CX First Contact
Discover how PrePayPower innovate to deliver exceptional customer satisfaction

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About 8x8

8x8 offers integrated contact center and business communications solutions built on **one global cloud platform.**

NASDAQ: EGHT

Founded: 1987

HQ: Campbell, CA

Total Revenue: $729M (FY24)

Global Customers: 59K

Paid business users: 3M+ in 170 countries

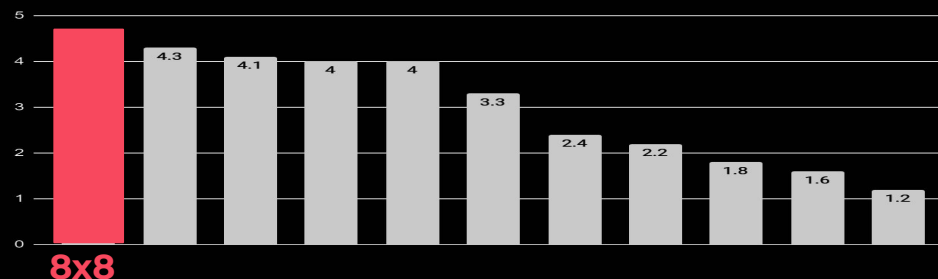**Countries PSTN replacement**: 59+

Patents awarded: 300+

Website: 8x8.com

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Best of Breed

High Performer — Enterprise — SPRING 2024

Leader — Enterprise — SPRING 2024

TrustRadius — Top Rated — 2024

Ranked # 1 in Contact Center Support Critical Capability (*)

Chart values: 8x8 (red bar, ~4.7), 4.3, 4.1, 4, 4, 3.3, 2.4, 2.2, 1.8, 1.6, 1.2

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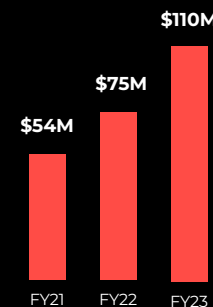
R&D Investment

$54M — FY21, $75M — FY22, $110M — FY23

Gartner Magic Quadrant

13x
Leader in UCaaS

9x
Recognized for CCaaS

(*) Gartner Critical Capabilities for Unified Communications as a Service, Nov 2023

workair

We bring you closer to your customers

Focused on business outcomes, customer and agent empathy, we help our clients to choose the right solution, identifying areas for improvement and to accelerate the benefits.

Importance of Customer Experience

Critical role of first contact resolution

Don't discount the importance of a great experience and proactive follow up

Effectively handle peaks and spikes

Be agile and make changes when required

Technology to optimise

Greetings, integrations, callbacks omnichannel, proactive messaging, Speech Analytic (AI), KBA, Agent Assist/Co Pilot, WFM/WFO

Soft skills training for agents

Training in tone, clarity and empathy

Reporting on the right metrics and analytics

Customer effort, net promotor, CSAT, abandon rates

Organisational culture

CX is everyone's job at the organisation

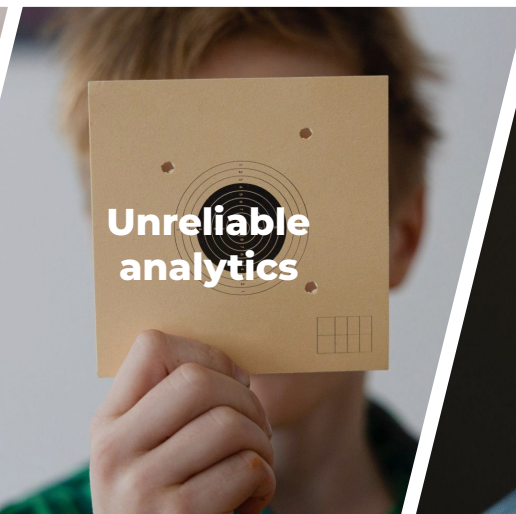# The Critical Role of First Contact in CX - Some of the trends

