



The 8x8 Customer Advocacy Program

About the Program:

The 8x8 Advocacy Program is a way for customers to share their success, amplify their company's brand, and grow their professional visibility by highlighting how they use 8x8. Advocates can choose from a variety of flexible activities based on their interests and availability.

Ways to Advocate:

- **Reference Calls:** Share your 8x8 story in 1:1 conversations with peers considering adopting 8x8.
- **Case Studies:** Spotlight your success in a polished, professional write-up published to our website.
- **Video Testimonials:** Bring your story to life on camera with an in-person interview.
- **Surveys:** Influence the market by sharing insights with top analyst platforms like Gartner Peer Insights, G2, and TrustRadius.
- **Event Participation:** Speak at high-visibility 8x8 and third party events.
- **User Groups:** Join peer-led discussions to share best practices, learn new tips, and connect with other 8x8 users.
- **And more:** Flexible opportunities tailored to your strengths and interests.

Want to Learn More?

[Click here](#) to schedule a discovery call!

Key Benefits:

As an active advocate, you'll unlock a variety of benefits:

- **Visibility:** Showcase your company's innovation and highlight your own expertise to a wider audience.
- **Recognition:** Use your involvement to support performance reviews, career advancement, and spark important conversations.
- **Networking:** Expand your circle by connecting with other professionals in your field.
- **Exclusive Perks:** Eligible participants receive 8x8-branded merchandise and gifts for completing advocacy activities.
- **Early Access:** Active members may also be considered for BETA testing new features and functionalities.