

8x8

The Power of X

Optimizing CX
and EX with Cloud
Communications

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Welcome to the new experience economy

Employee experience and customer experience: both have changed dramatically over the past year and will continue to evolve at a rapid pace. They will be more dependent on digital interactions and digital communications—and more connected to one another—than ever before. As the number of communication channels grows, it's imperative that these experiences become, or remain, as efficient and effortless as possible. That's why you'll be hearing more and more about Experience Communications as a Service—or XCaaS—a cloud communications deployment model that erases the boundary between Unified Communications as a Service (UCaaS) and Contact Center as a Service (CCaaS).

With the introduction of XCaaS, 8x8 is responding to the new needs of businesses today and uniquely delivering on a single platform, which includes fully integrated, cloud-native contact center, voice, team chat, meetings, and Communications Platform as a Service (CPaaS) capabilities. With Experience Communications as a Service, they are delivering on the innovation that will advance your increasingly connected EX and CX-focused communications, collaboration, and engagement needs. Thank you for your interest in this new way of delivering on experiences. In this new era of hybrid work where employee and customer expectations continue to increase, we look forward to building the way forward with you.



Dale Kennedy
Founder and Managing Director
CloudCom Advisors



It's Time to Reimagine the Employee and Customer Experience

Have the experiences of 2020 changed the way your organization is operating now and in the future? How about the role of communications in your company? Were communications methods taken for granted before? Were they considered strategic? Were they a board-level topic? Are they now?

"Hybrid workplace" has no doubt become one of the biggest business buzzwords of 2021, and according to numerous surveys and reports, hybrid is here to stay. 8x8 recently surveyed 400 decision makers for communications technology in the US and UK, and according to that survey, 80% indicated their organization is planning to offer a hybrid work model moving forward.

That's a dramatic outcome as only 3% had some form of hybrid work program pre-pandemic. This massive shift continues to evolve with the help of cloud communications. Although moving communications to the cloud was underway prior to 2020, the trend received a big boost with the move to remote work necessitated by the coronavirus pandemic. In fact, 70% of the communications technology decision makers in 8x8's survey said that while the move to cloud communications was thought about pre-pandemic, their companies' initiatives were not approved or prioritized until during or after.

Creating happy employees and customers

Business isn't just about supporting employees wherever they are today. It's equally about supporting customers. From company culture to customer engagement, everything related to work is now being reimagined to create a consistent experience, no matter where people are or what device they're using.

So, what can we do today to make both employees and customers happy in an era where everyone expects to be quickly and consistently informed and engaged, no matter where they are?

Metrigy research founder, Robin Gareiss, said recently that a key to employee and customer happiness is your company communications and contact center technology—more specifically, the integration of the two. As you can see on the next page, there's a competitive advantage for companies that are already breaking down communication and collaboration silos for both employees and customers. From Metrigy's research, this highlights the benefits for organizations with integrated unified communications and contact center technology.