Customer experience is an org-wide responsibility

92%

agree creating CX consistency across departments is a priority at their organisation

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What we're hearing

Customers are frustrated

Poor agent experience

Unreliable analytics

Solution deficiencies

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US CX Index at Lowest Point Ever

△ ▽ Arrows show statistically significant difference from previous year

Average US CX Index scores

Note: This graph depicts a portion of all possible scores, which are on a 100-point scale. This is to better show the change in CX, as a 1-point change in Customer Experience Index (CX Index™) score can mean huge revenue gains or losses for a brand.
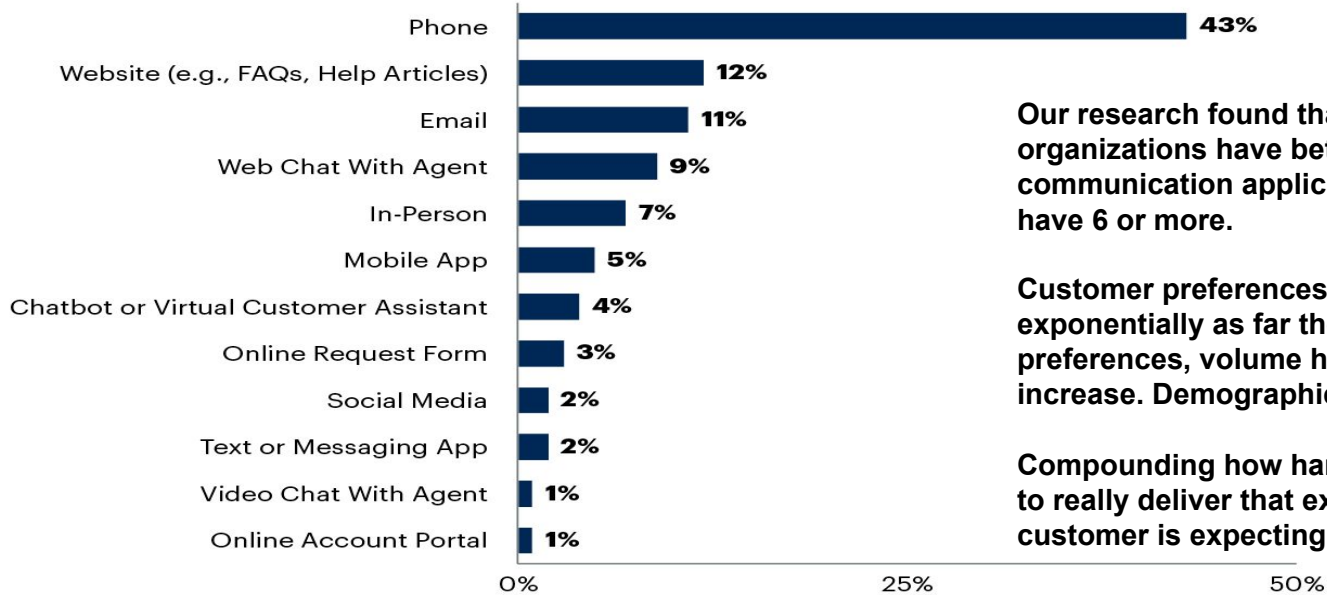Base: 85,073 to 122,500 US online adults who interacted with a specified brand in the past 12 months; base sizes vary by year
Source: Forrester's Customer Experience Benchmark Surveys, 2016 to 2024

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Channel Growing, Volume Increasing

Primary Contact Method Used During the Customer Service Experience

Contact Method	Percentage
Phone	43%
Website (e.g., FAQs, Help Articles)	12%
Email	11%
Web Chat With Agent	9%
In-Person	7%
Mobile App	5%
Chatbot or Virtual Customer Assistant	4%
Online Request Form	3%
Social Media	2%
Text or Messaging App	2%
Video Chat With Agent	1%
Online Account Portal	1%

Scale: 0% — 25% — 50%

n = 6,138 respondents

Q. Where did you spend most of your time during the interaction?
Source: 2023 Gartner State of the Customer Survey
800584_C

Our research found that 70% of organizations have between 2-5 communication applications while 22% have 6 or more.

