▪
35 Cloud agnostic regions	Geographically diverse cloud regions strategically located for optimum global reach and platform resilience.	▪	▪	▪	▪
Geo-redundancy	Patented highly available, geo-redundant service with <30 second failover between POPs	▪	▪	▪	▪

Cloud Business Phone features (continued)

Features	Description	Service plans			
		X2	X4	X6	X8
Auto attendant	A service that acts as an automated receptionist. Through profiles and rules, select which phone menu options and recordings are used at specific times for callers to route themselves to the appropriate destination.	▪	▪	▪	▪
Ring groups / Hunt groups	Distribute calls within specific departments by having all the phones in a group ring at once or set up a "round robin" approach where the extensions in the group ring in a specific order until the call is answered	▪	▪	▪	▪
Call queues	Place callers in a queue in the order received until the next agent becomes available, allowing you to serve your customers promptly, courteously, and efficiently	▪	▪	▪	▪
UC media storage	Storage capacity included for UC media recordings (audio calls and meetings). Superseded by time-based storage for new customer orders from 25th November 2020. Separate storage options available for CC-specific audio calls.	1 GB	1 GB	As per X4	As per X4
UC media 'hot' storage (standard)	Instant access retention period for UC audio call & video meeting recordings.	30 days	130 days	As per X4	As per X4
UC media 'hot' storage (Add-on)	Increase instant-access retention period for UC recordings to the maximum available of 130 days.	$			
UC media 'cold' storage (Add-on)	Optional cold-storage archive and retrieval services for long-term storage up to ten years	$	$	$	$
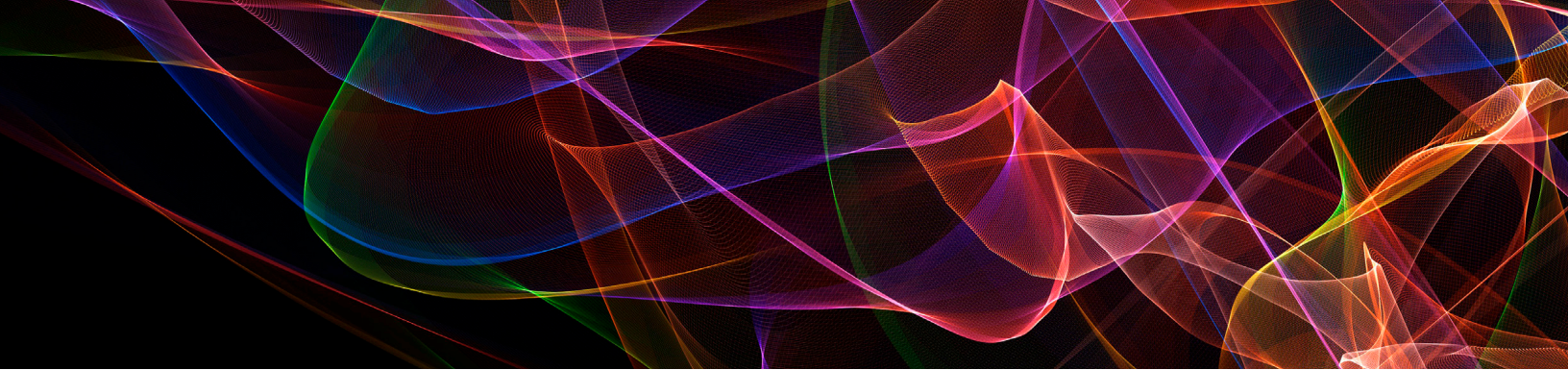
8x8 Conversation IQ

Conversation insights and professionalism from the front desk to the back office

Conversation IQ packages quality management and speech analytics capabilities, that have long been reserved for contact center staff, into a powerful add-on solution that can be used by any employee, in any role, anywhere in an organization.

The resulting AI-driven analytics help organizations to uncover conversation insights, empower proactive coaching and ensure that all customer interactions are professional, consistent and effective from the front desk to the back office.
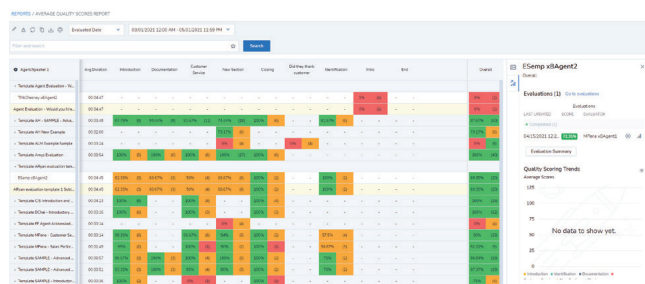
Key Benefits

- **Value** - Single-source speech analytics and quality management solution for any user role
- **Ease of use** - Rapid deployment and ready-to-use evaluation templates
- **Insights** - AI-driven sentiment analysis and keyword tracking with speaker identification
- **Consistency** - Customized coaching across the organization
- **Compliance** - Effective and efficient management of adherence to company policies, best practices and industry regulations
- **Automation** - Holistic reporting with drill-down detail

Capture and Search

- Speaker-separated recording and automatic transcription
- Keyword search; Flag, tag, snip and share conversation clips

Categorize and Visualize

- Tailor key phrase categorization
- AI-powered sentiment analysis

Evaluate and Score

- Customize team evaluation templates
- Dynamic scoring and adherence ranking
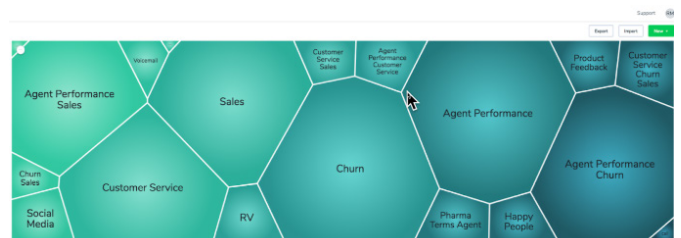
Analyze and Report

- Track customer experience metrics over time
- Benchmark speech topic trends against best practices
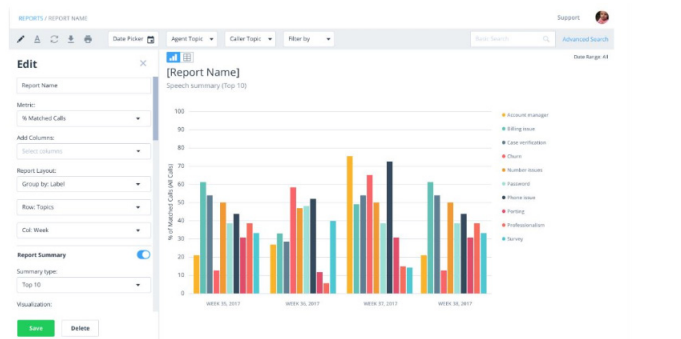
8x8 Frontdesk

A tailored experience for receptionists and operators who handle a high volume of calls

8x8 Frontdesk is a new role-based experience within the widely-deployed 8x8 Work app, with a full-screen operator panel that provides instant access to enhanced call handling capabilities.

The intuitive drag-and-drop design enables any activated user to assume the guise of receptionist with minimal prior training. That means that you can assign your best talent to the front-line of your business - anytime, anyplace, anywhere.

