



## 8x8 Engage

### Unifying Customer Interactions—Without the Complexity

Today's customer expectations are higher than ever, yet most businesses struggle to deliver consistent experiences outside traditional contact centers. With every employee playing a role in customer experience (CX), the responsibility for delivering exceptional service has expanded across the entire organization.

However, research<sup>1</sup> shows an underserved user base—expert workers who frequently engage with customers but lack the right tools to provide a consistent and positive experience.

- **98% of leaders** agree that CX is an organization-wide initiative.
- **92% of businesses** prioritize creating CX consistency across departments.
- **Only 6% of organizations** report that their CX is consistent across all departments.

**8x8 Engage is purpose-built to change that**—offering a unified, mobile-first platform that integrates self-managed queueing, AI-powered insights, and seamless communication across voice, video, and chat transforming every interaction into an opportunity for growth. It provides expert workers with the right tools to manage customer interactions without the complexity of a full contact center solution.

### Why choose 8x8 Engage?

- **Empower Expert Workers**  
Simplify customer-facing interactions with tools that balance flexibility and functionality—no rigid scripts or complex systems.
- **Seamless Customer Engagement**  
Unify communications across voice, video, and chat in a single platform designed for mobile and remote teams.
- **AI-Powered Insights**  
Automate call summaries, sentiment analysis, and engagement tracking for better decision-making.
- **Secure and Compliant**  
Meets GDPR, HIPAA, and PCI requirements, ensuring safe and reliable customer interactions.
- **Right-Fit Solution Without the Overhead**  
Delivers essential capabilities without the cost and complexity of traditional contact center solutions—perfect for small businesses and expert workers.

<sup>1</sup>Source: 8x8 CX Responsibility Beyond the Contact Center survey of 300+ contact center, CX, and IT leaders.

## Tackling CX Challenges Beyond the Contact Center

Organizations often struggle to deliver exceptional customer experiences beyond traditional contact centers. 8x8 Engage directly addresses common challenges:

- **Fragmented Communication:** Provides unified tools for all customer-facing employees, ensuring a consistent experience.
- **Limited Mobility:** Offers robust, mobile-friendly tools accessible anytime, anywhere.
- **Missing Insights:** Delivers AI-powered analytics for real-time decision-making and actionable insights.
- **Security Gaps:** Ensures end-to-end compliance with GDPR, HIPAA, and PCI standards.

By empowering customer-facing employees outside traditional contact centers, 8x8 Engage ensures every interaction is meaningful and efficient.

### Empowering the Expert Worker

Not all customer-facing employees fit into the same category. 8x8 Engage is specifically designed to support expert workers—professionals who interact with customers frequently but don't rely on rigid scripts or structured workflows. These experts need flexibility, mobility, and powerful customer engagement tools to balance customer interactions with their other responsibilities effectively.

8x8 Engage combines the flexibility and autonomy of a communication and collaboration platform with the advanced customer interaction capabilities of traditional contact centers—without the complexity or overhead.

Here's how some expert workers use 8x8 Engage:

- **Sales Teams:** Manage inbound and outbound sales calls, prioritize follow-ups, and improve close rates with AI-driven insights and real-time recommendations.
- **Customer Success Professionals:** Enhance customer retention by delivering proactive engagement and fast issue resolution based on real-time customer data.
- **Field and Service Agents:** Provide real-time updates and responsive support on the go with mobile-first tools that integrate voice, video, and chat.
- **Healthcare and Financial Professionals:** Ensure secure, compliant interactions with customers and patients, adhering to GDPR, HIPAA, and PCI standards.

### Get Started Elevating Your CX Across Your Organization with 8x8 Engage

Experience the power of flexible, intelligent, and mobile-first customer engagement. Contact us today for a demo or consultation to see how 8x8 Engage can elevate your customer interactions while keeping workflows simple and effective.

### 8x8 Engage: The Smart, Flexible, and Simplified Solution for Customer-Facing Teams.