Customer preferences changed exponentially as far the channel preferences, volume has and will increase. Demographic variances.

Compounding how hard it is for an agent to really deliver that exceptional service a customer is expecting

Gartner.

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How To Leverage Technology to Optimize First Contact Experience

Digital Channel Enhancements Omnichannel

Broad Channel Support

**Voice** channels for inbound and outbound phone interactions.

Email channels for inbound and outbound email interactions.

Video channels enable agents to accelerate resolution time and quality.

Chat channels for incoming chat requests.
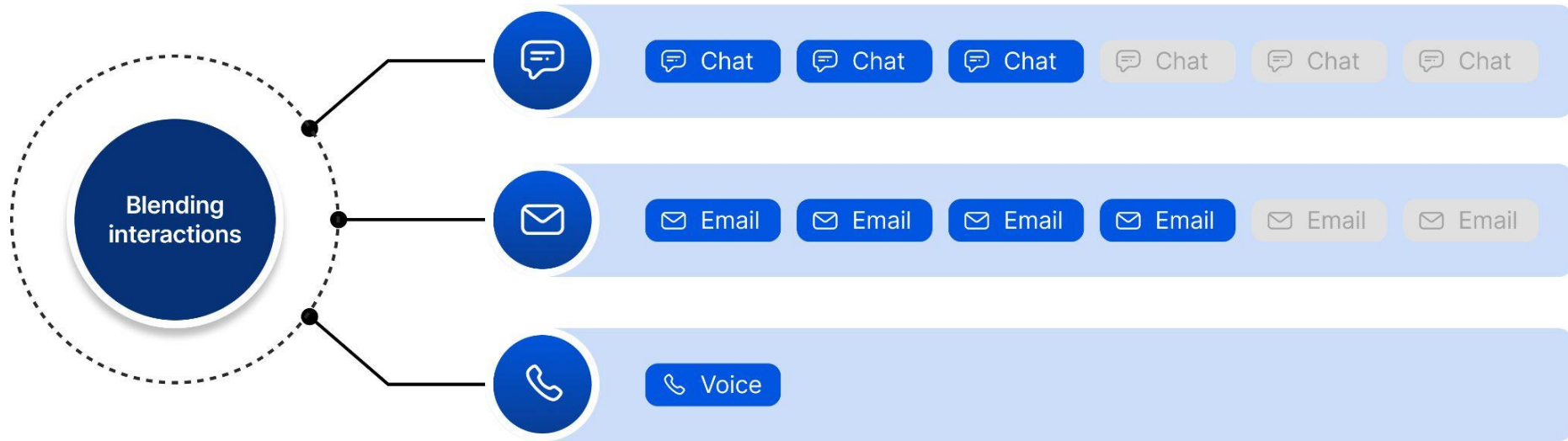
Social Media channels for incoming chat requests.

SMS channels offer interactions as chat interactions for responses.

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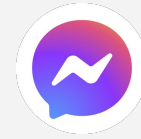
Blended Interactions - Channel shift for FCR

With Blended interactions • Customized capacity • Incoming

demo

The power of messaging

12 **Minutes:** Phone check frequency in UK & USA

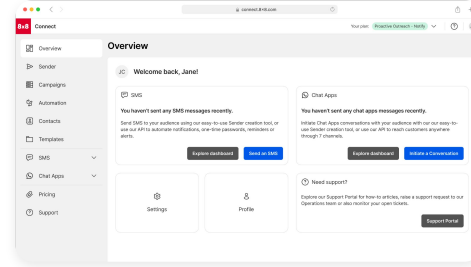**98%** **SMS open rates** vs 20% with email

