Executive Overview

- Headquartered in Silicon Valley, CA Founded in 1987

- 8x8 sets a new industry standard for platform reliability with a financially backed, platform-wide 99.999% SLA across both 8x8 Work (UCaaS)and 8x8 Contact Center(CCaaS).

- Over 2 million business users across 58,000 customers in 160+ countries

- 275+ patents

- 1,600+ employees worldwide

- 12-time Leader in the Gartner Unified Communications as a Service (UCaaS) Magic Quadrant

- 7-time challenger in the Gartner Magic Quadrant for Contact Center as a Service (CCaaS)

- 16 offices worldwide

- 35 geographic locations/regions that provide seamless connectivity and high availability

- 10 Support locations

- Trade Symbol NASDAQ: EGHT

Product & Service Offerings

8x8 Contact Center

A complete, secure cloud contact center solution that makes it easy to collaborate with agents and improve customer experiences.

8x8 Intelligent Customer Assistant

ICA is a powerful, user-friendly conversational AI platform that allows your business to deliver effective self-service experiences across all channels—both voice and digital—to rapidly resolve a wide range of customer inquiries, from simple to complex. Conversational AI is changing the game for customer service by allowing a broader range of inquiries to be automated. As the technology improves and becomes more accessible to the public, customers are recognizing that they can trust self-service solutions to resolve many issues quickly and easily.

8x8 Agent Workspace

8x8 Agent Workspace is an intuitive, design-led interface that streamlines customer interactions and offers agents a simpler, more efficient, and engaging way to deliver positive, powerful customer experiences. Developed using universally familiar and friendly design patterns, agents can start using 8x8 Agent Workspace immediately—just like they would use any other modern, digital interface. Automated workflows and streamlined navigation empower your agents to provide frictionless customer experiences with maximum efficiency.

8x8 Proactive Outreach

Proactive Outreach enhances 8x8's Contact Centre customer messaging capabilities, allowing businesses to eliminate the reactive nature of customer service. Leveraging 8x8's existing CPaaS infrastructure, Proactive Outreach enables customers can utilize SMS and

WhatsApp add-on packages, to send highly personalized one-to-many and two-way messaging campaigns at scale. Be empowered to Notify, Interact and Alert customers throughout their journey. Whether your goal is to enhance engagement, share important updates, send timely reminders, or provide human-centric support, our tailored solutions are here to meet your needs and scale as your business grows.

8x8 Omnichannel Routing

8x8 omnichannel routing allows contact centers to meet customers' escalating expectations for effective service across an ever-increasing array of communications channels. Because both voice and digital channels are provided natively through a single routing engine, you're able to deliver consistent and contextual experiences, regardless of how customers choose to contact you.

8x8 Engage

Empower teams beyond the contact center with a robust, out-of-the-box solution designed to deliver exceptional customer experience, drive satisfaction, and increase loyalty.

8x8 Analytics for Contact Center

8x8 Analytics for Contact Center empowers contact center managers with customizable reports that highlight the status of critical performance metrics, driving insights needed to optimize customer experiences.

8x8 Contact Center for Microsoft Teams

8x8 Contact Center for Microsoft Teams provides a full suite of omnichannel contact center functionality integrated with Teams to simplify customer engagement workflows and ignite collaboration across your organization. With 8x8 Contact Center for Microsoft Teams, managers and supervisors can stay ahead of changing customer expectations with complete voice and digital channel support, intelligent routing, and proactive self-service options—everything needed to resolve problems quickly and create exceptional customer experiences.

Sales Engineer Take On Best Fit

8x8 is a 13x UC & 9x CC Gartner ranked platform transforming the future of business communications. They have integrated voice, video, chat, contact center + AI, and enterprise-class API solutions into one global, secure, reliable cloud communications platform. 8x8 has been built to super charge Microsoft Teams with Direct Routing, operator connect and a Microsoft certified contact center offering.

- Hunter Edmisten, UC/CC/AI FSE

Key Features & Differentiators

Empower every employee with integrated contact center, voice, video, chat, and APIs.

Elevate customer experience and employee experience with the 8x8 Platform.

Agile company-wide collaboration: Transform your organization into an agile enterprise with tailored employee and customer experiences for all roles.

Scalable communications with unified administration capabilities: Provision, configure, manage, and monitor all of your communications with one administration interface.

An open integration framework that accelerates every workflow: Easily connect popular business and CRM apps, and help your teams achieve new levels of productivity without complexity or cost.

Intelligent cross-platform insights and analytics: Make better decisions with unified journey analytics across all of your employee and customer interactions channels.

Reliable global communications from a single vendor: One guaranteed 99.999% SLA for all of your communications.

Top Industries Served

- Healthcare
- Education
- Professional Services / Offices
- Retail & Consumer Products / eCommerce

Ideal Customer Profile

Target Customer Profiles

8x8 Sweet Spot:

- Companies looking to utilize integrated unified communications (UCaaS) and contact center (CCaaS) solutions from a single vendor.

