



# XCaaS eXperience

Jim Serpa - 8x8 CAM SoCal



**8x8**

The eXperience  
Communications Platform



# Agenda

Mins	Topic	Description	Speaker
5	8x8 Intro	Welcome / Why 8x8	Jim Serpa
5	New Innovations - ICA	AI & Intelligent Customer Assistant	Jim Serpa
5	New Innovations - CIQ	Conversation IQ	Jim Serpa
	Just Released - ?	Sneak Peak	Jim Serpa
	Q&A		All



**8x8**



# 39%

Forcing employees to go back to the on-site environment could result in employers losing up to 39% of their workforce



# The Opportunity





**Integrated calls, meetings, messaging, and contact center on a single cloud platform results in a lower TCO compared to a multi-vendor strategy.<sup>1</sup>**

**56%**

Lower TCO



# IT leaders on the importance of an integrated platform

87%

of IT leaders say **an integrated communications platform** is the future of business communications.

# About 8x8

1

Platform

3M+

Paid business users

60K+

Customers

16

Global Offices

\$707M

Total ARR (Q2FY24)

285+

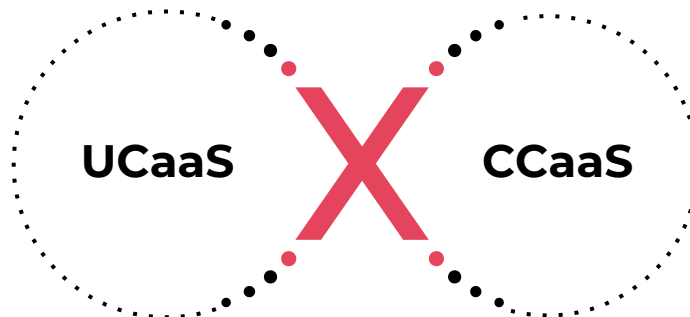
Patents

11X

Gartner UCaaS MQ Leader

8X

CCaaS MQ Challenger



99.999%

The industry's only platform-wide SLA





# The Solution

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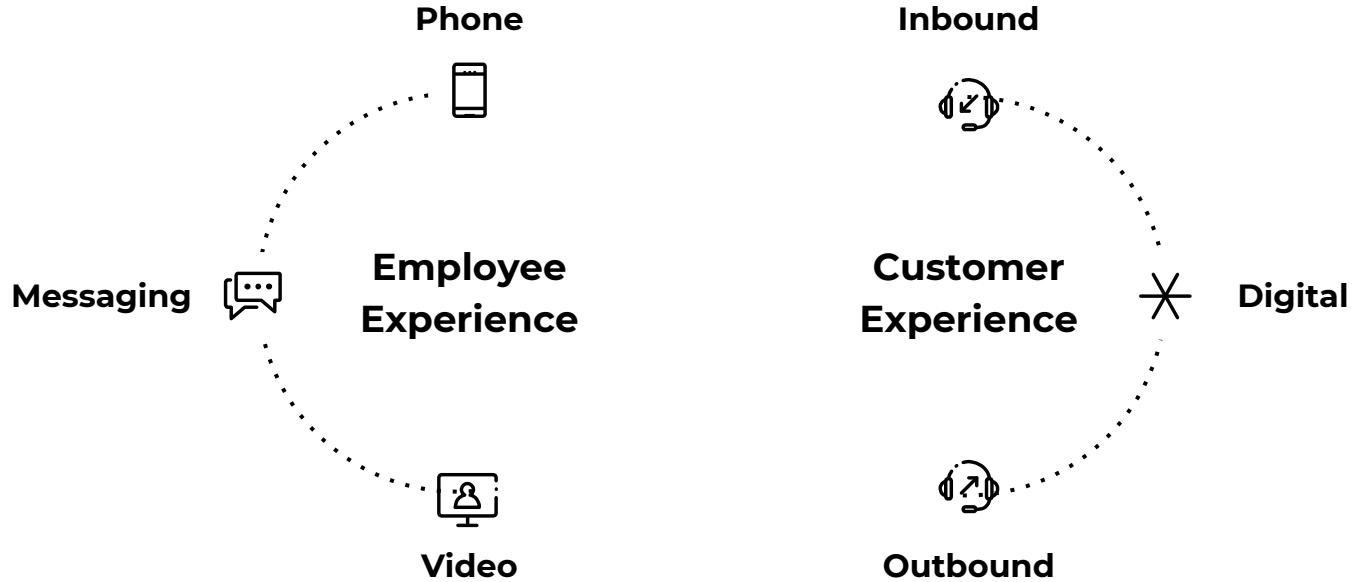