45% **SMS response rates** vs 6% with email

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Proactive Outreach

Messaging solutions for every use case

Notify

UC & CC add-on

One-way, mass messaging notifications

Outbound

Interact

CC add-on

Two-way messaging conversations

Outbound & Inbound

Alert

UC & CC add-on

Time sensitive messaging alerts

Outbound

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Analytics

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# AI Speech Analytics Enhancements - Sentiment/Coaching to drive FCR

- Upgraded high-accuracy transcription model

- Workflow integration with external CRM account records

- Plug-in connector for 3rd party LLM transcription engines

- 8x8 Meeting AI summarisation included as standard with 8x8 Work

- Quality Management and Advanced Speech Analytics remain a value-added upsell option
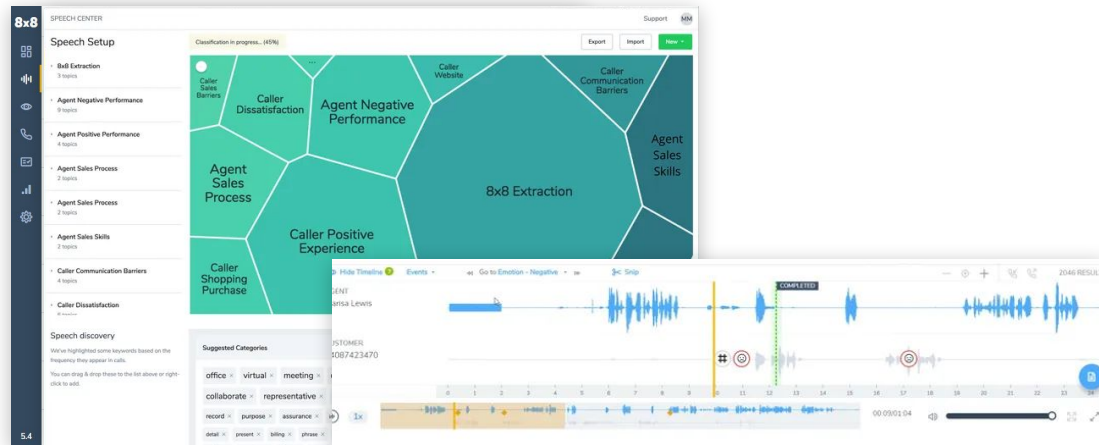
Supervisor Workspace - KPI's/SLA's for FCR

Providing actionable insights for contact center leadership to respond to real-time events without reliance on IT.

