

8x8

Solve for X

The CX.EX Journal

Issue 1

Top Stories

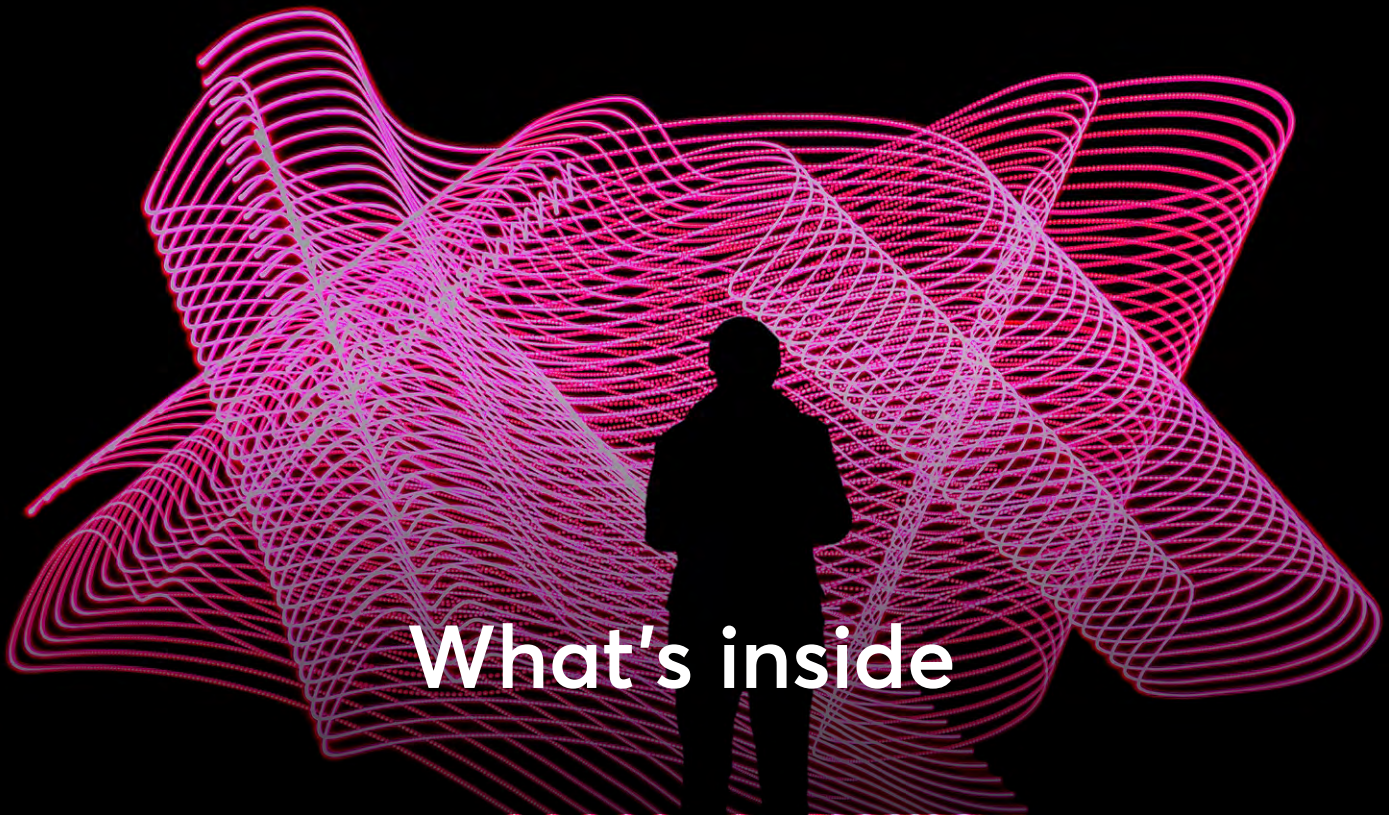
Experience Communications:
Four Ways to Enhance CX and EX
in a Hybrid Workplace

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

Why a Platform-level SLA Is Vital for
Cloud Communications

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

Thoughts from Metrigy Research
CEO Robin Gareiss



What's inside

- 4** Experience Communications: Four Ways to Enhance EX and CX in a Hybrid Workplace
- 7** A New Way to Think About the Value of a Single Cloud Communications Platform
- 11** Why a Platform-Level Service Level Agreement Is Vital for Cloud Communications
- 15** Does the CFO Approve? Five Steps to Get a "Yes!" for a Cloud Communications Business Case
- 21** A Single Platform for UC and Contact Center Expands Benefits

Editor's note

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 we're introducing 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 and the 8x8 XCaaS offering, we are 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 XCaaS, we're delivering on the innovation that will advance our customers' increasingly connected EX and CX-focused communications, collaboration, and engagement needs.

