



# 8x8 Contact Center for Microsoft Dynamics

Empower agents to deliver personalized customer interactions

## Deliver a 360 customer view

8x8 Contact Center for Microsoft Dynamics is a tight integration that allows you to deliver personalized customer interactions while also improving agent productivity and internal collaboration. Best of all, you're able to improve customer satisfaction metrics without cost and complexity. The solution is quick and easy to deploy, with minimal custom development required, for a rapid ROI.

Your contact center benefits from screen pops that deliver CRM data to the desktop, allowing agents to see why customers are contacting your business before the interaction begins. Customers don't need to repeat themselves after a transfer, and agents don't need to jump between screens to find information. The end result is that your contact center can handle interactions faster while delivering contextual and consistent experiences across the customer's channel of choice.

## Product highlights

- Access a screen pop for all interactions across voice, email, chat, SMS and WhatsApp
- Enable agents to handle interactions without leaving Microsoft Dynamics
- Empower agents to communicate via phone or chat
- Perform warm/cold call transfers between agents and interactions
- Gain support for MS Dynamics CRM Sales and Customer Service modules
- Handle all interactions through a single pane of glass with 8x8 Agent Workspace

## Key benefits

- **Personalized customer experience:** CRM data is delivered straight to the agent desktop.
- **Improved agent productivity:** Fewer clicks mean faster workflows and greater efficiency.
- **Enhanced agent engagement:** Presence capabilities enable internal collaboration across the organization.
- **Omnichannel customer experience:** Agents can deliver a consistent customer experience across all channels.
- **Reduce operational costs:** Minimal custom development work is needed, resulting in a rapid ROI.



Dynamics 365