Single pane of glass

Real-time metrics

Interaction summaries

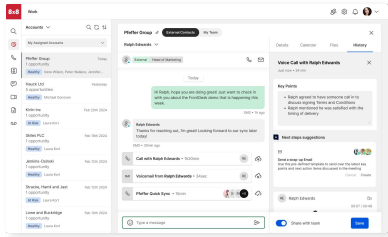Customisable workspace

Core supervisor's actions

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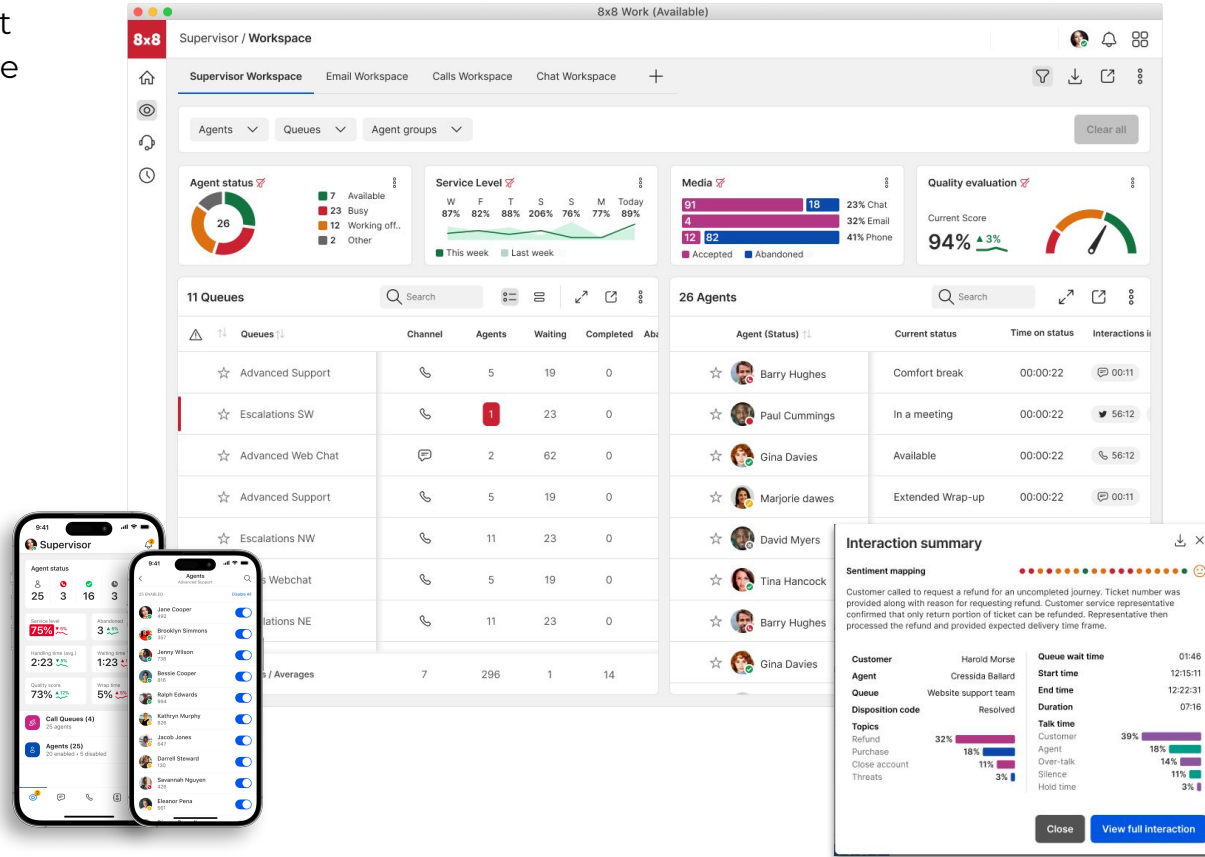
Bridging the CX gaps across the organization

8x8 Engage - customer engagement is everyone's job! Seamless CX front to backoffice to drive FCR

8x8 Work

Crossover Customer-Facing Users

8x8 Agent Workspace

Customer Service

Outside Sales

Knowledge Worker / SME

IT Helpdesk

HR Support

Frontdesk

Shared use

Inside Sales

Voice Only

Sales Support

Finance

Voice & Collaboration
40 – 50% of users

"Crossover" CX Tools & Visibility
40 – 50% of users

Omnichannel CC
10% - 20% of users

Customer Engagement Outside the Contact Center

Differences in Persona

Contact Center Agent

CX Professional

	Contact Center Agent	CX Professional
Time sat at desk		
Daily tasks are broadly similar		
Level of autonomy		
Task repetition		
Specialist subject knowledge		
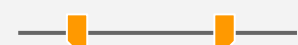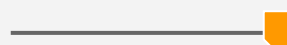
Low — High

Low — High

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8x8 Product Portfolio Overview

8x8 Work

Empower employees to work smarter, faster, and collaborate more efficiently

- Cloud PBX
- Video Meetings
- 1:1 and Team Messaging
- Call Quality Analytics

Knowledge workers
30 – 70% of users

8x8 Engage

Enable cross-organization customer engagement for enhanced CX that drives positive outcomes

