

The logo for 8x8, consisting of the numbers '8x8' in a white, bold, sans-serif font. The background of the top of the page is a photograph of a man and a woman in a retail setting, looking at a product on a shelf. The man is on the left, wearing a grey sweater over a blue patterned shirt. The woman is on the right, wearing a green jacket. They are both looking towards the right side of the frame. The shelves in the background are filled with various products, including jars and bottles, and there are some potted plants.

# Improving CX while building brand loyalty.

## Create supportive experiences for your customers

As a retailer, making sure customers are seamlessly onboarded after they make a purchase is key to building loyalty and satisfaction. With 8x8 Aftersale Assist, this advanced solution helps retailers proactively connect with customers, offering efficient, personalized assistance. Whether it's guiding them through setup or solving product issues, Aftersale Assist boosts post-sale services with speed and care.

## Build brand loyalty and keep them coming back

With Aftersale Assist, you can build stronger loyalty by showing your customers you're there for them even after they've made a purchase. Imagine the impact of offering quick setup help or resolving issues right away—customers feel genuinely valued and supported. This kind of personalized care keeps them coming back, spending more, and spreading the word about your brand, turning one-time buyers into long-term fans.

## Key benefits

- **Improved customer onboarding.** Customers receive guidance on product setup and troubleshooting over one-way video, when consulting with an expert, minimizing confusion and frustration.
- **Reduced high operational costs.** By supporting customers virtually at important steps of their buyer's journey, customers are helped with onboarding, eliminating the need for returns or call-outs.
- **Enhanced positive experience.** By providing high-quality, convenient service, customers are more likely to stay loyal and recommend the brand.
- **Improved personalization.** Deliver personalized self-service experiences that are convenient and accessible.

## The tech behind 8x8 Aftersale Assist

Aftersale Assist combines cutting-edge communication technology with user-friendly interfaces to deliver smarter, more proactive customer support:

- **8x8 Proactive Outreach™:** Automates customer engagement via SMS and WhatsApp, detecting issues before they escalate and directing them to the right resource.
- **8x8 Intelligent Customer Assistant™:** A virtual agent that leverages natural language processing to interact with customers, gather information, and escalate to human agents only when necessary.
- **8x8 Contact Center™ Video Elevation™:** Enables real-time visual support, allowing agents to see the issue through the customer's camera, capture images, and make informed decisions on next steps.
- **8x8 Contact Center™:** Integrates seamlessly to manage customer interactions efficiently, combining voice, video, and chat in one unified platform.
- **8x8 Workflow Automation:** Automates repetitive tasks, improving response times and reducing manual workload for agents.
- **8x8 Analytics and reporting:** Delivers insights on customer interactions, helping retailers continuously improve their after-sales strategy.

## How it works for your customers

1. Once your customer receives their new purchase, they'll get an automated SMS from you offering help with setup or installation.
2. They can then respond to the SMS and choose to either connect with an agent right away or schedule a consultation for a time that's convenient using our AI chatbot, 8x8 Intelligent Customer Assistant.
3. When their consultation time comes, one of your agents will reach out to troubleshoot any issues they might be experiencing.
4. To make it even simpler, the agent will send a link directly to the customer's phone. They just tap it, and their camera opens instantly (no app needed).
5. The customer points their camera at the issue, allowing your agent to see exactly what's happening, capture any necessary photos, add notes to the account, and quickly provide the setup assistance they need.

This process ensures a seamless experience that leaves your customers feeling supported and satisfied.