By personalizing every first contact, with 8x8 Frontdesk, your callers can always expect a great reception.
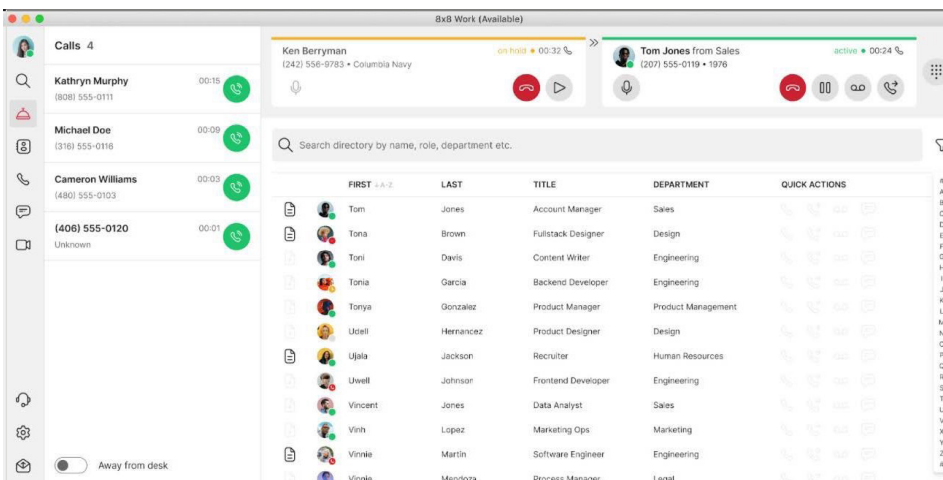
Productivity

- Personalized solution for every user
- Centralized answering for both employee extensions and contact center agent user groups
- Shallow learning curve that accelerates user adoption and time-to-value

Efficiency

- Quick action icons for single-click call connections
- Voice and message-based call consultation
- Contact annotation
- Scripted greetings
- Single company-wide directory with real-time presence

Flexibility

- No hardware required
- Device agnostic
- Location independent
- Enables the receptionist role to be assigned to any 8x8 Work user
- No add-on software installation required

Team Messaging features

Features	Description	Service plans			
		X2	X4	X6	X8
1-on-1 instant messaging	Ability to message any individual user within a company's global directory	▪	▪	▪	▪
Team messaging	Provide group chat functionality to send messages to public or private group chat rooms	▪	▪	▪	▪
Threaded Messages	Ability to reply to specific messages in a conversation	▪	▪	▪	▪
Ability to open multiple chat windows	Open multiple chat panels in the desktop app when you switch to Expanded Mode or enlarge the app window (you can open up to 9 chat windows)	▪	▪	▪	▪
8x8 Universal Messaging (cross-platform team messaging with Chatter, Slack, etc.)	Real-time interoperability with 3rd party chat applications such as Slack, Chatter, and other popular messaging apps to enable them to work as one within and across companies	▪	▪	▪	▪
Business SMS/MMS and texting*	Send/receive text messages and multimedia attachments from your 8x8 phone number to any other phone number	▪	▪	▪	▪
Presence detection	See who is available, busy, away, in do-not-disturb mode, on a call or in a meeting. You can also set your status to show as offline using invisible mode.	▪	▪	▪	▪
Snooze conversations	Mute notifications for a specific time	▪	▪	▪	▪
Share multiple messages using third- party apps (mobile app)	Select, copy, and send multiple messages using third-party apps	▪	▪	▪	▪
Room avatars (mobile app only for now)	Customize private and public rooms by adding a picture or choosing one of the predefined colors	▪	▪	▪	▪
End calls with predefined text messages (mobile app)	Respond easily by selecting one of the predefined text messages when you are unable to take a call	▪	▪	▪	▪
Animated GIF support	Animated GIF rendering support	▪	▪	▪	▪
Search past conversations with disabled users	Ability to search for disabled users (ex-colleagues) and view chat history	▪	▪	▪	▪
Escalate Interactions	Ability to easily move from chat, to voice, to video interaction	▪	▪	▪	▪

* USA/CA only and supports CTIA compliance for A2P 10DLC

High-Quality Video Conferencing features

Features	Description	Service plans			
		X2	X4	X6	X8
HD video and audio conferencing	Share high definition (HD) quality video to see others in a meeting	500 participants	500 participants	500 participants	500 participants
Join from online web browser	Join meetings from any online web browser without downloading an app	■	■	■	■
Join from mobile devices	Join from iOS, Android, and tablets after installing mobile app	■	■	■	■
Virtual backgrounds	Participants can select an image from a library, upload their own image or use the blur feature to replace their physical background with a virtual background.	■	■	■	■
Raise your hand	Participants can discreetly indicate they have something to say without interrupting the current speaker	■	■	■	■
Emoji reactions	Meeting participants have the ability to use emoji reactions to respond to meeting content in realtime	■	■	■	■
Polls	Meeting participants have the ability to set up and respond to live polls during meetings.	■	■	■	■
Secure passcodes	Option to set a passcode for extra security	■	■	■	■
Calendar integration	Click one button to add 8x8 meeting details into the video meetings user interface. See upcoming & past meeting details.	■	■	■	■
Raise your hand	Participants can discreetly indicate they have something to say without interrupting the current speaker	■	■	■	■
Participant controls	Participants can mute/unmute audio and video, share content and check bandwidth and audio/video quality	■	■	■	■
Personalized virtual spaces	Individual employees get their own dedicated meeting web link.	■	■	■	■
Controller mode	Control what viewers see and what users can share in meetings	■	■	■	■
Remote desktop control	Control the mouse and keyboard movements of another user remotely (User being controlled must have the 8x8 Work Desktop app)	■	■	■	■
Breakout Rooms	Hosts can split meeting participants into separate sessions for smaller, focused discussions	■	■	■	■
Screen sharing	Share your computer screen and choose which applications or monitors to display	■	■	■	■
Meeting live streaming	Stream a conference to an unlimited number of participants over YouTube	■	■	■	■

High-Quality Video Conferencing features (continued)

Features	Description	Service plans			
		X2	X4	X6	X8
Meeting Summary	Hosts can review participant engagement and easily access meeting details and in-meeting actions like recording, chat, and polls after a meeting has ended	■	■	■	■
Tile view	Display meeting participants in a tiled layout to see all participants at once and to see who's talking	■	■	■	■
Set availability status	Users can set status to available, busy, do not disturb or custom message. Status is synced across meetings, phone, and team messaging	■	■	■	■
Group chat	Send messages to every video meeting participant	■	■	■	■
Private chat	Send private messages to individuals in a video meeting	■	■	■	■
Push-to-talk mode	Mode where all speakers stay muted unless they press a key to speak	■	■	■	■
Bandwidth controls	Users can adjust their video bandwidth and monitor their connectivity quality	■	■	■	■
Cascaded routing	Bandwidth and networking optimization to provide the best performance of video & audio quality with minimal lag time	■	■	■	■
Spaces	Enable 1-click set-up, scheduling, and screen sharing for meetings in conference rooms and other collaborative spaces	■	■	■	■
UC media 'hot' storage	Hot-storage retention period for audio call & video meeting recordings. Supersedes previous capacity-based storage on all new orders from 18Nov20.	■	■	■	■
UC media 'cold' storage	Optional cold-storage archive and retrieval services for long-term storage up to ten years.	$	$	$	$
Conference call-in	80+ dial-in number options (11 toll-free) for 58 countries	■	■	■	■
End-to-end encryption	End-to-end encryption of a meeting using insertable stream	■	■	■	■
Audio sharing	Share audio in a meeting from your device or browser tab	■	■	■	■
Meeting analytics	Quality, performance, and usage analytics	■	■	■	■
Conference call-out	Call to invite meeting participants from within a meeting	■	■	■	■
Closed captions	Speech-to-text transcription and display of what's being said in real time	■	■	■	■
Transcriptions	Detailed transcription of meeting dialog with time stamp	■	■	■	■
Branding	Customized meeting experience with configurable background, logo, and URLs	■	■	■	■

High-Quality Video Conferencing features (continued)

Features	Description	Service plans X2	X4	X6	X8
Advanced moderation	Moderators can control audio and video of all participants at once - stop and start audio and video with bulk actions	▪	▪	▪	▪
Moderation controls	Meeting host controls, including universal mute, exclude, participant lobby, and role delegation	▪	▪	▪	▪
YouTube video sharing	Share a YouTube video in a meeting that can be viewed by all participants	▪	▪	▪	▪
Meet now	Elevate a call or chat to a video conference	▪	▪	▪	▪
Active Directory and single sign-on	Integration with Active Directory, Okta, and other solutions for single sign-on	▪	▪	▪	▪

Identifying actionable business insights using advanced analytics

8x8 helps businesses collect and analyze interactions across employee and customer engagement points to enable better internal decision-making and faster customer responsiveness.