- Advanced CC queues
- Employee collaboration
- Mobility
- Queue Analytics

CX professionals outside the contact center
20 – 60% of users

8x8 Contact Center

Boost engagement, collaboration, and operational effectiveness for customer success
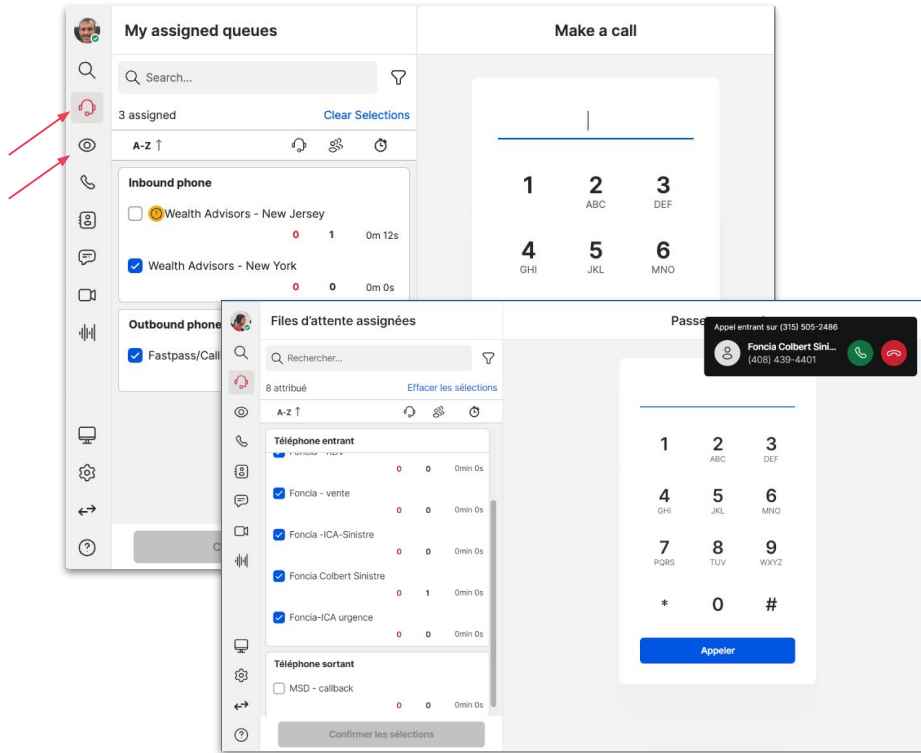
- Journey Orchestration
- WEM
- AI Self- Service
- CX Analytics

Agents & CC Leaders
10% of users

Less customer engagement

More customer engagement

8x8 Engage (desktop/web) - Queue Assignment

Ability to disable / enable assigned CC queues.

See queue stats:
- ■ Busy calls (interactions)
- ■ Callers waiting in the queue
- ■ Longest call waiting
- ■ Yellow indicator when no agent logged in a queue and callers waiting

(CC) Queue name shown in the incoming call popup

Outbound queues used for IVR & Web callbacks

'eye' icon (superx.8x8.com) is cross launched in the system-browser

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Automation & channel preferences

