

Contact Center Buyer's Guide

How to choose the right contact center
platform for your business



Contents

A decision with long-term implications	4
What should you expect from a good cloud contact center?	7
Make sure you get the features your business needs	12
Make sure every mode of communication truly delivers	15
Don't let valuable data go to waste	20
Look for an open platform with native business app integration	23
Accept no compromise on security, business continuity, and compliance	26
You deserve a clear, detailed, custom deployment	30
Find a provider ready to invest in you with world-class support	33

About this guide

Identifying and deploying the ideal solution takes care and know-how. This short, comprehensive guide takes you through the key themes and concepts you should consider when selecting a cloud contact center, while also offering insight into the 8x8 eXperience Communications Platform™, technology featured by Gartner's Magic Quadrant for Contact Center as a Service for seven years in a row.

A decision with long-term implications

In today's world, your communications infrastructure is more crucial than ever to your ultimate business success. Customers in all sectors expect suppliers to be ultra-responsive, accessible around the clock and able to use their information responsibly to enhance the overall service experience.

For most modern businesses, that means deploying an omni-channel contact center, designed on a microservices-based cloud infrastructure. After the rollercoaster of 2020, businesses everywhere now recognize the need for an integrated, high-performance platform that employees can access instantly, from anywhere. Few want to continue relying on—and paying for—the cobbled-together interim solutions that first enabled remote work at scale.

With the right cloud contact center platform, you'll be ready for the demands of the new operate-from-anywhere environment, able to offer your customers



faster, more personalized experience across any channel they wish to use. All while lowering costs, optimizing your IT budget and integrating communications into other vital business applications and processes.

Here are just some of the challenges posed by an outdated contact infrastructure:

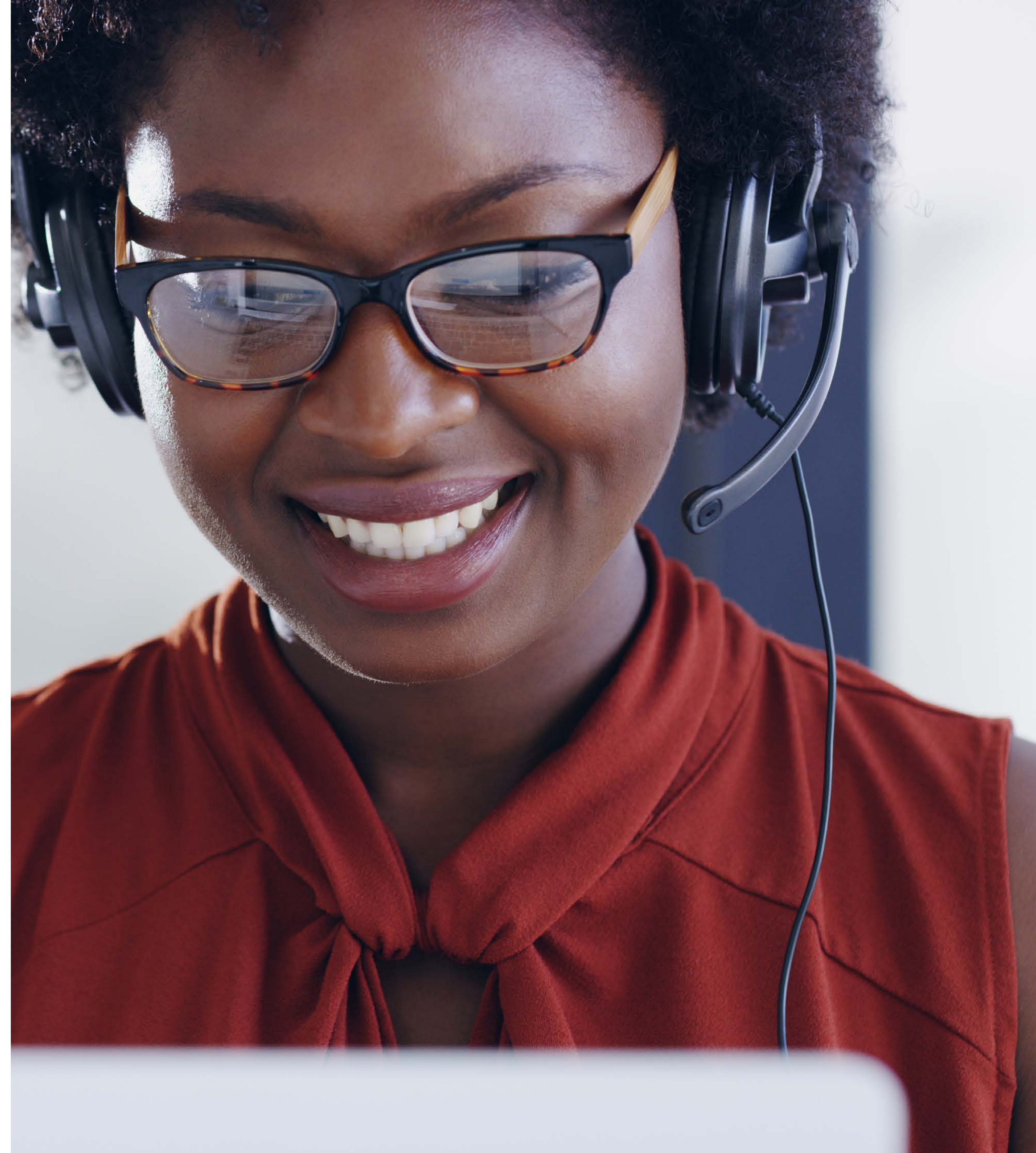
- Limited disaster recovery options
- Solutions limited to single sites
- Limited agent management tools
- Impersonal customer interactions
- Narrow reporting capabilities
- No global service
- Different solutions and providers used around the business
- Inability to capture customer journey due to disparate technology
- Costly maintenance and upgrades
- Limited scalability
- Difficulty enabling remote workers
- Inflexible call flows
- Voice-only interactions
- Limited integration of the contact center with other business apps
- No self-service options
- Configuration and management complexity
- Complex agent desktops
- Agents toggling between multiple screens / applications to service customers

