



8x8

How Forward-Thinking Organizations are Embracing eXperience Communications as a Service (XCaaS)

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Cloud-first reality with XCaaS



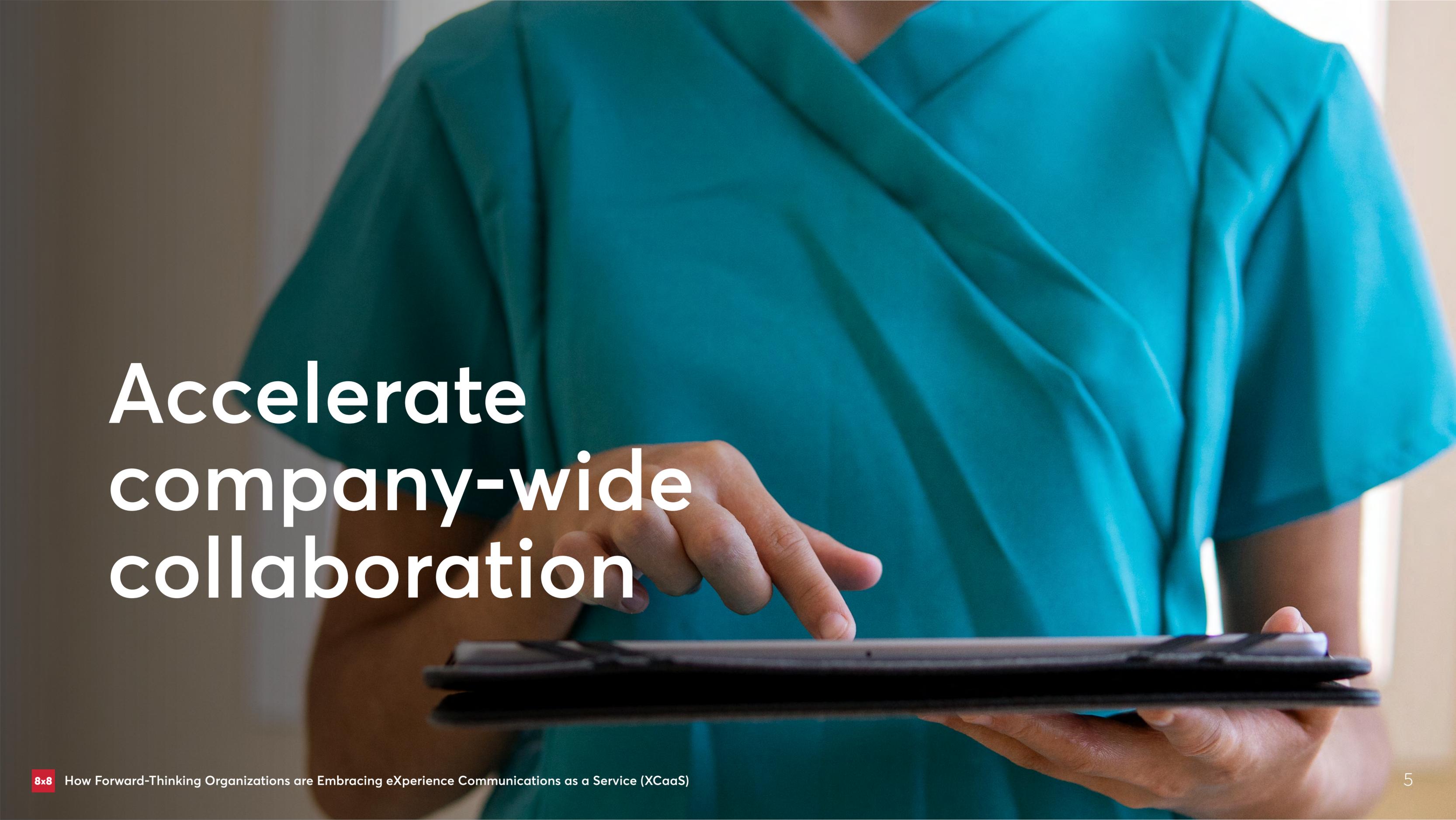
Creating better employee and customer experiences

When it comes to business communications, cloud technology is replacing legacy, on-premises communications platforms one by one. Small businesses and multinational organizations alike are benefiting from rapid innovations and lower IT overhead.

Unfortunately, most cloud communications providers focus either on the employee experience (internal communications, video conferencing, team chat) or customer experience (customer communications, contact center, embedded communications). This means that IT departments are forced to maintain multiple solutions to make information available across an organization, which creates data and organizational silos.

Luckily, there is a better way. With XCaaS, eXperience Communications as a Service, companies can bring customer and employee experience together with contact center, voice, video, chat, and APIs all on one cloud-native platform.