The large volume of data available today has the power to profoundly transform organizations and the way they do business. High-performing businesses lead the way in generating value from advanced analytics. Understanding customer sentiment and identifying emerging trends across the business, then personalizing each customer's experience, is no longer just nice to have—it's essential to maintaining the high degree of agility and personalization required for success.

8x8's cross-platform AI and analytics deliver data-driven insights across your organization. It gives your managers instant access to the information they need to better align company resources with customer activity, deliver timely, fact-based coaching, and intelligently automate call routing.

Instant visibility into actionable insights

Instantly get answers about internal and external call activity, call queues and ring groups, and the network health of your 8x8 eXperience Communications Platform.™
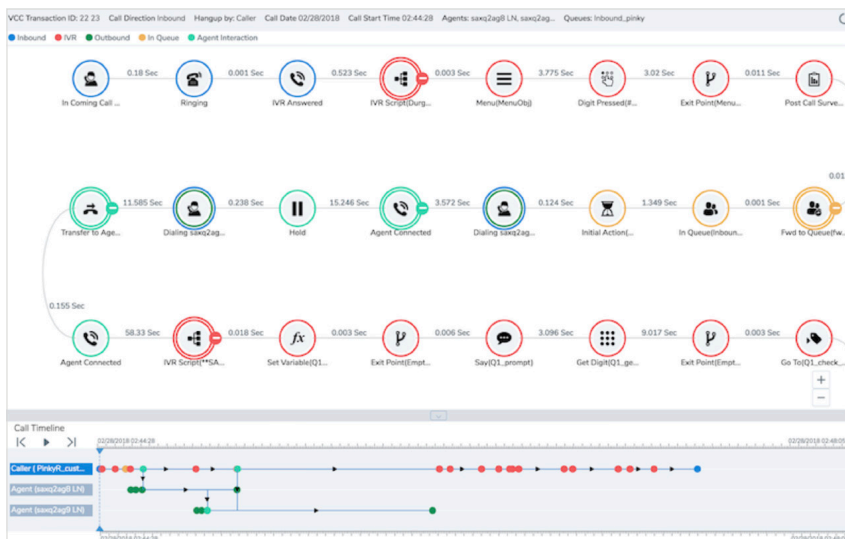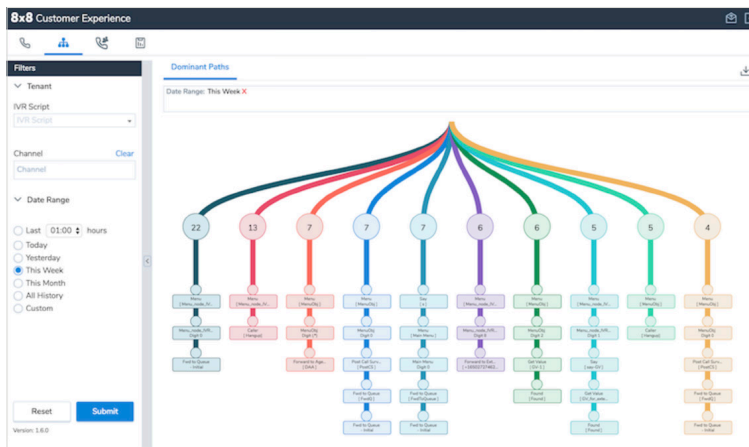

Graphical view of the customer journey

View the customer's journey from the moment they reach the call center through call termination. See the step-by-step journey in the interactive voice response (IVR), queuing to agents, agent connection, and post-call survey. Use this to expose an outside-in view of your contact center to enable continuous process improvement and agent training.

Speech and text analytics

Recorded customer interactions contain a vast amount of untapped data that gets to the heart of your customers' concerns. With both speech and text chat analytics capabilities in the same solution customers can listen to the voice of your customer across all of the interactions; search for keywords, phrases and drill down to the interactions to learn what makes your customers happy or frustrated.

IVR dominant path

View the top 10 most common IVR paths taken by your customers to better understand their needs and how current menu options address those needs.
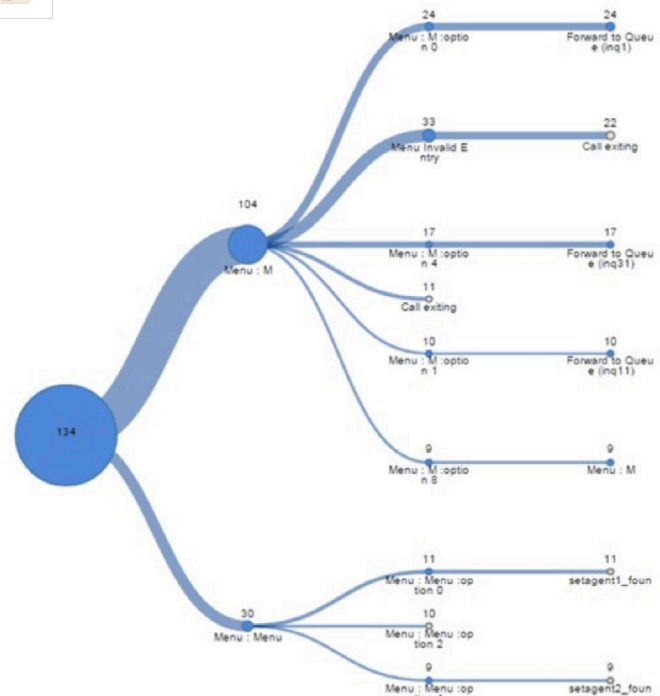

IVR metrics

Choose an IVR script and time frame for analysis. View a graphical depiction of the script with the ability to expand or contract menu options dynamically. Use this to determine where the IVR callers are dropping, the usability of your existing IVR scripts, and where you can improve the IVR design.

Advanced search

Filter and view recent calls with more than 15 available metrics, including channel, queue, agent, time in IVR, and even hold and mute count.

Call quality trends

See real-time information about:

- All 8x8 endpoint devices associated with your company's 8x8 cloud phone system, so that you can quickly view the health of any device and adjust any areas of failure

- MOS score details in graphical format, both for individual extensions and organization-wide, for troubleshooting and resolution

- Extension summary graphing for at-a-glance trend analysis

Calls inside or outside of business hours

Knowing when to open and close a store or office is crucial. You want to be able to answer customer calls appropriately without wasting resources or staying open unnecessarily. This report allows you to configure your current hours of operation and see how many calls are coming inside or outside business hours.