XcaaS

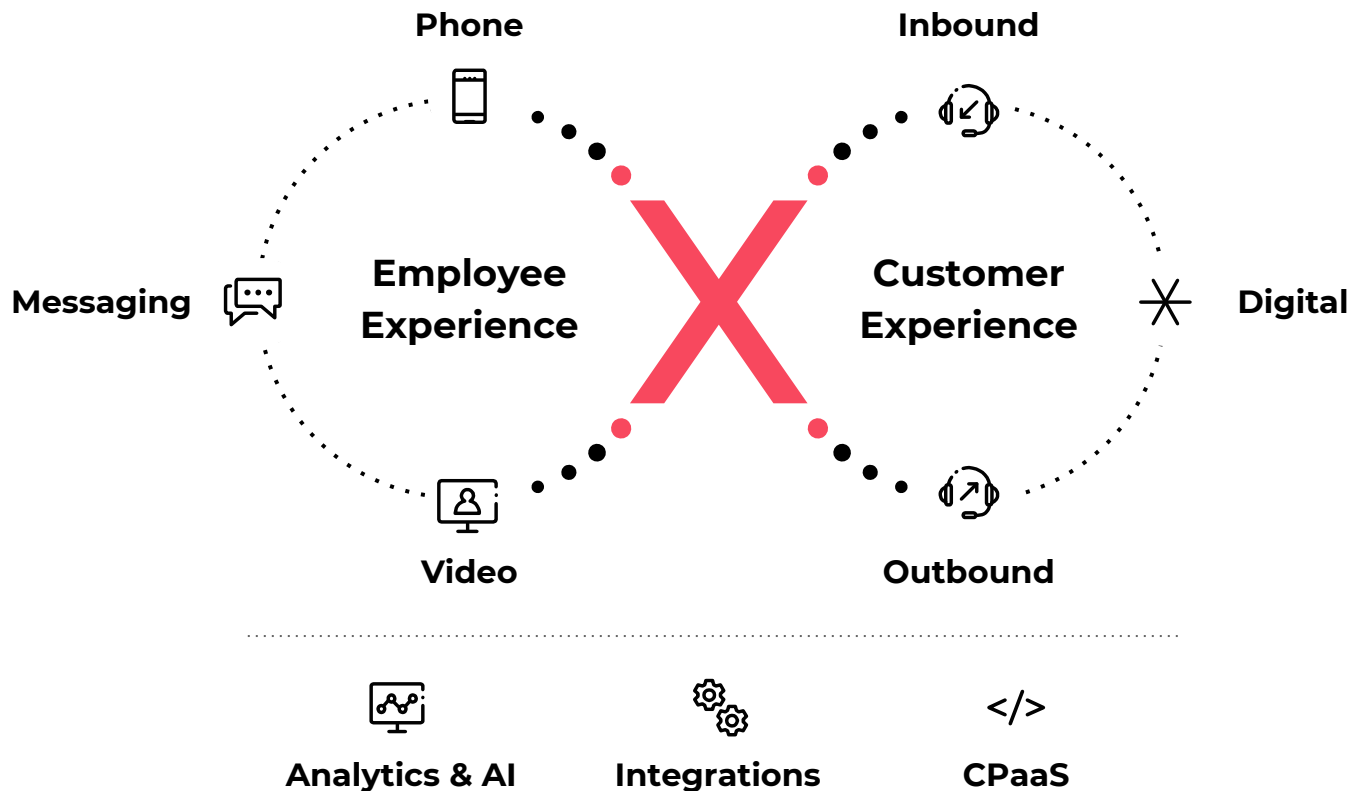




# Tools for employees and customers lacking

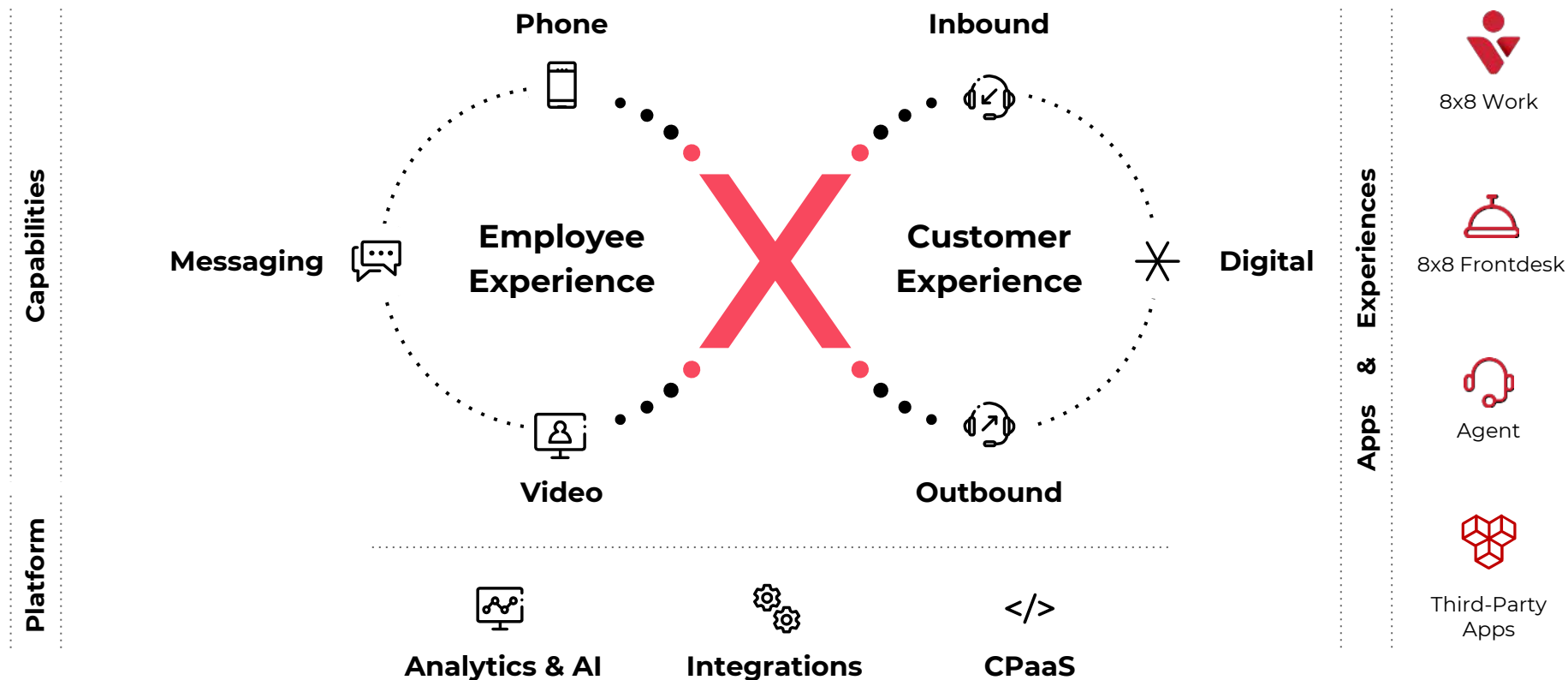


# XCaaS by 8x8





# Powering all personas company-wide

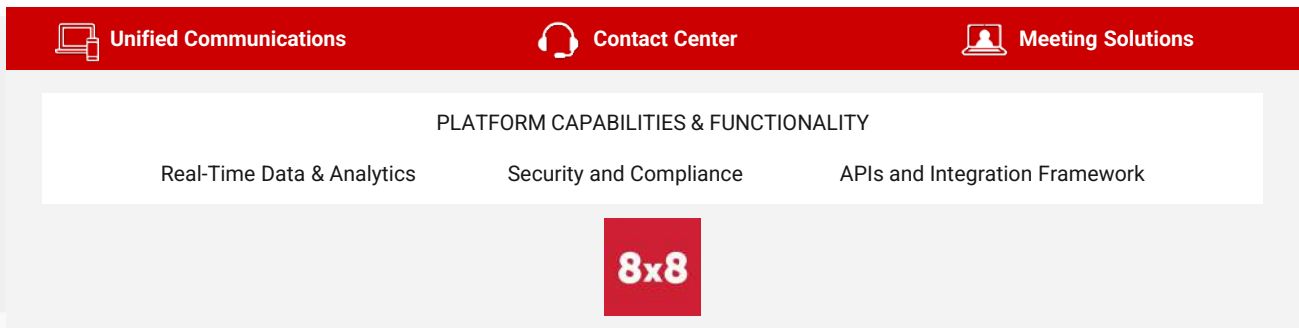




# ONE Integrated cloud technology platform: X Series.

Single integrated tech stack – all owned by 8x8 – uniquely positions 8x8

The 8x8  
Technology  
Platform

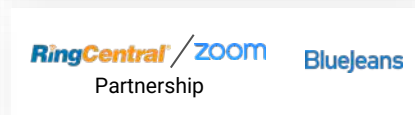
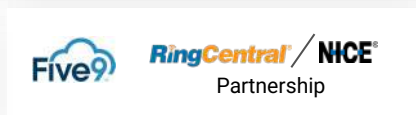


VS.