**What should you
expect from a good
cloud contact center?**

The short answer: **It depends.**

More importantly, it depends what your customers and your business demand. And as we've seen, today's businesses face rapidly-changing demands, whether due to customer trends, competitor activity, advances in technology, or any number of unforeseen factors.

The more versatile and feature-rich your contact center solution, the easier it will be to respond to challenges while supporting remote work, addressing compliance and security issues, and handling increased interaction volume.



What to look for: A top-notch cloud contact center should exhibit:

Platform resiliency

Enable your contact center agents to operate from anywhere

Make your agents more efficient and productive

Consolidate, simplify, and reduce your contact center costs

Free up your IT budget and resources

Free you from costly on-site capital expenses

Operational agility

Make your business more resilient, secure, and compliant

Make each customer engagement smoother and more rewarding

Organize and analyze your data to transform service and productivity

Allow you to set up new agents and locations easily

Form a seamless, fully integrated part of any wider cloud-based contact center platform

Seamless experiences

Take advantage of the latest contact center innovations with instant upgrades

Make all communications and collaboration tools accessible through one interface

Integrate seamlessly with existing apps and systems (CRM suites, Microsoft Teams, etc.)

Be easy and cost-effective to deploy

Futureproof through a single unified platform that also delivers voice, video, team chat, and messaging APIs

The 8x8 approach to contact center essentials

- 8x8 Contact Center, built on the eXperience Communications Platform, offers an omni-channel solution (voice, email, chat, SMS, social media, messaging apps) allowing you to engage with customers in whatever way works for them and unify communications across the business. Through Agent Workspace, an intuitive, easy to use interface, users can seamlessly handle and switch between channels during the same interaction if needed and engage with employees across the organization.
- We also enable you to incorporate cutting-edge unified communications features (patented award-winning voice, messaging, audio, and video meetings) that can benefit your entire workforce, not just contact center agents.
- This powerful unified system of engagement is combined with a unified system of intelligence that transforms the impact of your business data.
- Future-proof your investment with secure evergreen updates at regular intervals that keep your business users safe, reduce risk, and improve operational efficiency.
- With our flexible licensing model and infinite scalability, your contact center can grow along with your business (new agents can be added on demand), allowing you to invest once and use forever.
- Thanks to a system of open APIs, 8x8 is designed to integrate fully into your existing way of operating, connecting securely to other internal systems as well as vital third-party apps and technology.