Contact Center performance

Quickly identify significant trends in how you are serving your customers with "at a glance" visualizations on queues, team, and agent performance. Identify high-performing agents and those who need coaching or assistance. Detect performance anomalies to catch issues before they become widespread. Configure dashboards and create custom reports that help you to see what is essential to your business.

Cross-platform AI & Analytics features

Features	Description	X2	X4	X6	X8
		Service plans			
Company summary dashboard	See a consolidated view of numerical and graphical details about call activities and metrics for any dates selected.	■	■	■	■
Extension summary	View more than 20 selectable columns of detailed information on call activity on all extensions.	■	■	■	■
Ring Group summary	Review call activity for any designated Ring Group including talk time, ring time, and metrics for missed / abandoned calls.		■	■	■
Call detail records	Get historical information about all calls processed in the selected time frame, including real-time missed and abandoned call details for quick call-back to avoid missing leads or customer service opportunities. You'll also see the caller's entire customer journey throughout the organization, including call transfers, to help increase customer satisfaction.	■	■	■	■
Active calls	See real-time information about all calls currently being processed within the organization. Details include the caller's journey throughout the organization up to that point.	■	■	■	■
Unreturned calls	Match inbound calls to outbound calls to find unreturned calls within the selected date range.	■	■	■	■
Calls by DID	Select and view detailed information for all direct inbound numbers (DIDs).	■	■	■	■
Meeting analytics	See a participant list and exactly how long each speaker spoke.	■	■	■	■
Service quality analytics	View the status of end-points, voice quality Mean Opinion Scores (MOS), and summary graphs.		■	■	■
Supervisor analytics	View reporting on call queues, ring groups, and agent performance.		■	■	■
Contact center analytics	Share contact center performance metrics and KPIs across the organization, including graphical and tabular dashboards widgets, wallboards, and reports.			■	■
Customer experience analytics	View detailed, aggregated views of interactions throughout the contact center.			■	■
Quality management	Search, review, and evaluate interactions. Coach employees to achieve better contact center performance across voice and digital interactions.			$	■
Speech and text analytics	Identify call and digital insights with out-of-the-box categories and topics to see trends and improve customer experience.			$	■
8x8 Conversation IQ	Packages quality management and speech analytics capabilities, originally reserved for the contact center and now available for UC users. This enables conversation insights for any employee in any role from the front desk to the back office and beyond.	$	$		

Integrations for the hybrid world of work

The eXperience Communications Platform™ provides a single open integration framework with shared integrations that work with your core applications, whether a CRM system, collaboration endpoints like Microsoft Teams, or core ERP systems.

Use case customization and optimization recognize that the lines between UCaaS and CCaaS are blurring, and contact centers platforms aren't just for contact center agents any longer. Sales, marketing, field service, and others are all designed for agents.
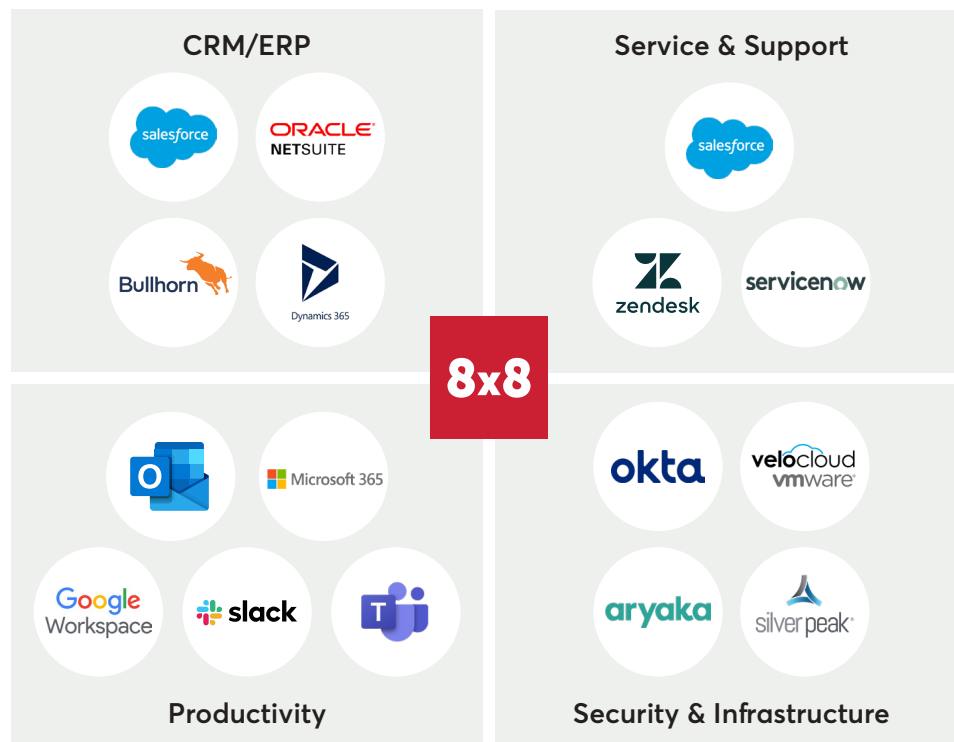
Integration with CRM systems

Customer relationship management (CRM) is vital to any business, small or large. This is no surprise as the market for CRM software is continually growing. According to Gartner, CRM software revenue forecast are expected to grow at a five-year CAGR of 9.8% through 2024, surpassing $20Bn.

However, a considerable number of CRM projects fail every year due to low adoption and delayed ROI. Below are examples of how integrating 8x8 into your CRM provides one user experience.

Click-to-dial from within Salesforce

Add an 8x8 softphone into Salesforce. This integration provides the ability to take, make, and manage calls within Salesforce, enabling faster, more personalized engagements.
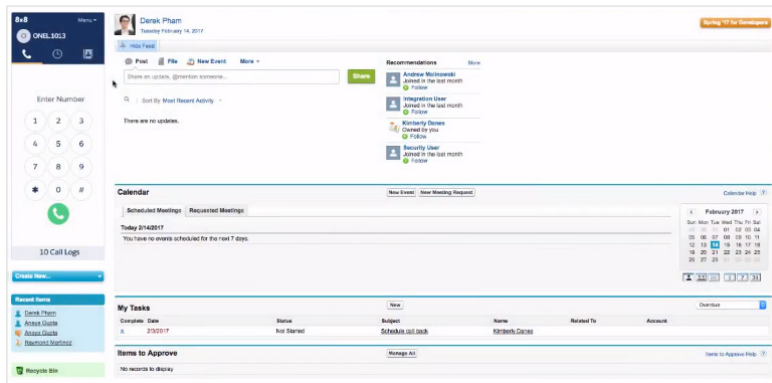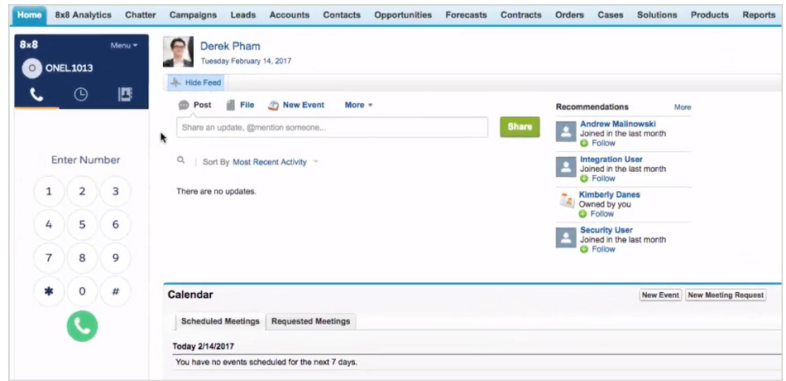

Single platform for customer information and communications

One user interface (UI), one experience integrates all communications channels within your CRM, making it easy to communicate and access information from a single location without switching between applications.