Legacy  
Providers



Point-Solution  
Cloud Providers



8x8

# Why Customers Choose 8x8

## One platform



**Single, all-in-one platform  
for UCaaS, CCaaS and  
CPaaS**

## 8x8 Voice for Teams

# 400K+

8x8 Voice for MS Teams  
licenses sold

**Industry-leading Direct  
Routing for Microsoft  
Teams**

## Continuous Innovation



**Video interaction 2.0**  
SecurePay  
ICA Voice  
ICA Digital  
and more



# What is 8x8 Voice for Microsoft Teams?

- Cloud-based direct routing service
- Enterprise-grade telephony with 99.999 platform wide uptime SLA and unlimited global PSTN calling plans using Teams
- Enables Teams PSTN calls in the contact center (using 8x8 Teams certified CCaaS)
- Integrates business messaging (SMS, MMS, Fax, Voicemail) and self-service access into Teams
- Provides status visibility of Teams clients to 8x8 Work users
- Automated call recording and playback from within the Teams interface







# ICA - Intelligent Customer Assist



*“How can we streamline what you have to do?”*



# Customer Service in 2023

Customers demand instant, personalized service across all channels

## Instant Service

**89%**

will spend more with companies that allow them to find answers online without having to contact anyone.<sup>1</sup>

## Personalized

**90%**

will spend more with companies that personalize the customer service they offer them.<sup>1</sup>