- 8x8 is quick and “capex-lite” to deploy, with little in the way of additional hardware. Our dedicated team can get you up and running in a way that suits your needs and timescales, without disruption to business as usual.
- X Series service plan users enjoy round-the-clock technical and customer support, with a dedicated account manager and regular review meetings to keep your platform running optimally for your requirements.



**Make sure you get
the features your
business needs**

The right contact center platform will supply the features and channels your agents need to connect with customers and deepen relationships. But it should also do much, much more.

With sophisticated data management and analytics, for example, you can provide more context-rich interactions that make customers feel recognized and valued.

Flexibility is also key: your solution should enable you to access new channels and features easily as soon as your business needs them. A good cloud contact center should also be able to integrate cutting-edge CRM and workforce management tools on the same platform.

Look for a cloud contact center that's highly customizable, with a range of service packages that you can choose according to the needs of your organization, in a way that's cost-effective for you. Simple per-user billing will allow you to switch an employee from one package to another as required.

To keep your employee experience as consistent as your customer experience, it's also worth checking that your supplier provides desktop and smart apps for all employees (not just contact center teams). Some providers might charge extra for this, so watch out.

The 8x8 approach to features and functionality

All 8x8 Contact Center plans provide users with a single, intuitive interface, ensuring maximum mobility.

8x8 eXperience Communications Platform plans include:

X6	X7	X8
<p>The Voice-focused Contact Center Associate Plan</p> <p>This package gives your agents sophisticated tools to manage and enhance customer interactions that are mainly voice-based. It also offers key unified communications functionality like video meetings and messaging to maximize internal collaboration, while integrating seamlessly with common customer relationship management (CRM) applications.</p>	<p>The Omnichannel Contact Center Experience Associate Plan</p> <p>This package takes the features of X6 and extends the agent interface to include digital channel customer access. It also includes support for 8x8 APIs and CRM integrations for the most-used platforms. Agents with X7 can not only respond to multiple incoming channels and see data pop-ups for supported CRM systems, they can help customers with the ability to co-browse screens while on-line.</p>	<p>The AI-powered Contact Center Associate Plan</p> <p>Designed to help you transform customer engagement with the power of sophisticated AI, this package comes complete with a full suite of analytics, integrations, and cutting-edge functionality like co-browse, quality management, speech analytics, and outbound predictive dialing.</p>

**Make sure every mode
of communication
truly delivers**

Not all cloud contact centers are created equal. With the global economy and the global workplace undergoing a radical restructuring, you need a potent combination of omnichannel contact capability and maximum employee mobility to set you apart in the eyes of customers.

The best contact center solutions will offer dynamic, technologically advanced features that take your business performance to new heights. They will also allow contact center agents to connect and collaborate easily with subject matter experts across the organization using voice, instant messaging, and video, with the ability to bridge users in as needed.



The 8x8 eXperience Communications Platform is a robust and secure cloud-native solution built to fully enable the remote worker. All functionality is accessible through a single web-based interface, delivering a unified experience across devices and locations.

Leveraging our 16 global data centers, as well as Amazon and Oracle's public cloud technology, 8x8 is able to house your data and solution with absolute security and compliance aligned to your business requirements. Finally, 8x8 provides full geo-redundancy and disaster recovery capabilities ensuring that no matter what the future brings, you are always able to deliver a differentiated experience to your customers.

The 8x8 approach to business continuity

Voice and telephony

You should expect nothing less than crystal-clear sound quality and iron-clad reliability from your voice contact service. But it should also facilitate collaboration for a mobile or geographically dispersed workforce.

Customers should also enjoy a quick connection to an agent with the power to resolve their issue, with a variety of features to manage call waiting and give customers a choice as to whether they wait, leave a message, or request a call-back.

The 8x8 eXperience Communications Platform includes:

- HD-quality voice, backed by SLAs and financial guarantees
- Global free calling zones
- Geo-routing
- High availability
- Skills-based inbound voice
- Auto dialer
- Interactive Voice Response (IVR) and Virtual Agent for voice and digital channels
- Secure voice calls (TLS & SRTP)
- Expert Connect—connecting agents to expert colleagues
- Queued call-back, web call-back

Omni-channel, context-rich engagement

Every customer has unique preferences for how to engage with your business. It pays to offer a full choice of contact channels, while giving each agent instant, intuitive access to all them, as well as the ability to switch between them at will.