Channel preferences dependent on **action**

51%

Prefer voice
Address *problem* with a product or service

42%

Prefer self-service / via a portal
Conduct *financial transactions*

50%

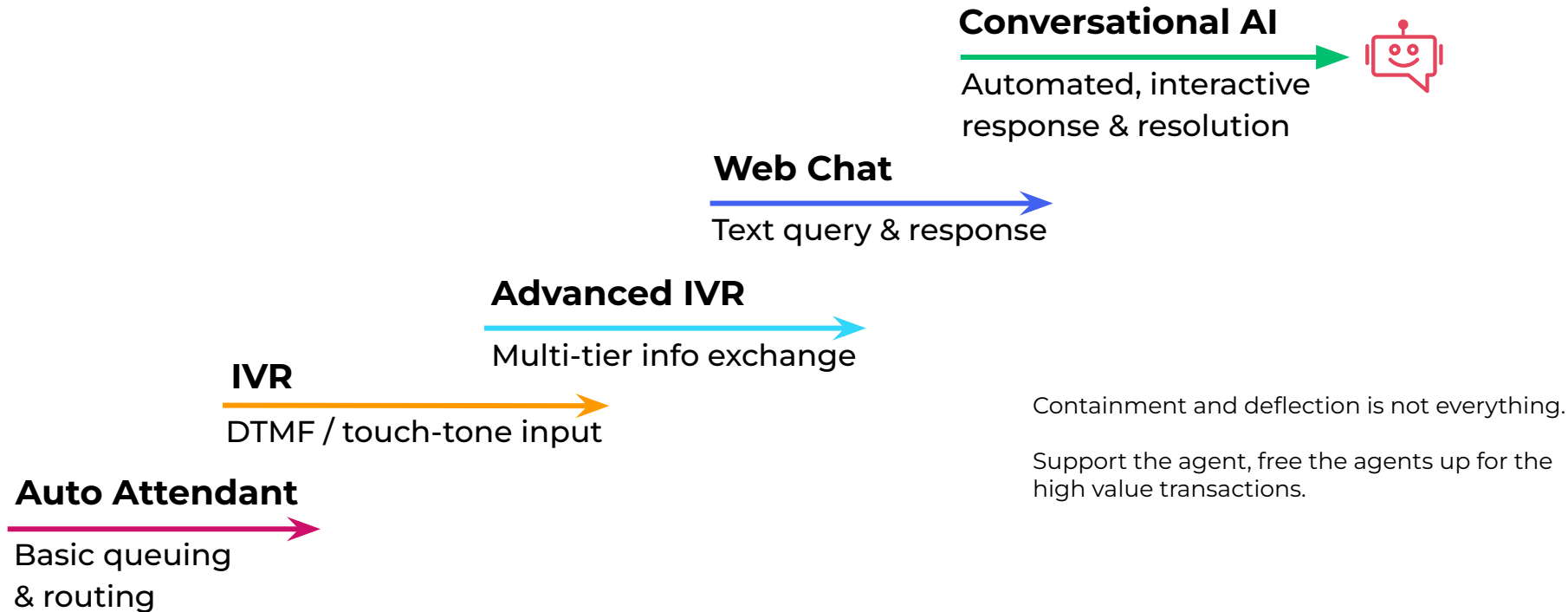**Prefer self-service / via a portal**
Order a product or service