Context at the speed of conversation

As the call comes in, auto-filtering of records provides context for the call even before answering it. It also makes it easy to search the communication history and related records.
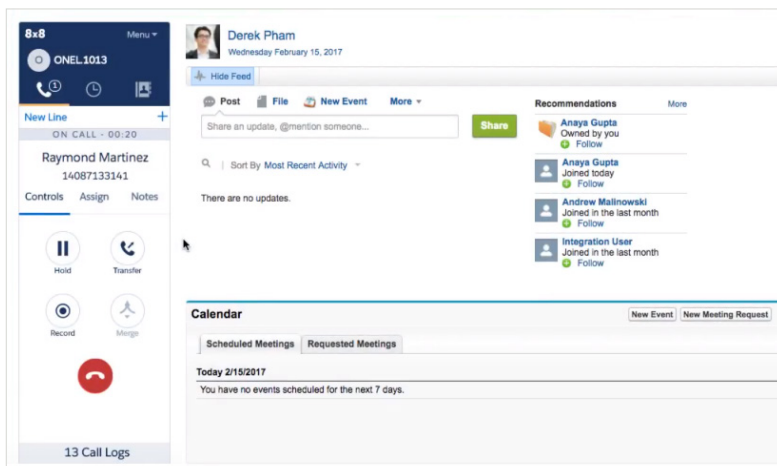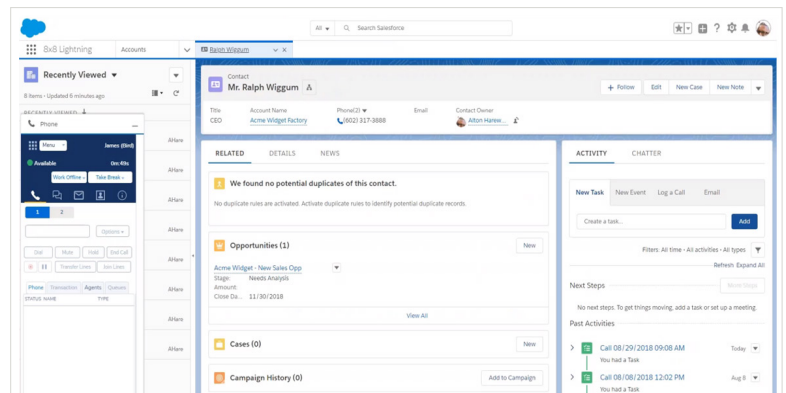
Easy to manage calls and follow-ups

Record, merge, warm transfer, hold, and resume calls. Call logs can help you keep track of how a call went, listen to the discussion, and see whether it has a successful resolution. Additionally, follow-ups help you arrange the next step to accelerate your workflow.

Integration with productivity applications

Email, phone systems, and collaboration tools are among the most used applications in the workplace. Let's talk numbers: employees on average spend 28% of their work week reading and replying to emails, 92% of all customer interactions happen on the phone, and an estimated 70% of the workforce will be working remotely at least five days a month by 2025. (Sources: McKinsey, Global Workplace Analytics, Salesforce).

Integration of 8x8 with Google Workspace and Microsoft 365 is quick and easy to deploy at no additional cost.

The Google Workspace integration is highlighted below.

Integrated softphone

8x8 integrated with Google Workspace starts with click-to-dial and click-to-join within your Gmail or Google calendar, respectively.

Auto-filtering of emails related to the caller

As a call comes in, instantly get a screen pop-up showing the caller information based on the corporate directory; all the emails you have exchanged with the caller display instantly.
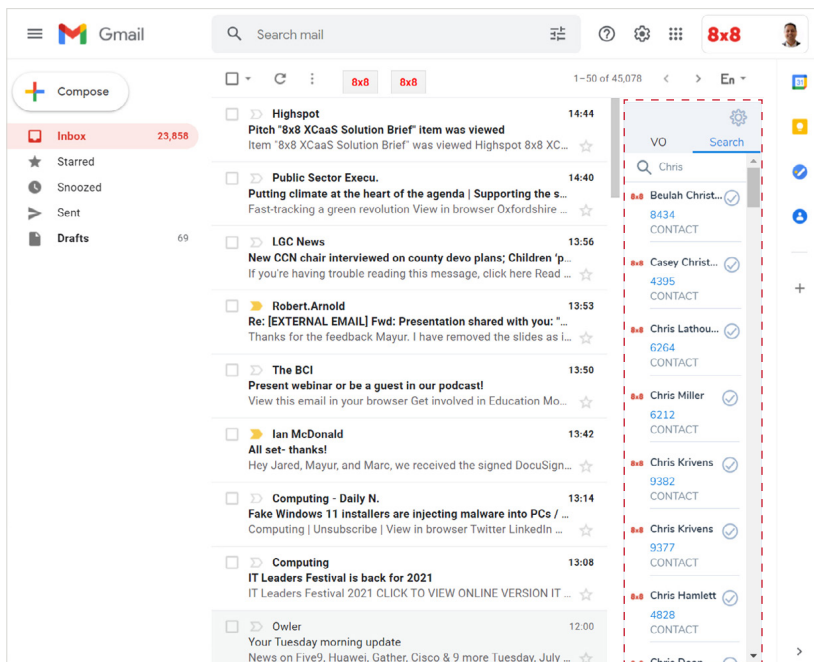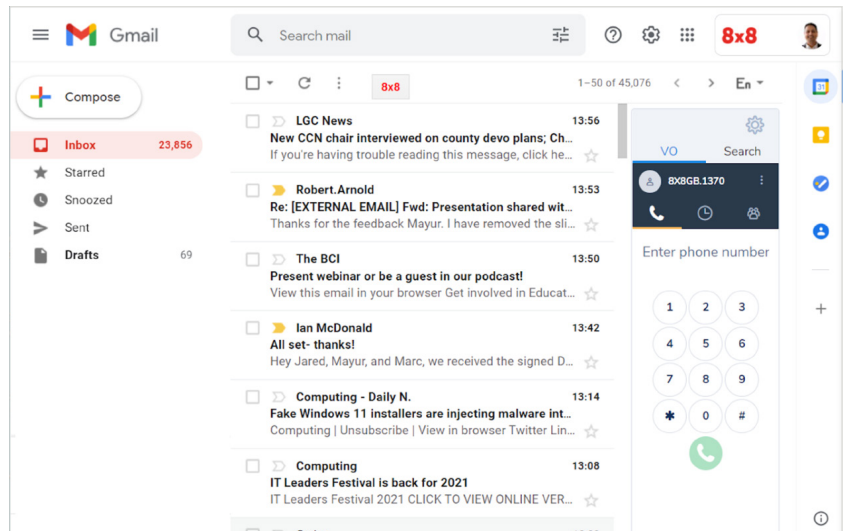
Integrated search

The integrated search feature pulls information from the corporate directory, upcoming meetings, call history, phone numbers, extension, and even availability based on Google calendar. If a user is "available," click on their extension/phone number right from the search results and connect.

Integrated experience

A vital goal of the Google Workspace integration is to provide users with a single user interface. The result is one experience for emails and business communications. Now users can easily navigate through all the emails related to a customer— at the speed of the conversation.