Thank you for your interest in [Experience Communications as a Service](#), and for reading through this first issue of Solve for X magazine. 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.

Regards,



Meghan Keough
Global VP Product and
Solutions Marketing, 8x8



Experience Communications: Four Ways to Enhance EX and CX in a Hybrid Workplace

Meghan Keough

More than three-fourths of companies (82% in the US and 76% in the UK) are now anticipating a hybrid work model, according to a new 8x8 survey of 400 IT decision makers. 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.

While we used to talk a lot about customers becoming more demanding, employees are now becoming more demanding, too. A recent [survey](#) of 1,000 US adults on behalf of Bloomberg News shows that 39% will consider quitting their current job if their employers aren't flexible about remote work. For millennials and Gen Z, this percentage jumps to 49%.

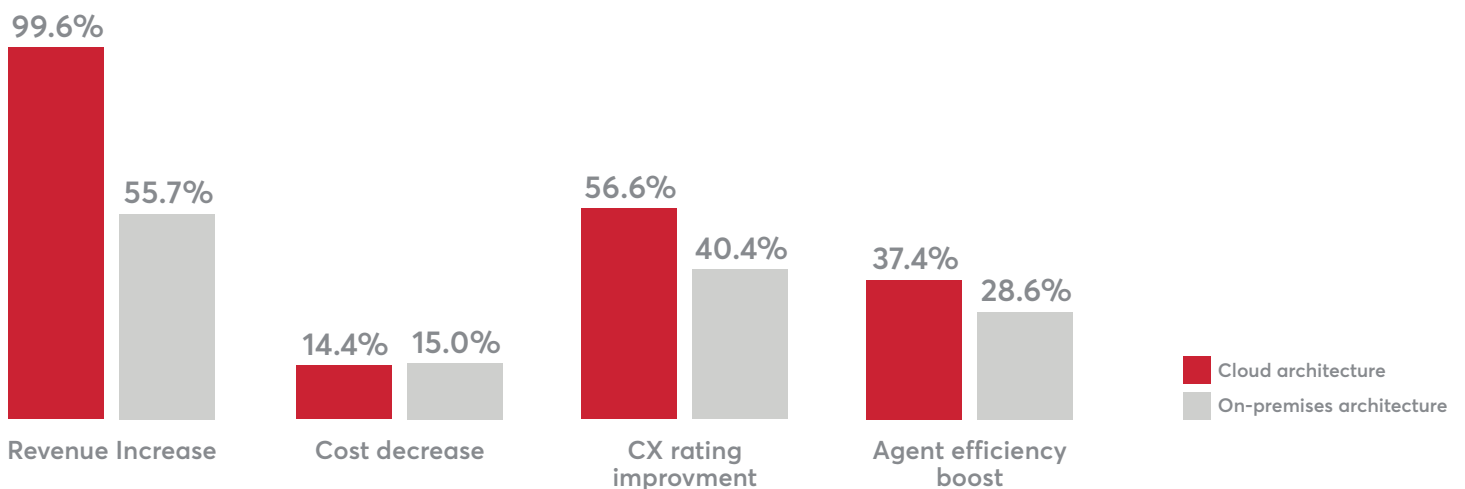
In a related [survey](#), Adobe's 2021 State of Work reports that nearly half of workers (49%) say that they're likely to leave their current employer if they're unhappy or frustrated with workplace tech. This means that for the new hybrid workplace, employees will be now looking for more consistent, efficient, and effective ways to collaborate and get work done.



Creating happy employees and customers

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 stay engaged, no matter where they are?

Metrigy research founder, Robin Gareiss, said recently that a key is your company communications and contact center technology—more specifically, the integration of the two. As you can see below, 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. We invite you to [read more from Robin later in this issue](#).



Source: [Metrigy Research: Integrated Communications/Contact Center Drives Measurable Business Metrics](#).

So what's driving the differences on the previous page? From a recent [webinar](#) featuring more from the advisory firm's research, 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. ([Hear how the Kansas City Royals do this.](#))

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.

Want to learn more? Join us for a [live demo](#) or dig a little deeper into the [Metrigy research](#) highlighted in this article.



58%

of contact center leaders say communication silos and system complexity have a negative impact on customer satisfaction, and 55% of this segment say the negative impact on CSAT is moderate to extreme.

[8x8 2021 State of the Contact Center Report](#)



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

Spencer Wood

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. Our 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. There are **high-profile examples** of this type of situation today. 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!

To learn more about how you can reduce the management burden of multiple communication apps, visit us at [8x8.com](https://www.8x8.com).