One key to a great customer experience is making each caller feel known, recognized, and valued. With real-time on-screen access to their data and transaction history, your agents can provide the context-rich, joined-up experience each customer craves.

The 8x8 solution:

- Agent Workpsace is a unified interface leveraging universally familiar, friendly, and intuitive design principles making it simple to use out of the box. Agent Workspace enables seamless handling of voice, email, chat, SMS, social media, and messaging apps, through streamlined navigation and adaptive workflows.
- Holistic reporting across all channels to aggregate and visualize information to deliver a consumable, single source of truth
- A simple, graphical interface for admins to build interactive responses and chat routing based on rules, times, or agent skills
- Flexible routing or assignment options for digital customer inquiries, e.g. pulling emails from a given queue, or by linking and handling multiple related emails for the same customer at once

Don't let valuable
data go to waste

High-performance businesses lead the way in generating value from advanced analytics. If you're serious about optimizing customer experience, then data is your friend.

To give you the edge you need, your contact center platform should be capable of consolidating data from across your customer engagement activity and presenting it in the form of various actionable performance metrics.

The 8x8 approach to contact center insights and analytics

It's hard to make timely data-driven decisions when you have to aggregate information from multiple communications tools. 8x8 provides a single platform that offers clear, consolidated analytics across all your cloud communications, so you can focus on taking action based on the insight you receive.



We offer a potent combination of performance analytics and management tools that will help you monitor customer trends and identify areas where coaching or other optimization is needed.

8x8 eXperience Communications Platform includes:

- Customer journey analytics
- Customizable, real-time dashboards
- Historical reporting across all channels
- Graphical IVR metrics and path analysis
- Performance insights available at agent and team levels
- Post-call survey insights
- Trend and sentiment analysis
- Conversation highlights with annotation tools
- Call quality trends
- Campaign monitoring
- Topic mapping and drill-down visualizations

**Look for an open platform
with native business
app integration**

Deploying a modern contact center shouldn't mean changing what works for your business or giving up apps and systems that already serve you well. Given the rise in popularity of global apps like Microsoft Teams, your new system should be compatible with vital third-party apps in a way that enhances their effectiveness within your business.

Not all customers want to pick up a phone. Your new system should have the flexibility to enhance customer experience by integrating real-time communications capabilities such as SMS, chat, and video directly into their applications, websites and workflows. That's where communications-as-a-platform services (CPaaS) come into play. Give your business the edge by allowing your customers to connect using their preferred method of communication.



The 8x8 approach to integration:

Bring voice, video, and chat to the applications you use every day

- The 8x8 set of open APIs enable huge flexibility in adapting your new system to work with your wider processes and infrastructure.
- We offer established integrations with crucial apps for CRM, service, productivity, and compliance. From Salesforce and Bullhorn to Office 365 and beyond... if you use it, we probably integrate with it.
- 8x8 Voice for Microsoft Teams uses direct routing technology so users can make and receive global external voice calls direct from their Teams interface.
- 8x8 Contact Center is also included in Microsoft's [Connected Contact Center for Microsoft Teams Certification](#) program integrating seamlessly with 8x8 Voice for Microsoft Teams' direct routing capabilities.