8x8 Voice for Microsoft Teams integration

8x8 Voice for Microsoft Teams is a cloud-based direct routing service that enables Teams users to make and receive calls over the public switched telephone network (PSTN) using the native Teams desktop, mobile, or web app.

It removes the administrative complexities of setting up on-premises equipment, SIP trunks, or end user software. It enhances the Teams user experience through better call quality, advanced phone features, synchronized Teams user presence, and choice of cost-effective calling plans that complement Teams-to-Teams calling and expands Teams PSTN calling globally.
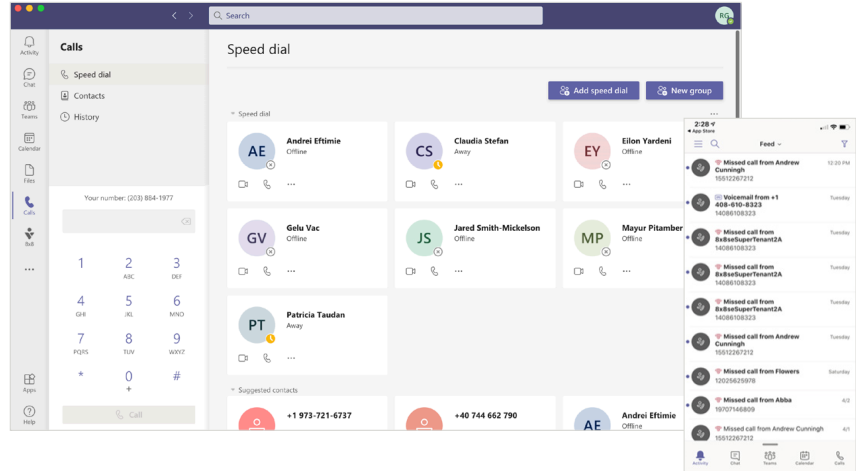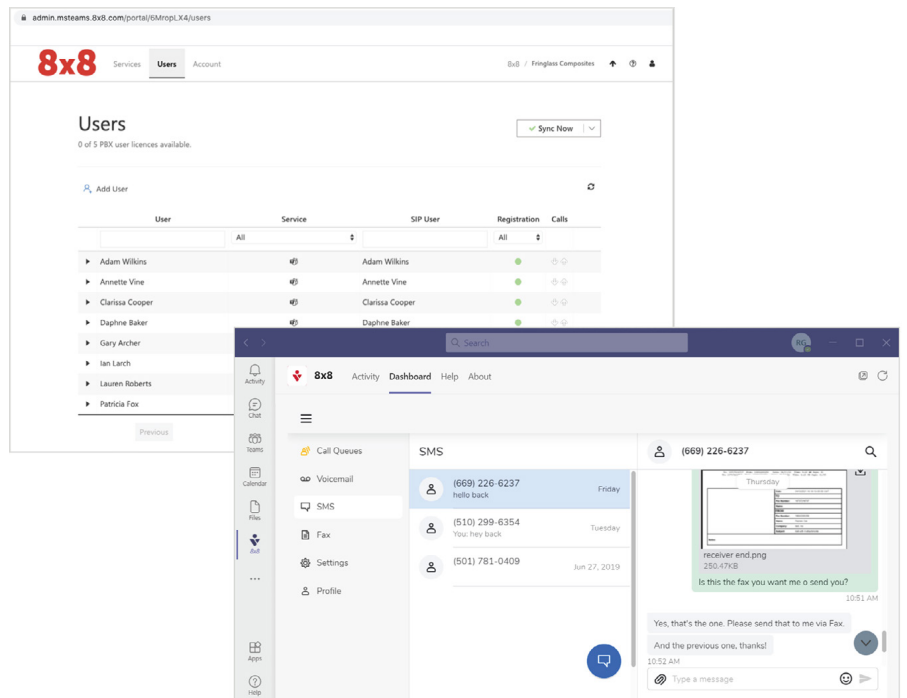

8x8 Voice for Microsoft Teams enables contact center agents using 8x8 Contact Center for Microsoft Teams to simplify customer engagement workflows using Teams.

With the 8x8 Voice for Microsoft Teams app, users can conveniently send or receive business SMS texts, MMS messages,* faxes, or access voicemails and call recordings with the Teams client without switching apps.

The integration also support presence synchronization enabling standard 8x8 Work extension users to view real-time status of all Teams-based clients.

8x8 Voice for Microsoft Teams gives your organization all the benefits of a global enterprise communication solution, saving you time and money without the hassle of managing communications and contact center infrastructure or complicating the Teams user experience.


* USA/CA only

Single integration framework features

Features	Description	Service plans			
		X2	X4	X6	X8
Active Directory authentication	Integrate with Active Directory to manage user access to 8x8 services.	■	■	■	■
Single Sign-on	Use Single Sign-on for easy authentication.	■	■	■	■
Okta integration	Create, update, deactivate, and reactivate users. Automatically synchronize Okta Active Directory users and groups into 8x8 Configuration Manager.	■	■	■	■
Web dialer for web browser (Chrome, Internet Explorer)	Click any phone number on a website to instantly initiate a call through 8x8.	■	■	■	■
Calendar integration (Google and Office 365 plugins)	Use calendar integrations to start, join, and edit 8x8 Meetings.	■	■	■	■
G Suite integration	With plug-n-play integration, add 8x8 Work features into the Google Workspace experience, including click-to-call from within Gmail and Google Docs, call pop-up, integrated search, and extended connectivity to Salesforce.	■	■	■	■
Outlook integration	Use the Outlook plugin for click-to-call from within the Outlook directory and emails.	■	■	■	■
Integration with Microsoft Teams	Using direct routing integration with Microsoft Teams, get unlimited local and international calling (depending on 8x8 service plan). 8x8 also offers a certified a Microsoft Teams contact center. Enhance native Teams user experience with 8x8 powered capabilities including fax, messaging, visual voicemail, call recording playback, and more	■	■	■	■
Microsoft 365 integration	Schedule, start, or join meetings with our Microsoft 365 plugin.	■	■	■	■
Slack integration	Use "/8x8" commands to add voice and video conferencing to Slack.	■	■	■	■
Salesforce integration	Get context at the speed of conversation. The 8x8 for Salesforce integration offers a window pop-up with caller information, auto logging for calls, chats, notes, and call recording, and integrated search.	■	■	■	■
Microsoft Dynamics 365 integration	Get integration features that include click-to-call, window pop-up, auto logging of call, chat, voicemail, call recording.	■	■	■	■
ServiceNow integration	Combine IT service management and communications. The integration offers a window pop-up with caller information, auto logging for calls, chats, notes, and call recording, and integrated search.	■	■	■	■
Zendesk integration	Get a window pop up with caller information, auto logging for calls, chats, notes, and call recording, and integrated search.	■	■	■	■

Integrations may vary by country. Speak with your account manager for further details.