- Customers and prospects with on-premise telephony (PBX installed but havent migrated to the cloud)

- Greater than 100 telephony extension/seats

- Multiple locations with branches across the country and/or various countries

- Distributed workforcelook for companies that have or want to implement remote working

Target customers and concerns include:

- On-premises PBX or contact center technologies that are end of life or end of support with costly maintenance/upgrades

- Numerous communications vendors, apps and integrations

- Multiple offices/sites/locations across the country and/or globally

- Distributed workforces or companies that have or want to implement remote working

- Customer engagement and customer experience issues with low Net Promoter Scores and the need for personalized improved CX

- Disaster recovery and downtime events

- Reporting and analytics needs

- Cloud-first strategy and digital transformation agendas

- Security and compliance concerns

Compelling Events

- Recent disaster or downtime Aging/discontinued PBX

- Support higher remote work/hybrid work environment

- High growth or expansion, vendor/billing consolidation, personnel changes, reorganization, and mergers & acquisitions

- Improve customer experience; requirement to provide supervisors with tools such as quality management, speech analytics, WFM, and customer journey.

Qualifying & Technical Questions

Unified Communications:

1. Describe your current communications infrastructure.

2. What are the best features of your current communication stack?

3. What features are lacking?

4. How many vendors and suppliers do you currently have within your communications environment?

    1. Are there any consolidation initiatives

5. What challenges do you currently experience with your communications?

    1. Would you characterize your communications systems as flexible or inflexible?

    2. Are they compatible or incompatible with other systems and platforms

6. What goals do you have for your communications capabilities?

7. What methods do your current communications providers use to ensure 24/7/365 business continuity for your organization?

    1. What if a natural disaster strikes?

    2. How do you currently maintain security and compliance across your communications channels?

8. How would you characterize the Total Cost of Ownership (TCO) for your communications platforms and tools?

    1. Is it higher than you think it should be?

    2. How does it compare to your peer organizations?

    Are you adding or changing your CRM or business productivity applications?

Operational Discovery Questions:

1. Do you still have on-premise PBX telephony? If so, what is it?

    1. How many telephony extensions do you have?

2. Why are you looking at alternative telephony solutions?

    1. Are your aging or discontinued PBXs no longer supported or at end-of-life? (Avaya, Cisco, Mitel, ShoreTel, NEC, Nortel, Toshiba)

3. What are your main business challenges with your current platform?

4. Is this part of a broader company project/initiative?

5. Were you involved in the purchase process for your current telephony platform?

6. How did you and your colleagues manage this type of purchase decision?

    1. Are there multiple departments within the organization who will be involved in the decision-making process?

    2. What was the process like in the past for your company implementing similar technology?

7. Do you have a contract in place?

    1. If so, what is the term of the contract?

8. How do you support employee growth needs for both temporary and permanent employees?

9. Do you support remote, field, and/or branch office users?

10. How many applications are currently in place to support communications? (video, chat, telephony, etc.)

Contact Center:

1. How are you customers contacting you today and how are you contacting them?

2. What are your greatest challenges in meeting customer expectations?

3. What are your top priority customer experience goals in your organization today?

4. What contact center features or functionality are you looking to extend or upgrade in the coming 12-18 months?

5. How many total agents do you have?

    1. Are they all full-time, part-time or seasonal?

6. Are these agents spread across multiple locations? Any global locations?

7. Do you have remote agents?

    1. Do you have any plans to support (or increase) remote agents?

8. What current telephony platform are you using for your contact center?

Elevator Pitch

8x8 is a pioneer in integrated cloud communications and contact center solutions. A 12-time Leader in the Gartner Unified Communications as a Service (UCaaS) Magic Quadrant and seven-time challenger in the Gartner Magic Quadrant for Contact Center as a Service (CCaaS), 8x8 is recognized in the market for its vision in introducing eXperience Communications as a Service (XCaaS) and the 8x8 eXperience Communications Platform cloud communications deployment model that erases the boundary between Unified Communications as a Service (UCaaS) and Contact Center as a Service (CCaaS).

In addition, 8x8s CPaaS portfolio of embeddable communications and APIs, including SMS, voice chat apps, video, and performance monitoring, empowers organizations to extend and customize communications. And for organizations relying on Microsoft Teams for collaboration, 8x8 offers its 8x8 Voice for Microsoft Teams direct routing solution and 8x8 Contact Center for Microsoft Teams which is certified by Microsoft.

With 8x8, customers optimize valuable moments of engagement with built-in analytics to achieve faster time to resolution, lower costs, and a better customer experience. Whether deploying simple voice services or a multichannel contact center, 8x8 can help.

Objections & Rebuttals

Cloud objection

Companies need to adapt to post-pandemic expectations and deliver a seamless communications experience anywhere on any device. 8x8 Cloud solutions enable a seamless and safe migration to modern communications. 8x8 services have been engineered for the cloud. There's no onsite hardware, and no big up-front capital expenditures—just a reliable, secure solution that works day in, day out, without ongoing intervention from your team.

Why would my customer choose 8x8?

Future-proof your communications by always having the newest version of 8x8 software, enhanced by our commitment to constant innovation. Enjoy world-class levels of service uptime along with secure, reliable integrations with third party applications. Harness 8x8's single, powerful, cloud-native platform that combines contact center, voice, video, chat, and APIs.Knock down communication silos between front and back office to enable agile, company-wide collaboration.

Is your product reliable and secure?

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.