## Increase in service requests<sup>1</sup> (2020 – 2021)

**+32%**

Social Messaging

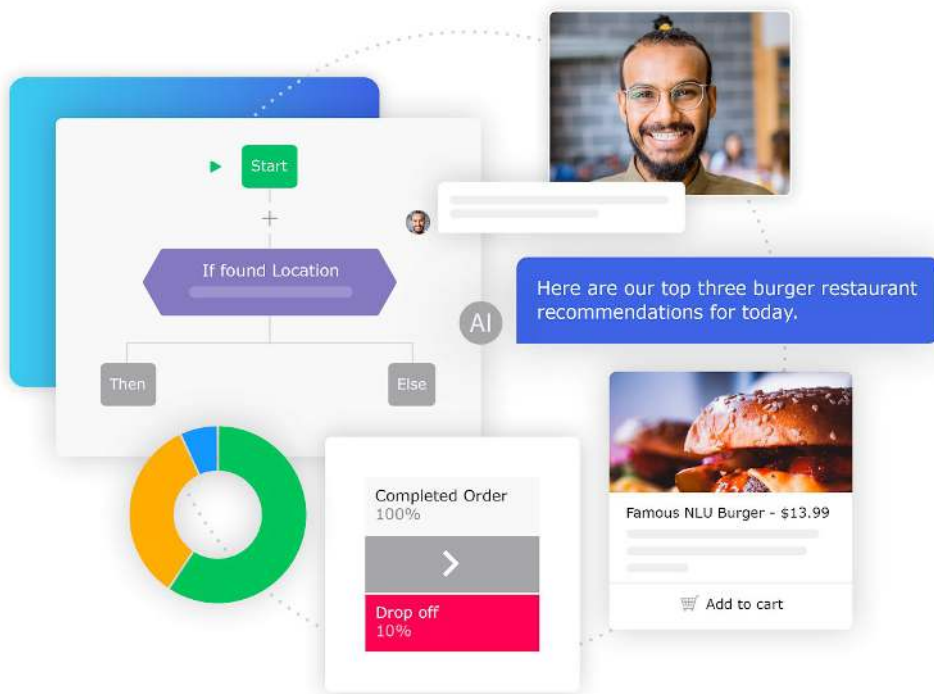
**+24%**

Phone

**+17%**

Chat

# A simple, proven solution for results-driven conversations



## 8x8 Intelligent Customer Assistant

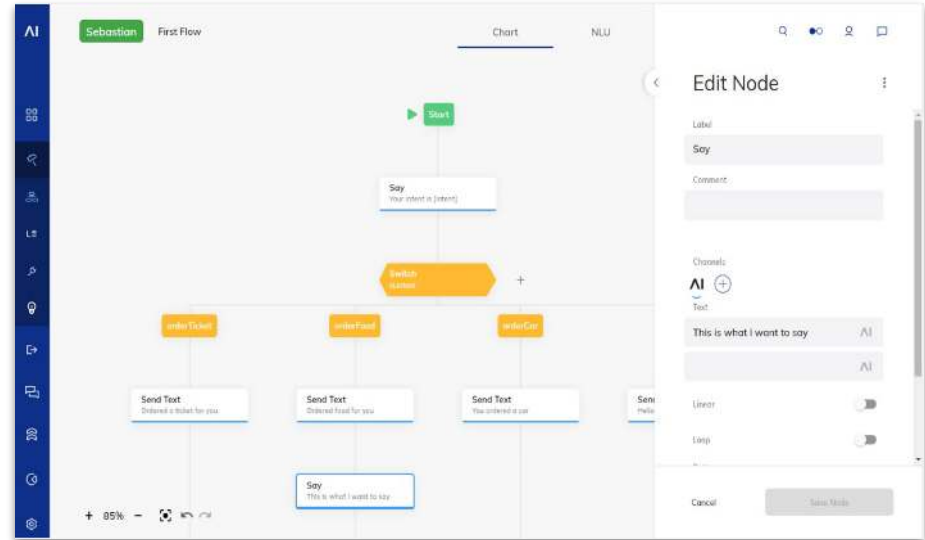
Intelligent Customer Assistant (ICA) is a powerful, user-friendly conversational AI solution that enables businesses to create simple to complex engaging self-service experiences across any voice or digital channel, multiple regions and languages.



# IT Independence

## Differentiation: No-code designer

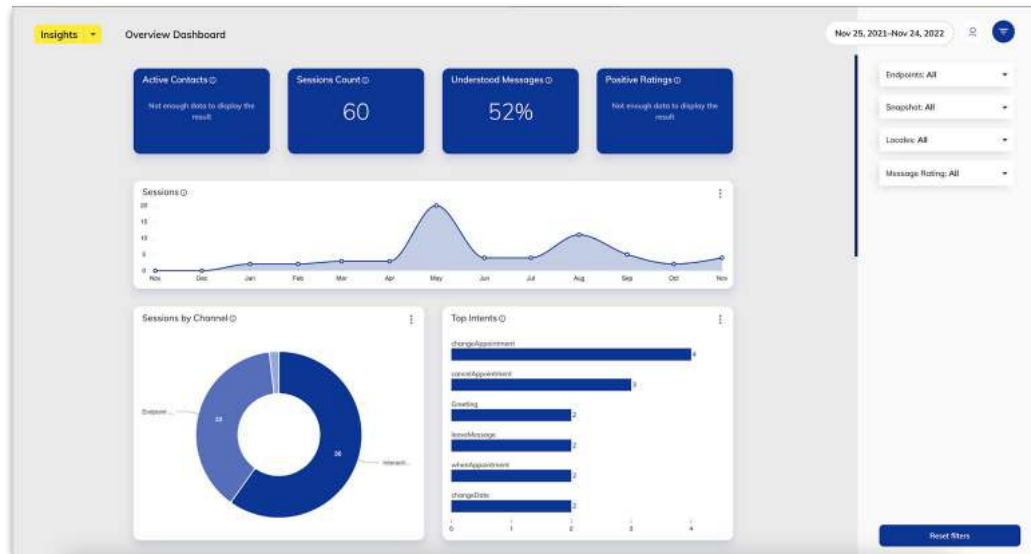
- Graphical, click & add scripting tool to design & manage dynamic customer experiences
- Build conversation flows once and apply to any channel, in any language
- Seamless handoff across channels, departments, specialized bots or live agents



# Actionable Insights

## Differentiation: 360° performance optimization

- Built-in, comprehensive analytics solution for intuitive monitoring and reporting
- NLU flags problem areas and presents recommendations for bot improvement
- Analysis of intent metrics and channel specific data for rich conversation insights