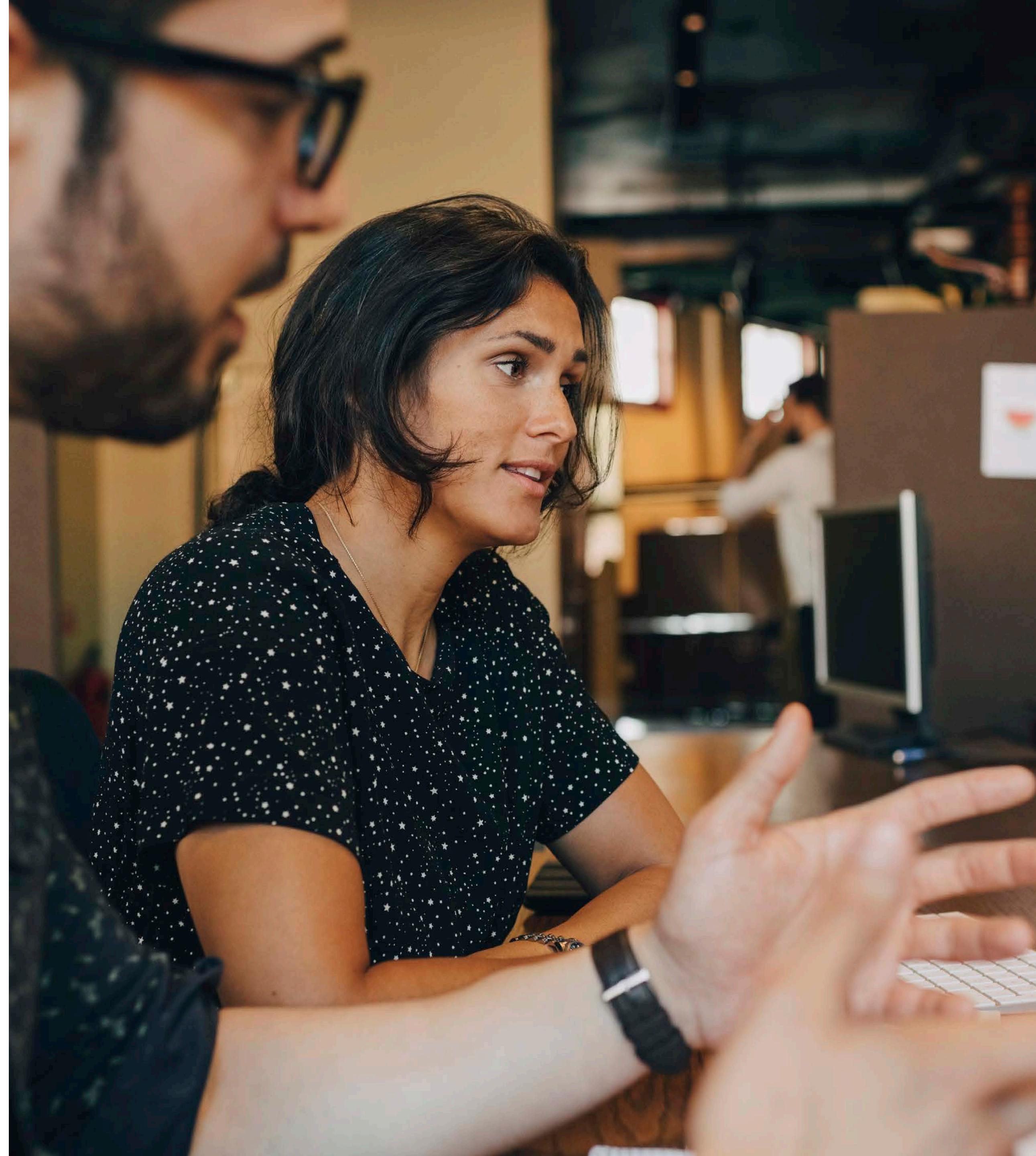
**Accept no compromise on
security, business continuity,
and compliance**

Protecting customer data—as well as your own—is vital to your reputation and ongoing success. Don't settle for a new contact center solution that doesn't maintain or enhance system security.

That's where tools like 8x8 Secure Pay can enable your contact center to simply and securely handle payment authorizations as required to meet PCI DSS Level 1 compliance.

When it comes to system reliability, high availability is essential. With a platform-wide 99.999% SLA covering both UC and CC, 8x8 provides the reliability, security, and scalability required to support mission critical communications for world-class organizations.

You may also need to consider how your call/screen recording and storage adheres to regulatory requirements. Enjoy peace of mind, knowing all



recordings are encrypted and secure information redacted as needed, protecting customer information.