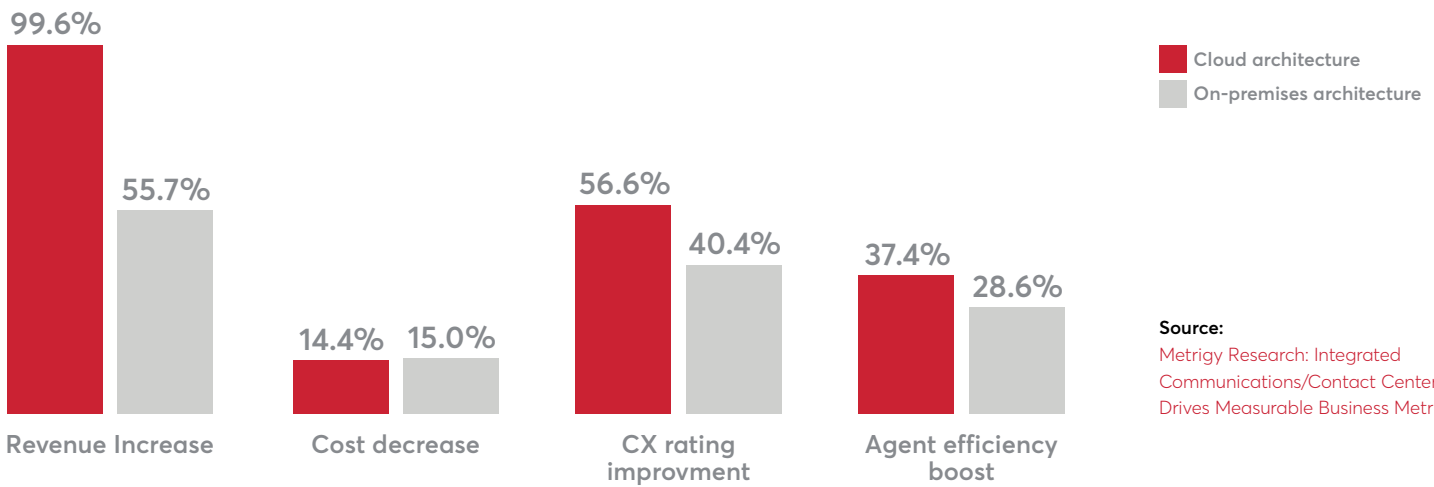


49%

of workers say they're likely to leave their current job if they're unhappy or frustrated with workplace tech.

Adobe 2021 State of Work Report

Now, in 2021, 87% of IT leaders who identify their organization as forward-looking say an integrated cloud communications platform (one that brings together both unified communications and contact center) is the future of business communications, and will be vital as remote/hybrid working becomes more common.



So what's driving the differences above? Here are four defined ways that organizations are optimizing both EX and CX by bringing together their employee communications (unified communications) and contact center technologies:

- 1 **By integrating cloud-native contact center, voice, team chat, meetings, and even Communications Platform as a Service capabilities (such as in 8x8's XCaaS offering), organizations significantly reduce app switching, which is a huge productivity drain according to workplace efficiency studies.**
- 2 **By providing contact center agents with the same communications tools used by the rest of the office, agents can quickly and easily reach out to organizational subject matter experts to answer customers' questions and solve issues—a huge EX and CX win.**
- 3 **Shared analytics across the organization not only show how employees are doing, but also what customers are talking about. This gives companies the ability to make adjustments to improve the experience of both, either in real time or over time.**
- 4 **Contact center capabilities, such as speech analytics, can be used by other teams within the organization (e.g. sales), to find out which conversations convert and which don't.**

Customer experience has been a key investment for the past decade or more. Now, leaders and fast followers are putting just as much emphasis on the employee experience. Those organizations that succeed in doing both well are sure to win in the new hybrid workplace.





A New Way to Think About the Value of a Single Cloud Communications Platform

Have you ever stopped to think about the various maintenance needs of a car and how each requires updates at different times? Tire changes occur at a different rate than oil changes, and windscreen wiper replacements come at a different interval than brake pads. Given all the areas that require regular maintenance at other times, car upkeep is a constant time and money-consuming process. Interestingly, traditional communications solutions operate similarly with varying elements delivered by separate vendors and manufacturers. This is where cloud communications, especially 8x8's single technology stack approach, can help.

Recent events have caused organizations to quickly deploy solutions that enable remote working. They may have procured an application for a contact center, an application for collaboration, an application for business communications, and another application for video meetings. Take a quick communications application inventory of your organization. How complicated is it? Now, like cars, all of those applications (parts) need updating and maintenance, along with scheduling maintenance windows out of operational hours for new feature deployment and related training and adoption support for end-users—all at different times and degrees of complexity.