Why a Platform-Level Service Level Agreement Is Vital for Cloud Communications

Russ Chadinha

Recent events have made it clear that organizational and service delivery resilience is contingent on reliable, secure cloud communications. It enables connecting and collaborating from anywhere, using any channel (phone, chat, video, contact center, SMS messaging) on any device.

As organizations implement their long-term forward strategies, selecting a cloud communications provider that ensures a reliable platform is a daunting challenge. Today, every vendor claims that they have one. How can IT leaders filter out the marketing noise and quickly identify truly reliable platforms?

In the real world, service level agreements (SLAs) are more than the sum of their parts, and organizations need to consider the reliability and resilience of cloud services to realize their full benefits. It's also tempting to take SLAs at face value without critical evaluation, especially when cloud communications providers claim impressive "five nines," or even incredible 100% SLAs.

Ask for a highly available, fully redundant solution, supported by a financially-backed 99.99% uptime SLA across both contact center and business communications. 8x8 offers a consistent 99.99% SLA across its platform, including both contact center and business communications. 8x8 has made significant investments to ensure that all platform components are fully redundant, delivering true high availability.



Ask for a highly available,
fully redundant solution,
supported by a financially-
backed 99.99% uptime SLA
across BOTH contact center
and business communications.

The 8x8 Experience Communications Platform™ is designed from the ground up to ensure the highest possible uptime by providing four levels of redundancy:

<p>Infrastructure</p> <p>Fully redundant infrastructure provides the foundation for high availability</p>	<p>Platform</p> <p>Fully redundant application platform means no downtime for upgrades and high availability of the service</p>	<p>Data</p> <p>Fully mirrored data sources means high availability and complete consistency of data across redundant platforms</p>	<p>Geographic</p> <p>All three layers above also fully replicated across geographically diverse locations in each region</p>
--	--	---	---

The DNA of 8x8's platform:

- Engineering culture thinking beyond 99.99%
- Cloud agnostic
- Full Kubernetes support with self healing
- High availability active-active clusters
- All production deployments fully auditable
- Auto scaling - provisioning scales dynamically
- Real-time, 24x7 observability, alerting and escalation process to the NOC level
- Four levels of redundancy
- Unified security model

8x8 regions

The 8x8 architecture uses redundant servers, databases, and storage resources to deliver high availability across the platform. Multiple tier one ISPs service each region. Additionally, each location has various top-tier PSTN carriers. The data centers have a presence in 35 geographically redundant, global public cloud and private regions, providing seamless connectivity, high availability, and local data sovereignty.

8x8 regions include:

- **EMEA:** London UK (4), UK (3), EU (3), Amsterdam Netherlands
- **APAC:** India (2), Shanghai China, Hong Kong, China, Singapore (2), Sydney Australia, Australia (3)
- **North America:** Santa Clara (2), US West, Ashburn VA, US East, Canada (2), Saskatchewan, Canada (2)
- **South America:** Rio de Janeiro Brazil, Brazil (2)





8x8 even takes a unique approach to system upgrades—your platform can be upgraded and maintained without downtime. This is possible because every cluster consists of fully redundant “A/B” sides of the platform. All tenants are rolled to one side of the platform while 8x8 performs the upgrade. Once the upgrade is complete for one side, it’s allowed to run for a few days before leveraging the same process on the other side. This approach ensures the ability to seamlessly roll back any tenant to the previous version in the unlikely case there’s an issue. After the upgrade, the tenants are distributed to normal load balancing across the A/B platform sides with the upgraded functionality.

To ensure complete transparency, the status of your service is always available on the public [Service Status](#) site.

This architecture and approach provide the reliability your organization requires, so you can ensure service delivery resilience. A financial commitment to the contract offers additional peace of mind.

Blue-Green Deployments — **upgrading without downtime:**

1. Tenants are load-balanced between A/B platform sides before the upgrade takes place
2. During the upgrade, the tenant is rolled entirely to their side A of the platform
3. 8x8 upgrades the B side of the platform while the customer is fully functioning on side A
4. 8x8 moves the customer to the B side once the upgrade completes
5. After a few days with the customer on the B side of the platform, 8x8 performs an upgrade for side A
6. When both upgrades are completed, the customer is fully operational with both redundant sides up to date

To learn more about the industry’s only platform SLA, please visit our [Service Status site](#) or [8x8.com](#).

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

Scott Sampson

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.

I'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 licencing (if adopting 8x8 CRM)	_____	_____
Total cost per month	_____	\$ _____
Current cost per seat	_____	\$ _____
Total cost of term	_____	\$ _____

Efficiency / Productivity

Type	Assumption	Monthly Cost
Employee redeployment	\$70k / 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.

8x8 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. To learn more, visit us at [8x8.com](https://www.8x8.com).