This eBook showcases how XCaaS with the 8x8 eXperience Communications Platform™ empowers enterprises with modern communication experiences, eliminates organizational silos, boosts employee productivity, delights customers, and unifies data to reveal deeper insights for smarter decisions and a more agile business.

A person wearing a teal-colored short-sleeved shirt is holding a tablet computer. The person's hands are visible, with the right hand touching the screen. The background is a soft-focus indoor setting with light coming from the right side. Overlaid on the left side of the image is the text 'Accelerate company-wide collaboration' in a large, white, sans-serif font.

Accelerate company-wide collaboration

Collaborative working supercharges business agility

A culture of company-wide collaboration is about making purposeful connections. Leaders often encourage employees from across an organization to work together to solve problems and achieve goals.

Building a collaborative environment is vital for every business. Consider these statistics:

75%

of employers rate teamwork and collaboration as "very important."¹

86%

of employees cite lack of collaboration for workplace failures.²

5x

Companies that promoted collaborative working were five times as likely to be high-performing.³

Today's advanced cloud communication tools strengthen company-wide collaboration, boosting productivity and business agility. Role-based communication capabilities improve how employees work together as highly engaged teams.

The 8x8 Experience Communications Platform™ powers engaging and responsive communication experiences that delight customers and employees, wherever they are.

Sources:

¹Queens University of Charlotte

²Fierce, Inc. Survey

³Institute for Corporate Productivity (i4cp)



The Princess Alexandra
Hospital
NHS Trust

Impacts

325 admin staff members were able to quickly and easily relocate

Hot-desking of 1:3 ratio was enabled, freeing up valuable clinical space at hospitals

The radiology/cardiology contact center can now handle more than double their previous call volumes

Hospital Trust accelerates digital journey and enhances patient experience

The Princess Alexandra Hospital NHS Trust provides general, acute, outpatient, and diagnostic services, serving an extended catchment area of up to 500,000 residents in Essex, United Kingdom.

The Trust's telephone system hadn't been overhauled since the 1980s, and it often struggled to function reliably, with frequent switchboard failings. The Trust chose 8x8 to bring them into the future, with Series X which combines voice, video, meetings, collaboration, and a contact center in a single platform. As the IT team moved employees to Kao Park —a redeveloped science and technology hub, they immediately noticed increased business agility and cost savings with 8x8.

To learn more, read the Princess Alexandra Hospital NHS Trust [customer story](#).

"The Trust's corporate goals are built around the five 'P's — Patients, People, Place, Performance and Pounds. With 8x8, we've met every one of these."

Jeffrey Wood, Deputy Director of ICT, Princess Alexandra Hospital NHS Trust.



Reduce day-to-day management

Streamline onboarding and operations with unified administration

Organizations with multiple communication apps have separate admin tools to manage those systems, and using those tools to keep your communication up to date can be taxing. For example, if you're adding even five to ten IT staff members, tasks like onboarding, updating permissions, and managing performance can really slow things down and compromise business-critical communications.

The 8x8 eXperience Communication Platform offers unified administration with a single source for license management, provisioning, and configuration through a single pane of glass for system monitoring, saving your business significant time.

With XCaaS, adding new communication channels and scaling up or down is easy and doesn't impact existing communications infrastructure. With one cloud platform for contact center, telephony, video conferencing, and team messaging, it's quick for IT to manage users from just one administration console.



Impacts

Unified business communication and contact center systems with a single cloud communications platform

Valuable data and insights from customer conversation and interactions

A simplified infrastructure allows the IT team to spend less time on operational upkeep

The Kansas City Royals transform employee and fan experiences

As part of its digital transformation initiative, the Kansas City Royals chose the 8x8 eXperience Communications Platform™ to improve employee, partner, and customer experience. Deploying over 500 points of communications across the organization provided their hybrid workforce with a single phone number, as well as team chat and video meetings capabilities, all accessible anywhere on any device.

In addition, the organization implemented a complete 8x8 Contact Center solution to deliver an exceptional, multichannel fan experience.

To learn more, read the Kansas City Royals [customer story](#).

“We have realized benefits more quickly than planned as usage of 8x8’s single integrated desktop and mobile apps for communication and collaboration are now firmly entrenched with our employees.”

Brian Himstedt, Senior Director of Technology at the Kansas City Royals



Cut costs and complexity with a single integration framework

Connect 8x8 to critical business apps and speed time to value

Organizations connect multiple communications tools with business apps to enhance and automate employee workflows. However, that often means “app-switching” throughout the day, which disrupts not only daily workflows but also impedes general productivity. And typically, IT teams end up bearing the heavy burden of harmonizing disconnected business workflows.