If you've made a recent change to cloud communications, your vendor may have created the perception of a platform with a single contract. But, all those applications from different providers, even with a single contract, create the same problems you faced with your on-premises solution. It just lives in someone else's data center, and it still costs your organization more in terms of resources and risk caused by four main factors:

1. Separate administration
2. Separate user training and adoption
3. Multiple roadmaps evolving at different rates
4. Risks from dissolving relationships

Let's look at each of these in more detail and assess the impact of managing all of those communications applications on your organization.

How many do you have?

Jot down the number of applications you know of for each type of communications to understand the complexity of your roadmap management.

Video meetings (8x8, Zoom, WebEx, etc.) _____

Team chat (8x8, Chatter, Teams, etc.) _____

Business phone (8x8, Avaya, etc.) _____

Contact center (8x8, Five9, etc.) _____

SMS messaging (8x8, Twilio, Vonage, etc.) _____

Total _____





Separate administration

With precious, limited IT resources, is managing the phone system the best use of their time? Think about all of those applications that you counted on the previous page. Recent research, conducted before the pandemic, found that 70% of companies have somewhere between two to five communication providers and 22% have six or more. Recent events have most likely increased this number as organizations scrambled to enable remote work. Each application requires IT resources to administer and maintain it. How much time is consumed with the addition of a new staff member? How about when a staff member leaves the organization?

Separate user training and adoption

Each application has a unique user interface and way of working. Employees need to learn how each of these works, and they also need to know—and then remember—how they work together, if at all. IT teams need to ensure that everyone is proficient with all the applications, and they take a tsunami of support calls as applications get deployed. And once again, if something changes with these multiple applications, IT can be in constant training mode to ensure that users take full advantage of each technology investment. How much IT time does it take to train your users on your communications capabilities?

Multiple roadmaps evolving at different rates

Many communications applications are integrated with other systems to provide contact center agents, receptionists, and service teams with all the relevant information they need to quickly address a caller's questions. What happens when those applications get updates at different speeds? Integration points are constantly being challenged—and often broken. Managing separate contracts with their various terms and conditions and durations adds administrative overhead. Similarly, IT needs to constantly manage the various product roadmaps and updates to ensure that all connections continue to function. And then, what happens when you call for support?

Risks from dissolving relationships

Vendors form alliances to bundle together applications that create the perception of a "platform." These applications are from different companies that jointly market them to gain access to each other's customers and distribution channels. It's also a faster way to address an immediate market opportunity versus buying or building new products and services.

In these cases, success is usually a harbinger of relationship destruction. With the opportunity addressed in the short term by the bundle, companies evaluate their strategic options. When there is a clear market opportunity, companies will look to set themselves up for longer-term success, usually including buying or building the solution that they were bundling from

another company. The result is typically a messy divorce with customers caught in the middle and forced to scramble to find a new way forward—even if the bundle was working well. It may be as simple as having to sign another contract, but still, you now have an additional application to manage and support with different contractual terms and conditions, support processes, rates, and degrees of roadmap evolution that may break any integrations that have been in place due to the bundle. Is it worth putting your organization at risk due to the eventual dissolution of a joint go-to-market or even OEM partnership?

What would the impact be if IT could consolidate all of those applications to just one that they had to administer and maintain?

With the 8x8 Experience Communications Platform™, all of these issues go away. Administration is from a central location, and there's only one contract and one roadmap to track. And unique to 8x8, there is only one integration for both business communications and contact center!