A blurred city street at night with bokeh lights and a person walking. The background is a soft-focus urban scene with warm yellow and orange lights from buildings and streetlights, and cooler blue and purple tones from other lights. A person is walking away from the camera in the foreground, their figure slightly out of focus. The overall mood is modern and dynamic.

A Single Platform for UC and Contact Center Expands Benefits

Robin Gareiss

"Our research shows that companies with the highest success metrics who use a single, cloud-based provider see revenue increase by 99.6%, costs decrease by 14.4%, CX ratings improve by 56.6%, and agent efficiency rise by 37.4%."

Very few companies have fully realized the power of using a common platform for employee and customer interactions.

Yet, Metrigy's research shows that 62.8% of organizations have integrated their unified communications (UC) and contact center (CC) platforms—61.9% of those using the same provider. This clearly indicates that most IT and CX leaders understand that there is value in applying components of each platform to the other group. For example, the contact center team may start using the employee team collaboration tools, while the employees at large may start using the contact center's call recording capabilities.

Those already integrating their platforms are seeing measurable business value. But the type of integration varies—as does the extent to which companies have integrated the platforms' functionally and operationally.





Use cases for integrated UC/CC

Indeed, integration is a broad term. In each of these scenarios, companies have integrated their UC and contact center platforms to some extent:

- Contact center uses the UC platform for voice calls
- Contact center uses the existing company video platform to interact with customers
- Agents click to connect to a non-contact-center employee expert to help resolve a customer issue or close a sale
- Supervisors use team collaboration workspaces to collaborate with, coach, and train their agents, or to discuss a new incentive program
- A business unit uses IVR to field incoming calls
- An internal IT department uses a contact center chatbot to field questions and schedule service calls
- A product development team accesses “voice of the customer” feedback to help prioritize items on the roadmap
- Employees use a workforce management tool to capacity plan, schedule, and enable shift trading
- Contact center utilizes interaction journey analytics to identify trends and areas of opportunity for improvement across the entire organization
- Inside sales leaders use quality management and speech analytics to coach team members—resulting in higher sales close rates and increased revenue

The list goes on, and one could argue that there will always be new ways that the workforce at large, and contact center agents in particular, can use tools that were traditionally reserved for others. What’s more, the definition of “contact center agent” is changing, as more business units (sales, marketing, IT, field service, etc.) have a need for customer interaction applications.

Hybrid workforce will benefit from integration

The ability to use the same communications platform for all employees becomes even more significant when considering the future of work, where employees will be much more distributed. As of April 2021, only 6% of companies had decided to fully return their contact center agents to the office. And as of late 2020, only 12.7% of companies planned to return employees overall to the office, according to Metrigy research studies. It won’t be as easy to walk down the hall to talk to an expert to solve a customer problem; collaboration tools will be required to do that.

But how easy is it to make the aforementioned business use cases a reality? Many organizations must force-fit integrations using custom middleware if there is not an established partnership between two company platforms—or even between distinct UC and contact center platforms from the same provider. And even then, the platforms may have different data and security models, individual management and administration tools, and separate user interfaces.

8x8 Experience Communications as a Service (XCaaS)

8x8 recently introduced its **XCaaS service**, which integrates UC as a Service (UCaaS), Contact Center as a Service (CCaaS), and Communications Platform as a Service (CPaaS) under a common platform. What does this mean in practice?

- Single, platform-wide SLA (99.99%)
- Connections to the same global network
- One data residency policy, security, privacy, and compliance framework
- A single enterprise directory with shared presence
- Contextual hand-offs between people and modalities
- Single provisioning and configuration, as well as performance management
- Team collaboration across all employees, including contact center agents
- Common integration framework for UC and contact center that supports more than 50 business apps, including Microsoft Teams and Salesforce
- Embedded communications APIs
- Real-time, company-wide analytics across all communications
- Recordings, coaching, and speech analytics for all employees
- Interaction journey analytics
- AI-enabled experiences

What's more, the XCaaS service is cloud-based, and our research shows that companies are far more likely to integrate UC and contact center platforms when they are using cloud-based services. Only 28.3% of integrated companies are solely on-premises.

In fact, our research shows that companies with the highest success metrics who use a single, cloud-based provider see revenue increase by 99.6%, costs decrease by 14.4%, CX ratings improve by 56.6%, and agent efficiency rise by 37.4%. Nearly all of these figures are measurably higher for those with a cloud architecture vs. on-premises.

Interested in what other industry analysts are saying about XCaaS?
[Read more here.](#)



Taking the next step

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

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

Talk to one of our experts now. Visit [8x8.com](https://www.8x8.com).



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.

© 8x8, Inc. All Rights Reserved. Unless otherwise specified, all trademarks identified by the ©, TM, or SM are registered trademarks, trademarks, or services marks respectively of 8x8, Inc.