The 8x8 eXperience Communications Platform includes a single integration framework that supports popular business app integrations, including ServiceNow, Salesforce or Dynamics 365. Our leading Microsoft Teams integration for UCaaS and CCaaS, passed one hundred thousand users in September and continues to add thousands of new users each month.

The framework also amplifies agile and scalable features to cross-pollinate value. In addition, XCaaS from 8x8 supports open APIs that enable developer innovations to power business-critical workflows to help your teams achieve new productivity and customer satisfaction levels without complexity or cost.



Impacts

\$200,000 annual savings

Employees can easily stay connected to customers and each other from anywhere

Easy to administer system without a PBX to maintain

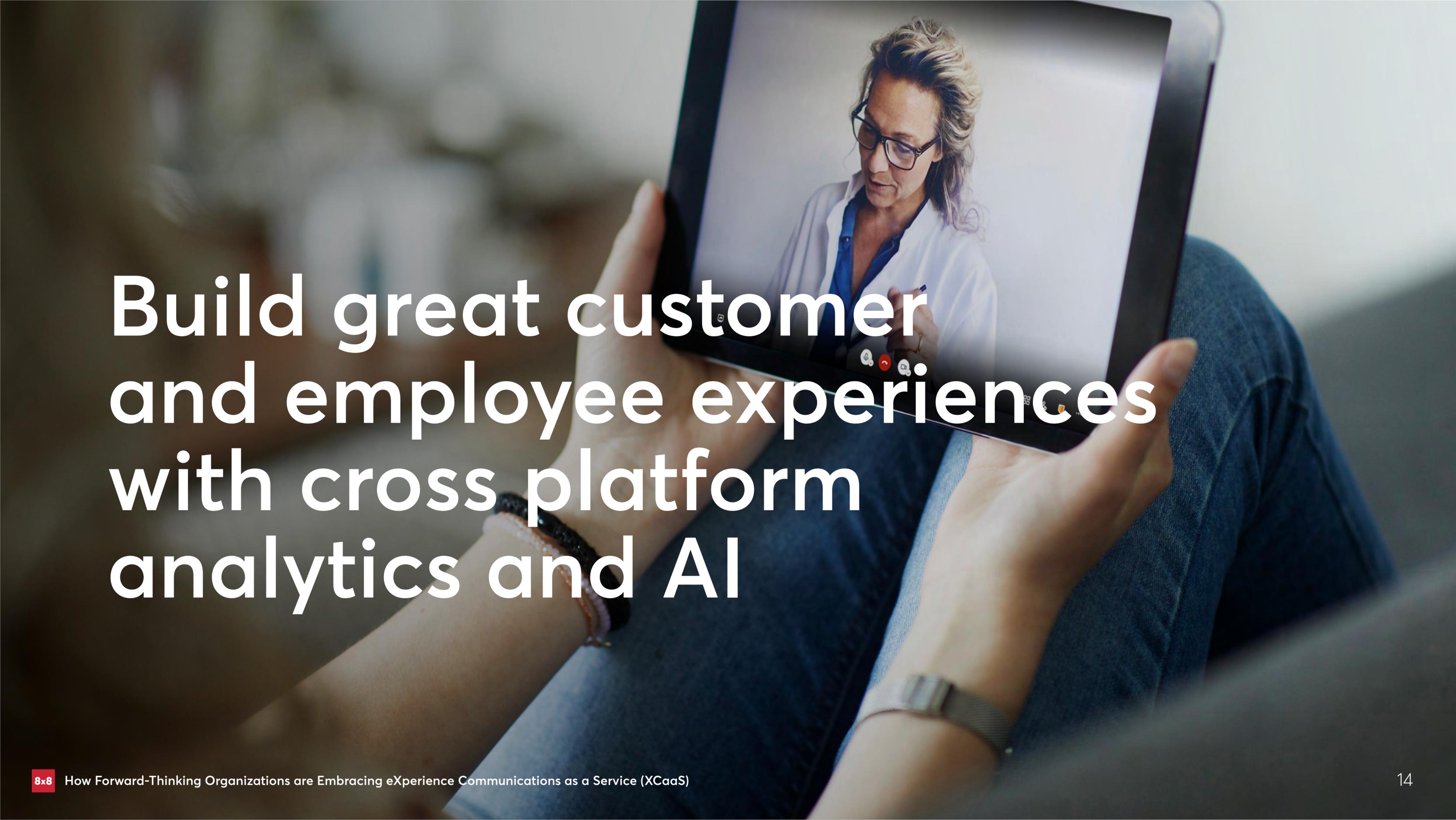
Case Paper keeps employees and customers connected with 8x8 Voice for Microsoft Teams

For everything from sustainable printing papers to specialty packaging, Case Paper manufactures more paper products than any other company in the United States. The company needed a communications solution to keep its employees connected to customers and each other from anywhere. A cloud-based solution integrated with Microsoft Teams was the perfect solution, and 8x8's global footprint and installed base of large corporate customers helped them feel confident inking the deal.