Does the CFO Approve? Five Steps to Get a "Yes!" for a Cloud Communications Business Case

Business cases are a vast, complex undertaking, but they all start with preparation. Like any team sport, good practice typically leads to a winning outcome. The same applies to building a business case for investing in cloud communications. To help you get started, here are five topics to consider when creating a business case for cloud communications that will win the day with your CFO:

1. Improve the customer experience
2. Simplify management
3. Enable the transition to a "work anywhere" experience
4. Integrate with critical ICT platforms
5. Deliver a single security model



Improve the customer experience

Improving the customer experience starts with one of those assumptions: that you understand what the experience is today. Do you have visibility into all the communication touchpoints and the customer experience at each one? Can you quantify the impact of improving their experience? The research consistently shows that improving the experience has a positive effect—but, by how much? This is where the details underpinning the business case can get fuzzy. Here are a few questions to consider when thinking through this topic:

1. Would providing instant visibility of a complete staff directory help contact center agents to increase call handling capacity and reduce wait times without adding more staff?
2. Does customer sentiment analysis across all the contact center calls enhance the experience and lower costs by focusing resources on those topics that deliver outcomes most relevant to customers?
3. What value is added by instant IT resource utilization reports with crucial metrics?
4. Can specific and relevant agent coaching using annotated recordings from their calls impact the customer experience?
5. Would analytics and reporting that support balancing resources with activity levels drive efficiency gains, cost improvements, and enhanced customer experiences?
6. What is the impact of automating high volume, routine calls?



Simplify management

Often, organizations use multiple communication systems and related applications to provide staff with all the tools they need to engage customers and collaborate with colleagues. Managing this portfolio consumes much staff and IT team time, as people need to learn, stay current on, use, and maintain these systems. Could consolidating those applications to a single app be impactful? Additionally, a SaaS application should not require extensive training before users can start using it. Here are some considerations for these deployment, training, and adoption topics:

1. Can existing phones be used, or are new desk phones required?
2. Are softphones with a mobile app eliminating the need for physical phones?
3. Can staff safely and securely use their mobile devices?
4. How much time needs to be invested into onboarding new users?
5. What's the expected impact on the IT help desk to roll out the new cloud communications apps?
6. Would a single application reduce the demands on IT staff?
7. Would having one application that includes all communications channels increase staff productivity?
8. Could consolidation of those individual subscriptions to a single subscription save costs?



Enable the transition to a "work anywhere" experience

Recent research confirms that organizations are implementing hybrid workplace models. Organizations should look for solutions that work on any device with a consistent experience across softphone, PC/Mac, iOS and Android mobile applications, and IP handsets. These applications must also be able to work over both secure internet, public internet, home broadband, 3G, 4G, and 5G, as well as make use of mobile minutes for staff working in rural areas. Include an assessment of:

1. What is the impact of adding cloud communications to the network? Will this over-the-top (OTT) service require additional network capacity?
2. What's the current video meetings solution that enables staff to engage with customers and other employees quickly? Can they do so spontaneously?
3. What messaging capabilities are in place today to support digital channels, and how can they deliver better customer experiences?
4. Can all staff work remotely, if needed, using their devices, yet always present their professional phone number? What impact would that have on staff productivity?
5. How are communications for common areas handled today?
6. Is international calling needed for each role?
7. How long will you need to run both systems in parallel to enable a smooth transition? What are those "overlap" costs?



Integrate with critical ICT platforms

Many organizations effectively leveraged Microsoft 365 and Microsoft Teams to adjust to remote working quickly. However, using Teams also requires additional capabilities to collaborate with external parties, such as customers and business partners. Switchboard, contact center, and external digital communication channels, such as SMS and chat apps, should easily integrate with Microsoft Teams to ensure that it remains at the center of collaboration. Note that all integrations are not equal. For example, using a cloud-to-cloud integration with Microsoft should be favored over more basic direct routing, where traditional SIP trunking and potentially on-premises SBC's would be required.

1. What are your licensing costs to provide voice services for Microsoft Teams users?
2. What are the cost implications of being able to use a Microsoft Teams certified integration partner?
3. Would a platform with the ability to include both business communications and a contact center in a single integration save time and money from the outset?



Deliver a single security model

Cloud communications platform providers must evidence Tier 1 data centers (more than one) where geographically redundant data traffic routing provides at least 99.99% uptime as part of a contractual SLA for business communications and contact center. Call quality SLAs must offer MOS levels of 3.0 or greater. Of course, security compliance and accreditations must be in place to ensure compliance with local and regional regulations around data privacy and security

1. What's the cost of having to conduct multiple security audits to cover different applications?
2. Does managing the security and compliance of a single provider deliver cost savings vs. managing multiple suppliers?