# Conversation IQ

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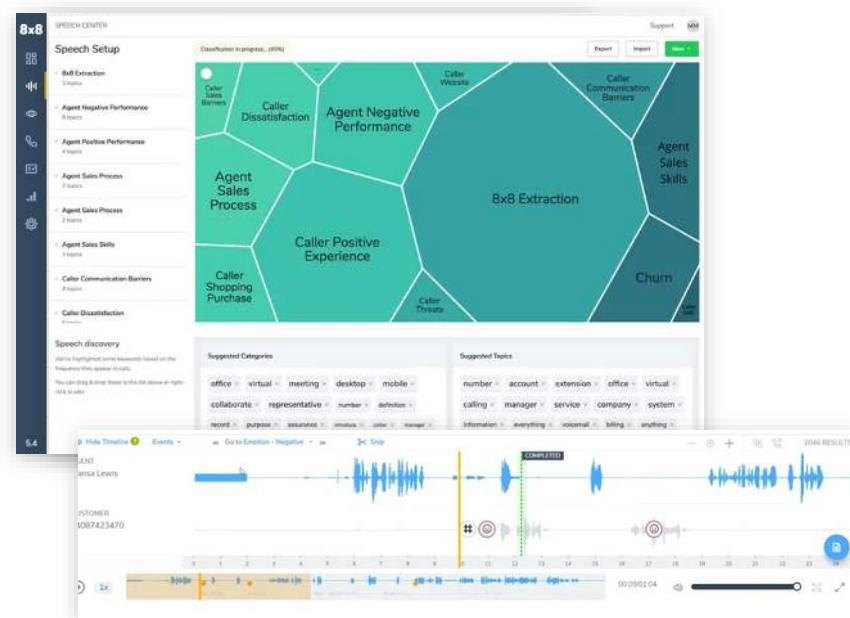


# Conversation IQ



## Insights and professionalism from the front desk to the back office

- **Value** - Single-source speech analytics and quality management solution for all user roles
- **Ease of use** - Rapid deployment and ready-to-use evaluation templates
- **Insights** - AI-driven sentiment analysis and keyword tracking with speaker identification
- **Consistency** - Customized coaching across the organization
- **Automation** - Holistic reporting with drill-down detail