Single integration framework features (continued)

Features	Description	Service plans			
		X2	X4	X6	X8
Netsuite integration	Combine communications and ERP to provide one experience. Integration offers a window pop-up with caller information, auto logging for calls, and integrated search.	■	■	■	■
Bullhorn integration	Improve productivity and boost placements with 8x8 and Bullhorn.	■	■	■	■
Partnership with Aryaka	Leverage a well tested SD-WAN solution for 8x8 services.	■	■	■	■
Customization and new integrations	Integrate communications with 3rd party business applications faster and easier using the 8x8 Dynamic Integration Framework.	$	$	$	$
200+ additional integrations	Easily connect popular business and CRM apps, with 8x8's Single Integration Framework.	$	$	$	$
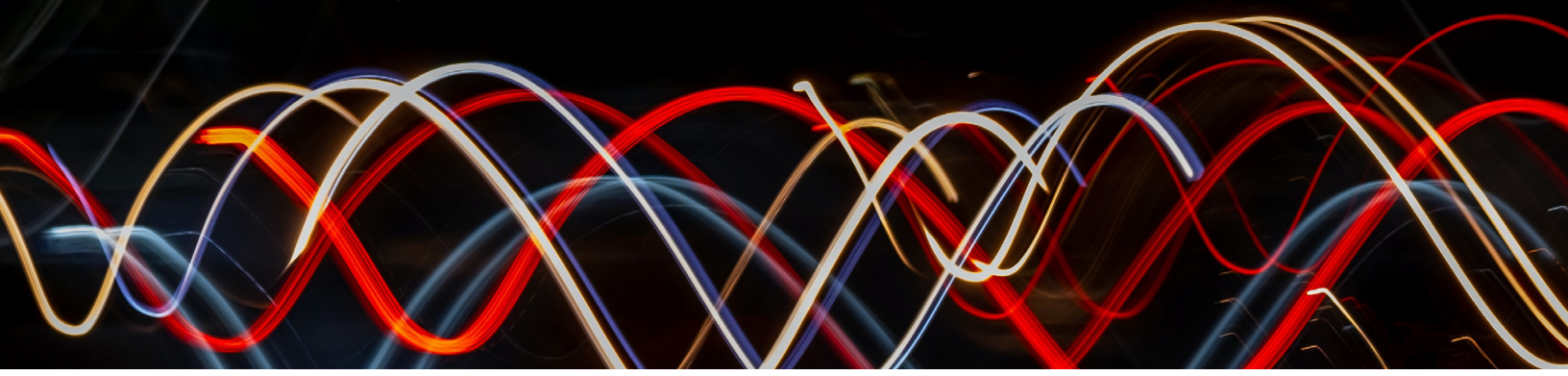
8x8 Deployment services

One of the most significant challenges in business is updating multiple locations over a large geographic area. Organizations can not afford to have their offices disrupted for long periods or for deployments that take several quarters to roll out.
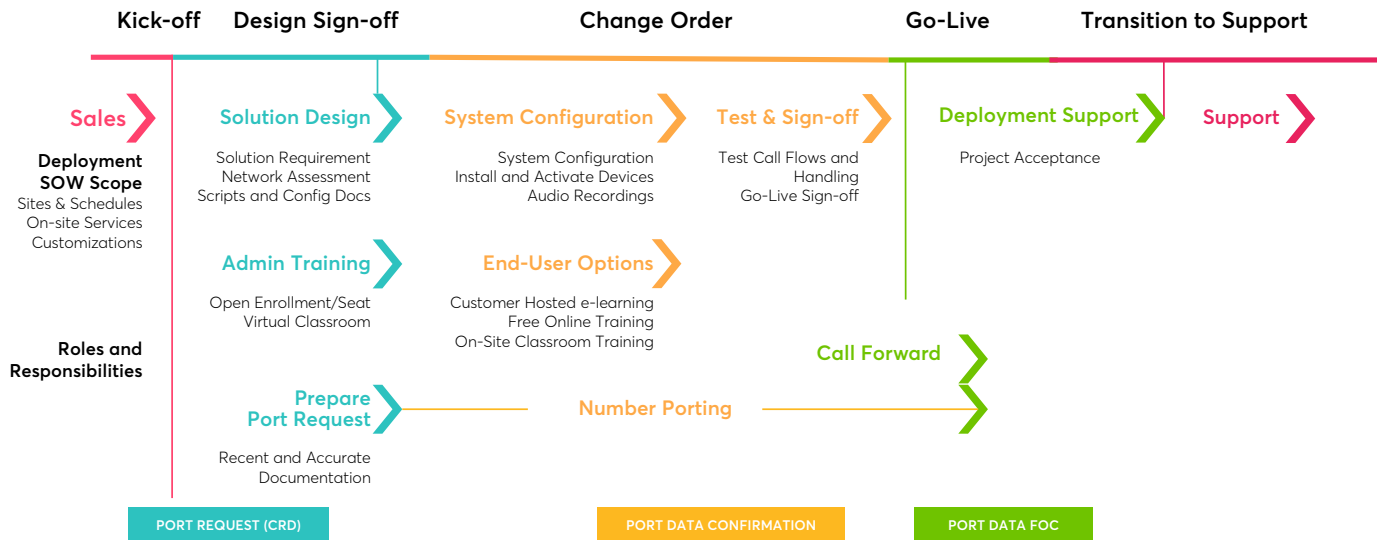
Understanding this unique need, 8x8 has various deployment packages designed for the unique nature of multi-site businesses. The deployment options also consider the availability and aptitude of existing resources, whether internal or from a designated third party. Occasionally, businesses take a blended approach, with some locations deployed by internal resources, by 8x8, or by third parties based on cost, expertise, and location.

Managed implementation: Using a world-class methodology, 8x8 provides a standard implementation to deliver communications solutions in a distributed workforce environment. This option uses a standardized, best-practices-based implementation at a lower per-user price point, making it ideal for cost-saving initiatives.

Tailored implementation: For businesses with more complex requirements, 8x8 implementation services offer a tailored approach. Given the importance of customer experience design and coordination across multiple offices, this option is ideal for global companies and companies who want to include a contact center as part of the deployment.

A la carte services. One (or even two) sizes does not fit all. For unique requirements, 8x8 offers a choice of implementation, on-site services, and customization services on an a la carte basis. These services are managed through a detailed statement of work and agreed upon timeframes, and customers can be assured of a consistent commitment to excellence.

Proven deployment at scale: No matter which deployment method is suitable for your company, 8x8's proven deployment methodology has been honed over thousands of deployments to ensure quick time-to-value and minimal disruption to your operations.

Kick-off	Design Sign-off	Change Order		Go-Live	Transition to Support
Sales	**Solution Design**	**System Configuration**	**Test & Sign-off**	**Deployment Support**	**Support**
Deployment SOW Scope Sites & Schedules On-site Services Customizations	Solution Requirement Network Assessment Scripts and Config Docs	System Configuration Install and Activate Devices Audio Recordings	Test Call Flows and Handling Go-Live Sign-off	Project Acceptance	
	Admin Training	**End-User Options**			
	Open Enrollment/Seat Virtual Classroom	Customer Hosted e-learning Free Online Training On-Site Classroom Training			
Roles and Responsibilities				**Call Forward**	
	Prepare Port Request	**Number Porting**			
	Recent and Accurate Documentation				
PORT REQUEST (CRD)		PORT DATA CONFIRMATION		PORT DATA FOC	

8x8 Deployment Methodology

8x8 Commitment to your long-term success

8x8 understands that communications are critical to any business. Without effective communications, customers, prospects, partners, and internal employees can not connect and collaborate. 8x8 has built a global network of operations and customer service centers in Singapore, Australia, the Philippines, Romania, United Kingdom, and the United States to provide 24/7/365 follow-the-sun support.