To learn more, read the Case Paper [customer story](#).

"The beauty of 8x8 with Teams is that we can all be on one system together."

Krista McCue, IT Help Desk Support Manager

A person is holding a tablet computer. The screen of the tablet shows a video call with a woman wearing glasses and a white lab coat. The background of the image is blurred, showing what appears to be an office or clinical setting. The text is overlaid on the image in a large, white, sans-serif font.

Build great customer and employee experiences with cross platform analytics and AI

Uncover trends that help teams make better decisions faster

The inability to access operational data efficiently from separate communication tools is one of the biggest hurdles for every organization. But, when data knows no boundaries, organizations gain deeper insights, especially when tracking customer journeys.

Today, every employee is responsible for the customer experience. So, when sales, marketing, product development use analytics and intelligence from customer communication interactions, they get a complete picture of customer behavior across customer touchpoints and help those teams to optimize customer experiences.

Cross-platform analytics and AI with the 8x8 eXperience Communications Platform enables real-time organization-wide reporting. No more trying to mesh contact center and unified communications databases. Fully connected XCaaS means you can apply speech and interaction analytics to all employee and customer communications, helping organizations proactively get to know their customers and provide a great experience.



Impacts

Over 500+ new data points and metrics from every video session

100% accessibility for staff members needing stats

Deployed across 50+ countries where Proximie technology is used.

Life-saving video platform now has the stats to scale at speed

Proximie's mission is to help save lives. The company's platform handles augmented reality and high-definition (HD) video, enabling clinicians worldwide to provide remote expertise to colleagues during live surgical procedures.

Proximie needed a better way to monitor its platform and the quality of its video calls in order to keep service levels high and share critical data with customers. Proximie chose **8x8 callstats** to monitor the call and video quality in real-time, automatically analyze large volumes of WebRTC communications data, and deliver insights through AI-driven monitoring and analytics.

To learn more, read the Proximie [customer story](#).

"Our previous solution was nowhere near as precise as the data delivered by callstats.io from 8x8. It's outstanding."

Auri Vizgaitis, Vice President of Infrastructure and Media, Proximie

An aerial photograph of a complex multi-level highway interchange. A blue train with white accents is traveling on an elevated track that runs diagonally across the frame. Several cars are visible on the various levels of the highway. The scene is captured from a high angle, showing the intricate structure of the overpasses and ramps.

Reliable communications with single point of accountability

Improved security and trust help reduce your chances of missing a call

Finding the right cloud communications provider can be challenging, especially with so many choices available. It's important to ensure that your chosen provider has a trusted reputation for reliability to minimize the impact of system failures, natural disasters, or human errors that can affect critical business communications. A good provider exceeds 99.999% SLA uptime across their communications platform and can manage system challenges effectively.

Unlike standalone or bundled communication solutions, the 8x8 eXperience Communications Platform has a platform-wide high availability 99.999% uptime SLA across contact center, voice, video, chat, and APIs.

It's unmatched in the industry and uses patented technology, including traffic optimization across global data center locations and one standard policy for governance, security, and data privacy.

With no finger-pointing and no gaps, 8x8's industry-leading 99.999% platform-wide SLA cannot be promised credibly in any two-vendor scenario.



Impacts

Eliminated the overhead cost of maintaining outdated systems

99.999% uptime SLA

Customer sentiment insights to spot problems and trends.

Fred Loya Insurance drives costs down and dependability up with 8x8

Fred Loya Insurance had hit a wall with their Cisco phone system. The system was out of date and couldn't comply with new privacy laws without costly changes from the vendor.

By moving to the 8x8 experience Communications Platform, the organization was easily able to surpass privacy standards and while achieving operational cost savings and enhanced support. At the same time, 8x8' made it possible for more than 3,500 employees and contact center agents across 700 US-based offices to stay productive and operate from anywhere, on any device, while maintaining the same high level of localized service clients expected.

To learn more, read the Fred Loya [customer story](#).

"There was just this sense of comfort that we got from working with 8x8. And of course, the product itself is wonderful."

Mobashir Ahmed, IT Manager, Fred Loya

Taking the next step

Whatever your company's unique needs are, 8x8 can help you tailor a flexible, powerful, cloud-based solution with 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.

The 8x8 logo consists of the text "8x8" in white, bold, sans-serif font, centered within a solid red square.

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