# Integrated Video - CX

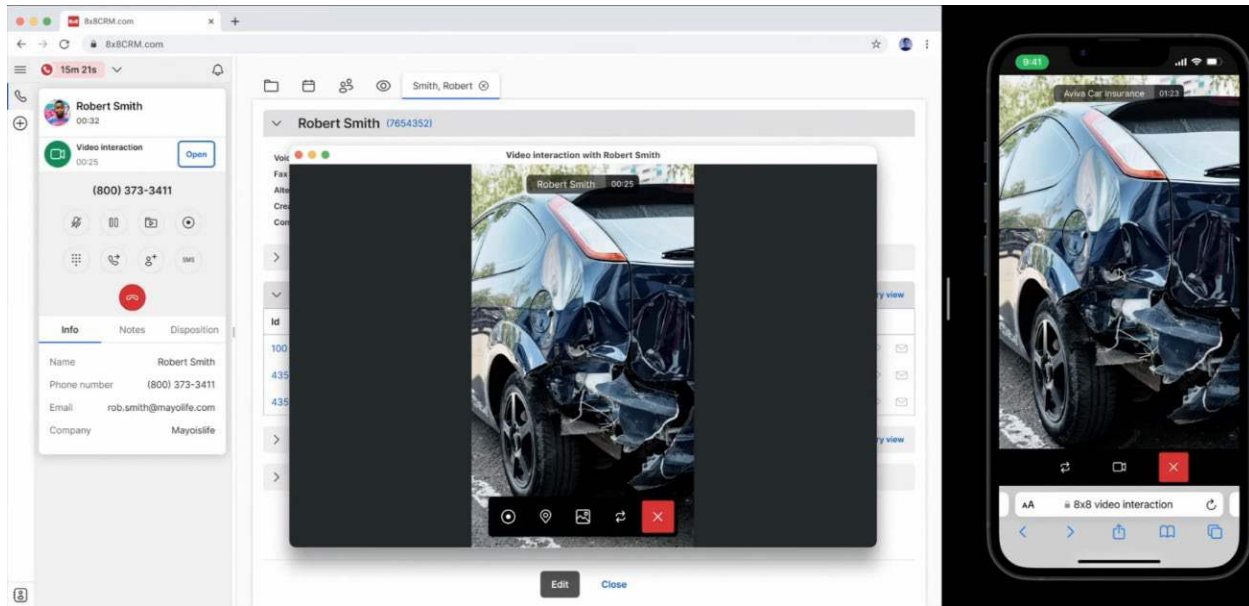
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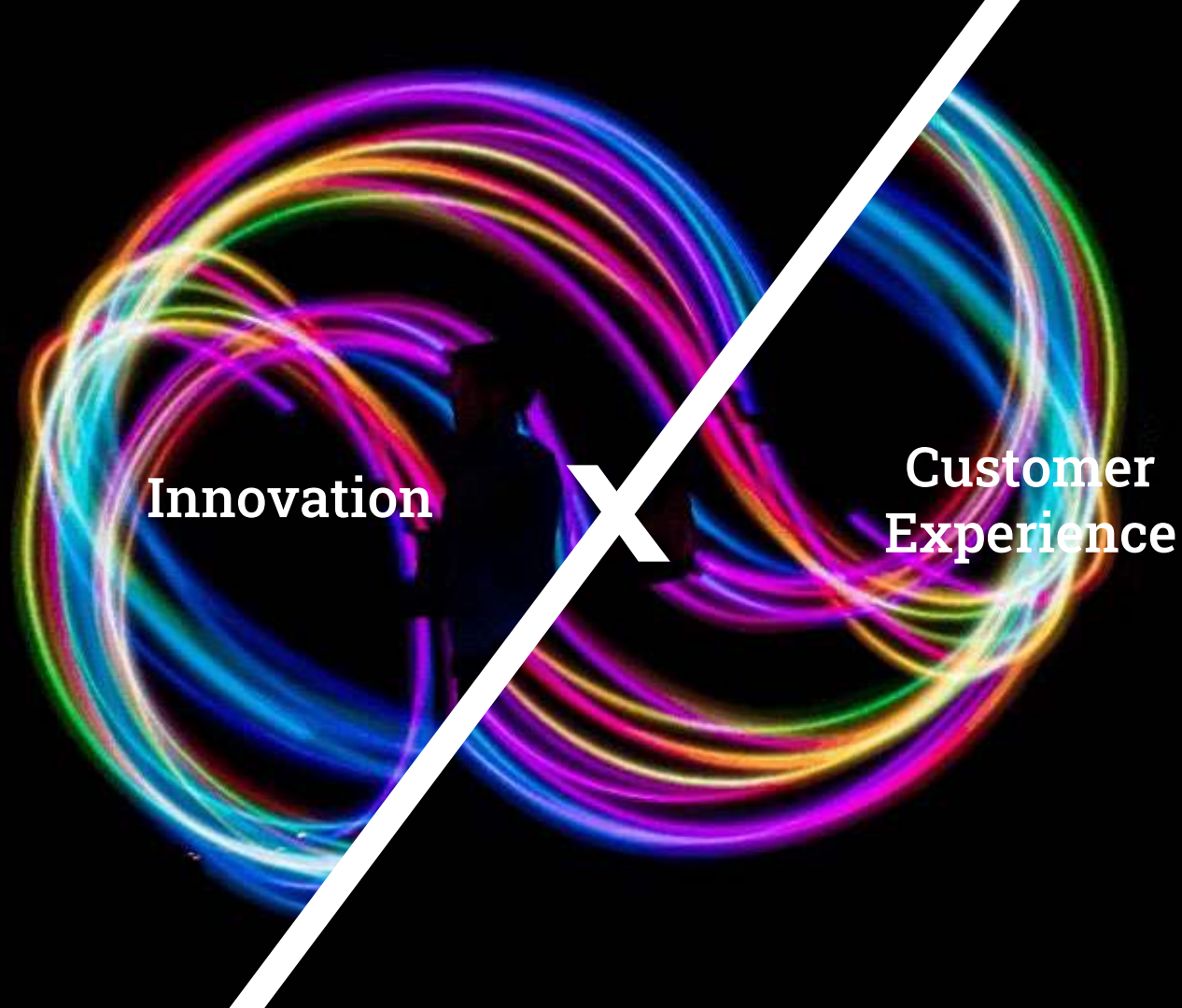


# Integrated experience for Video inside CC

## Improvements:

- Video window inside AW
- SMS sent direct from AW
- **Beta FQ3 (now)**





**Innovation**

**Customer  
Experience**



# Thank you



**800-366-1711**

**Email: Sales@gcti.com**

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