The 8x8 approach to security and compliance

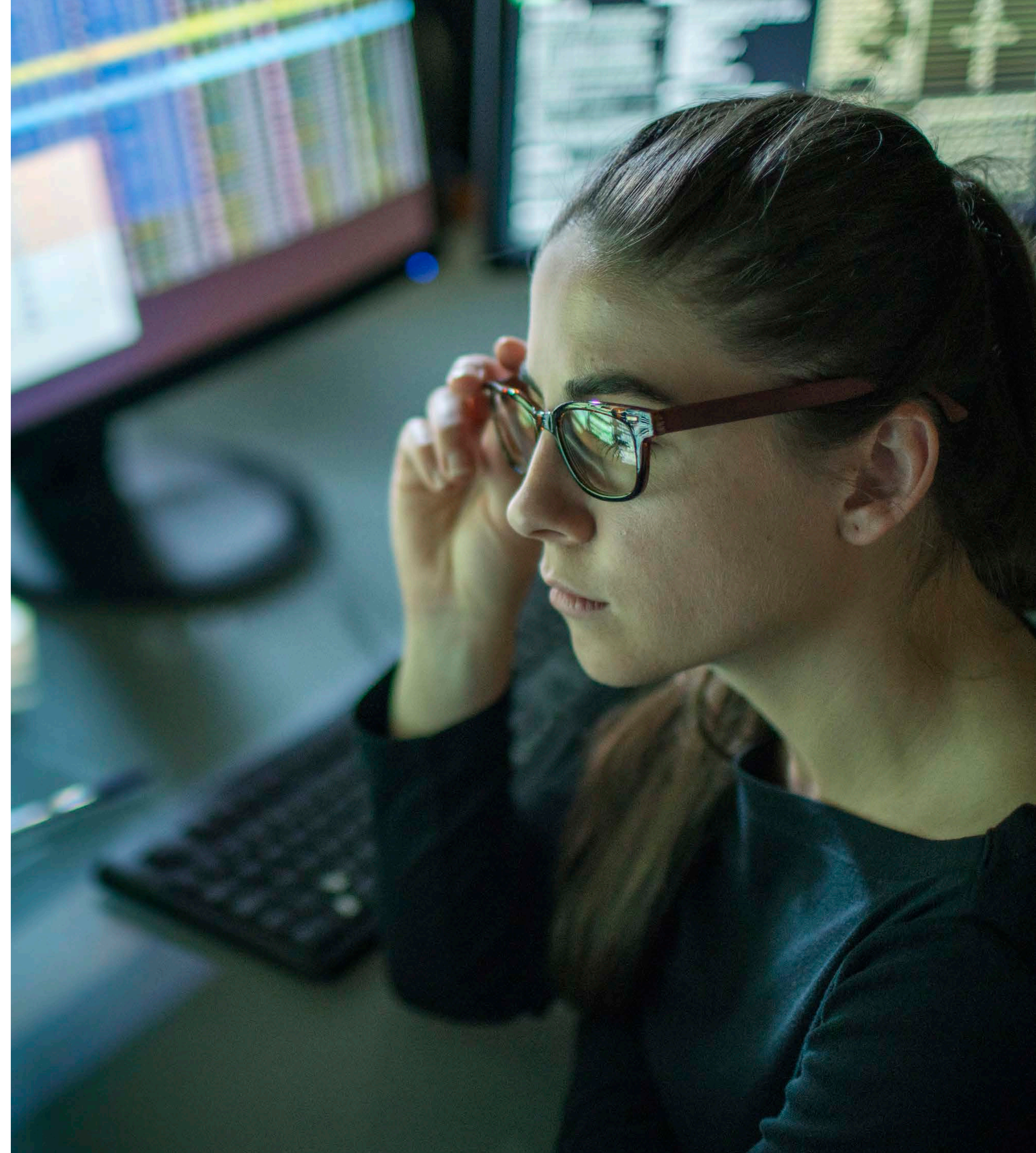
8x8 has documented its minimum security standards and provides initial and ongoing OWASP principles training to ensure staff practice secure coding. The 8x8 SDLC includes multiple stages of review to ensure this is carried out, including architectural reviews, engineering peer reviews, automated tools, and reviews by security staff. The internal security team continuously operates black and white box penetration testing, and external penetration testing firms are also brought in on a regular basis. 8x8 utilizes a bug bounty responsible disclosure process and works with security researchers from around the globe.