Our network operations team constantly monitors the 8x8 network and proactively deploys preventative changes to ensure consistent voice quality and service availability. Our support teams leverage global experts to provide follow-the-sun support for high business impact issues. Our Service Level Agreements guarantee voice quality, system uptime, and response time for support requests.
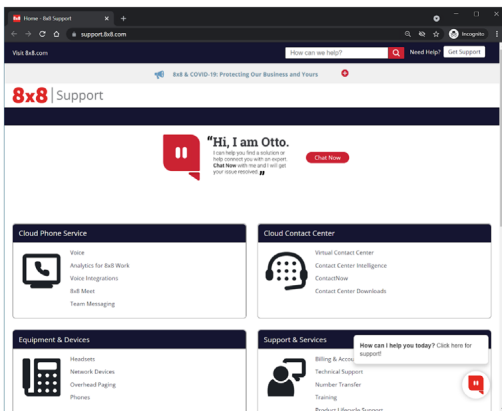
The 8x8 support process

Much like deployment, the ongoing support and training needs of businesses vary greatly. 8x8 has tailored support packages providing as much or as little guidance as necessary to fit individual company needs.

Knowledge Base

All 8x8 customers have access to the 8x8 Knowledge Base for 24/7/365 access to the latest product capabilities and best practices.

We have deployment capabilities around the world.

21 **Global Deployment Offices**

Minneapolis, MN

Campbell, CA

Boston, MA

San Jose, Costa Rica

Aylesbury, UK

London, UK

Reading, UK

Cluj, Romania

Chennai, India

New Clark City, Philippines
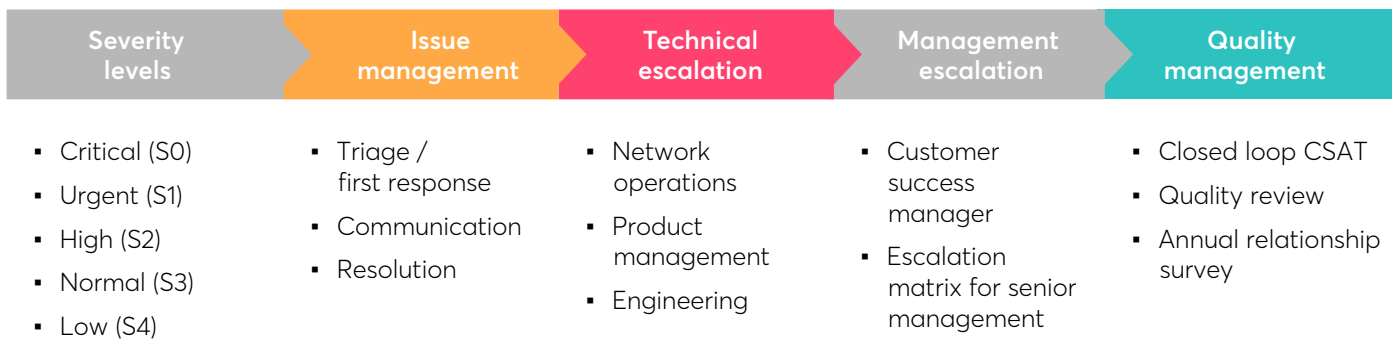
Sydney, Australia
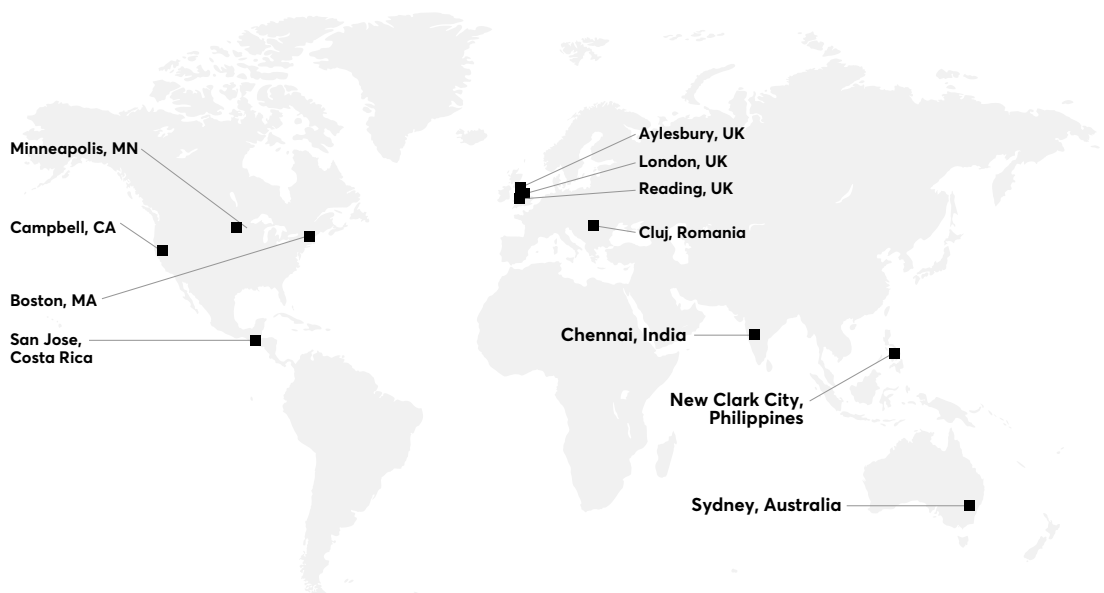
Support

8x8 provides global, follow-the-sun support with six support locations around the globe.

- 24/7 global follow-the-sun support
- Co-location with network operations center
- Access the global support team via our portal, chat, or phone

Discovery to resolution

To ensure quick resolution of requests and issues, 8x8 uses a support model covering discovery to resolution.

Severity levels	Issue management	Technical escalation	Management escalation	Quality management
- Critical (S0) - Urgent (S1) - High (S2) - Normal (S3) - Low (S4)	- Triage / first response - Communication - Resolution	- Network operations - Product management - Engineering	- Customer success manager - Escalation matrix for senior management	- Closed loop CSAT - Quality review - Annual relationship survey

8x8 Discover resolution process

Dedicated to your success

Larger businesses have more complex support needs. For those customers, 8x8 assigns a dedicated Customer Success Manager (CSM) to support their ongoing success.*

- Your advocate within 8x8
- Escalation management: works with 8x8 stakeholders to drive issue resolution
- Quarterly reviews: ticket resolution stats, billing, services, and more
- Feature requests
- New product introductions

Training

To ensure internal support teams can support your organization, 8x8 recommends at least one member of your support staff go through the following courses to ensure they can provide the necessary assistance:

- **Administrator & Configuration:** Learn terminology, features, functionality, and methodology to administer 8x8 (virtual training)
- **Advanced Topics & Troubleshooting:** Gain necessary knowledge and skills to support and troubleshoot 8x8 (virtual training)
- **Support Process:** Discover how to perform Tier 1 support of an 8x8 solution (virtual training)

* Customer Success Managers are assigned to accounts that meet specific criteria.

Peace of mind

One of the main reasons why 8x8 is consistently a Leader in the Gartner Magic Quadrant* is our commitment to delivering the best communications experience. With over 270 patents and 35 cloud agnostic regions across the globe, and the highest levels of security and compliance, we can guarantee your call quality in the contract.

8x8 Enterprise-grade cloud communications

IP-agnostic access

99.999% SLA for uptime and voice quality over the public/private internet

PSTN access

25+ PSTN carriers provide global coverage and redundancy

Emergency services

Automatic E999/E911 user location information that verifies address information with the servicing PSAP provider

Geo-routing

Automatic localized signaling and voice

35 cloud regions

Top-tier, geography-diverse cloud regions strategically positioned for Global Reach

Disaster recovery

< 30 second failover between POPs

Security and compliance

Single vendor with all 8x8 software code security stress tested using Synopsys Coverity tools

Ready for the next step?
Learn more.

Visit 8x8.com.