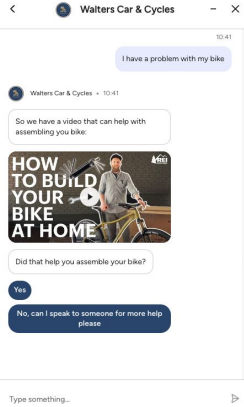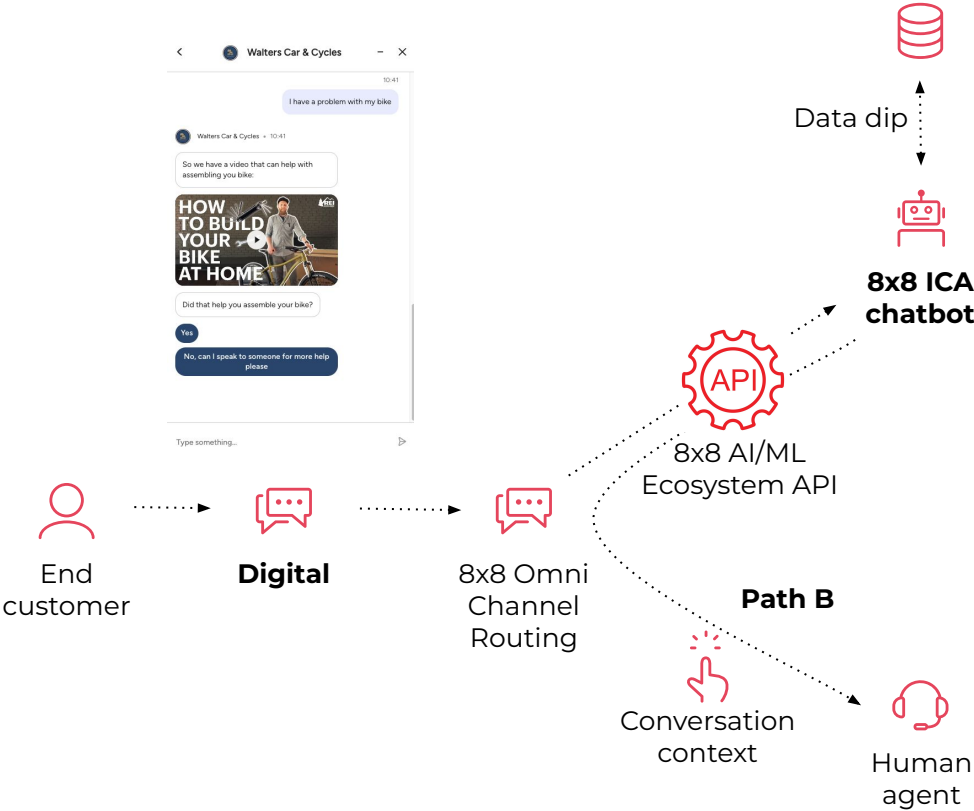81% of consumers say they want more self-service options

Advances in AI are changing self-service
Drive FCR will well designed automation solutions

Conversational AI

Automated, interactive response & resolution

Web Chat

Text query & response

Advanced IVR

Multi-tier info exchange

IVR

DTMF / touch-tone input

Auto Attendant

Basic queuing & routing

Containment and deflection is not everything.

Support the agent, free the agents up for the high value transactions.

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Build my Bike - Digital, SMS, Video - A multimodal great customer experience!

1. Digital bot

2. Youtube video / FAQ

3. Escalate to agent

4. Elevate to voice call, send SMS

5. Elevate to video

Data dip

8x8 ICA chatbot

API

8x8 AI/ML Ecosystem API

Path B

End customer

Digital

8x8 Omni Channel Routing

Conversation context

Human agent
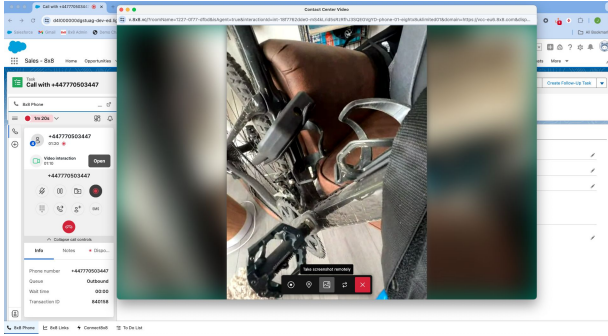
The Power of Effective Communication - Yuno Energy

Darren Murray

Head of Customers Services Yuno Energy, Prepay Power

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Yuno Energy case study

Transactional NPS has increased to being consistently above +55 every month. 8x8 functions which have enabled this are:

- **8x8 Quality management platform:** resulted in a **50% reduction** in time takes to access calls and conversations and agent quality scores increased by **17%**
- **First Call resolution**: increased by **10% to 95%**
- **Enhanced Intelligent Call Auto routing:** Reduction of **42%** in customer transfers

Truly effective, and efficient, Omnichannel strategy; while also easily complimenting these channels with CPaaS (SMS and Whatsapp) and Video support tools

Enabler for rapid digital transformation through its easy integration to platforms like zapier, power automate and the 8x8 CPaaS platform, allowing to easily introduce a range of self-service options. Target to migrate **26% of agent handled contacts to self serve routes**

Thank you

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