Security review and testing occurs before entering production. Any security issues found pre-production are remedied. Additional testing is run against production systems (to cover systems which may be unchanged for longer periods of time where vulnerabilities are found by new tests being included into penetration tools). And 8x8 applies vendor recommended patches in its standard maintenance cycles.

8x8 invites independent third-parties and federal auditors to verify and attest to 8x8's security processes and status, evidenced by a range of achievements.

- FCC Consumer Proprietary Network Information (CPNI) compliance
- Health Insurance Portability and Accountability Act (HIPAA) compatibility
- National Institute of Standards and Technology —NIST 800-53 R4

- Federal Information Security Management Act (FISMA) compatibility
- Standard Contractual Clauses (SCC) for data transfers between EU and non-EU countries.
- ISO 27001:2013 and ISO 9001 certified
- Certified PCI-DSS 3.2.1 SAQ-D Solution Provider
Data-in-motion encryption with Session Initiation Protocol (SIP) over Transport Layer Security (TLS) and Secure Real-time Transport Protocol (SRTP)
- One of the first cloud computing companies to comply with GDPR
- UK Government G-Cloud Supplier
- UK Government Cyber Essentials certificate of assurance



**You deserve a clear, detailed,
custom deployment**

Every contact center is different, and you should expect your solution provider to help design your system, plan your roll-out, and embed enhancements. This should be driven by a deep understanding of the role the system will play in your wider, evolving business vision.

And once your cloud-based contact center is deployed, it may require some additional configuration support, call queue set-up, routing based on digital channel or agent skills and/or assignment of agents as your business evolves. 8x8 Service Management for Contact Center allows your team to focus on the customers while an assigned 8x8 systems expert handles all your administration and user management needs.



The 8x8 approach to deployment

8x8 provides the following deployment support:

- A choice of deployment packages designed for the unique demands of multi-site businesses
 - Four main options: managed, tailored, customized, or blended deployment, refined over thousands of rollouts
- Our best-practice deployment approach includes
 - End-to-end design, configuration, testing, and sign-off by you
 - Full support throughout the deployment, transitioning to ongoing business-as-usual support once the solution is embedded
 - Full training for administrators and end-users as needed
 - Number porting planned and executed

Find a provider ready
to invest in you with
world-class support

Now more than ever, effective communications mean effective business. This is true for customer engagement and CX, as well as the productivity, efficiency, morale, and empowerment of your people.

With this in mind, you need a contact center provider who's committed to ensuring the ongoing performance of your system. That means round-the-clock support to ensure all aspects of your platform—and your business—operate at their full potential.



The 8x8 approach to customer support

8x8 specialists constantly monitor our network, making proactive adjustments to ensure consistent voice quality and service availability. Meanwhile, a chain of global support teams provide “follow-the-sun” support for high-impact issues. All of this is backed up by our service level agreements for voice quality, system uptime, and response time.

The 8x8 eXperience Communications Platform provides:

- Support options to meet your every need 24/7/365 via phone, chat, or through your client portal. 8x8 goes beyond to provide whatever level of support your business needs, up to and including complete service management for your contact center.

- More than just 24/7 first line support—8x8's 15 global offices are supported by its remote workforce to cover all time zones. No matter when you call, 8x8 has all the resources you need to support you.
- Automatic upgrades to ensure you always have the latest version of our technology
- A high availability platform with a 99.999% uptime SLA commitment
- All customers have access to the 8x8 Knowledge Base for the latest product capabilities and best practices
- A range of training courses to help your people get the very best from 8x8 (includes administrator/configuration training, advanced topics and troubleshooting, and Tier 1 support processes).

About 8x8

8x8, Inc. (NYSE: EGHT) is transforming the future of business communications as a leading Software-as-a-Service provider of 8x8 XCaaS™ (eXperience Communications as a Service™), an integrated contact center, voice communications, video, chat, and API solution built on one global cloud communications platform. 8x8 uniquely eliminates the silos between Unified Communications as a Service (UCaaS) and Contact Center as a Service (CCaaS) to power the communications requirements of all employees globally as they work together to deliver differentiated customer experiences. For additional information, visit www.8x8.com, or follow 8x8 on LinkedIn, Twitter, and Facebook.

The logo for 8x8, consisting of the text "8x8" in white on a red square background.

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