Many of the questions in these topic areas are often left out, or not given sufficient attention, as part of the evaluation. The result is a business case that only looks at infrastructure and related costs. There are also additional topics that may be relevant, depending on the ICT maturity of an organization, that include:

1. Activity and Service Level Agreement implications
2. Physical handset rationalization
3. Environmental Impact

Going through the thought process ensures that you will produce a comprehensive evaluation of your current communications situation. In addition, it will give you confidence that, regardless of the specific number, the business case decision has a solid analytical foundation.

We've called out 25 possible questions in these five areas. They are not exhaustive, but illustrative. It's a large number of topics to consider. To make it less daunting, and to help you focus on the data needed to start pulling together the business case, here's an easy way to structure the information:

Seat total: Business communications + contact center

Contract term: in months

	Provider / Model	Total Monthly Cost
Calls & Lines		
Analog lines	_____	\$ _____
ISDN lines	_____	\$ _____
SIP channels	_____	\$ _____
Landline and mobile calls	_____	\$ _____
Mobile call diverts	_____	\$ _____
International calls	_____	\$ _____
Care packages	_____	\$ _____
DDI rentals	_____	\$ _____
Phone System		
CPE (On-Premise Equipment)	_____	\$ _____
PBX maintenance contract	_____	\$ _____
PBX support / Moves / Adds / Changes	_____	\$ _____
Contact Center / Switchboard		
Contact center licenses	_____	\$ _____
Call recording	_____	\$ _____
Reporting / analytics	_____	\$ _____
WFM	_____	_____
Collaboration Tools / Other		
IM / chat	_____	\$ _____
Conferencing audio / video	_____	\$ _____
Presence	_____	\$ _____
Video conferencing (on-premise)	_____	\$ _____
Microsoft Teams E3 - E5 savings	_____	\$ _____
CRM licensing (if adopting 8x8 CRM)	_____	_____
Total cost per month	_____	\$ _____
Current cost per seat	_____	\$ _____
Total cost of term	_____	\$ _____

Efficiency / Productivity

Type	Assumption	Monthly Cost
Employee redeployment	\$60k / yr / employee	\$
IT employee time to manage @\$60k	25% reallocation is typical	\$
Procurement time to manage @\$60k	25% reallocation is typical	\$
Efficiency increase in contact center	25% increase	\$
Property rationalization cost per desk	\$6k per annum	\$
Total cost per month		\$
Current cost per seat		\$
Total cost of term		\$

Business cases can be excruciatingly detailed, often with little incremental value. However, as long as the key areas are covered, the result is usually a directionally correct recommendation. That said, no one will typically go back and check on how you did anyway, especially if the solution is working well.

Our team will partner with you and leverage our experience and expertise from working with organizations of all sizes globally to create the appropriate evaluation and business case.

We look forward to working with you to empower your staff with cloud communications that strengthen service delivery while driving cost improvements.



Taking the next step

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

Unlike point solutions, solutions like 8x8 deliver personalized experiences that boost employee productivity, guarantees platform-wide uptime, and lowers costs.

We look forward to helping your organization achieve these benefits.



8x8

8x8, Inc. (NYSE: EGHT) is transforming the future of business communications as a leading Software-as-a-Service provider of voice, video, chat, contact center and enterprise-class API solutions powered by one global cloud communications platform. 8x8 empowers workforces worldwide to connect individuals and teams so they can collaborate faster and work smarter. Real-time analytics and intelligence provide businesses unique insights across all interactions and channels so they can delight end-customers and accelerate their business. For additional information, visit www.8x8.com, or follow 8x8 on LinkedIn, Twitter and Facebook.

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