8x8

Modern CX unleashed:

Empowered agents, bigger savings, better results.

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CX leaders, let's face it—happy agents mean happy customers. But legacy systems and fragmented workflows? They're kryptonite to your CX strategy. Employee burnout skyrockets, churn snowballs, and costs soar.

Here's what's at stake:

Climbing costs

High agent turnover isn't just a headache; it's a budget buster. With the average American customer service rep staying in their role for just over a year—the shortest tenure of any department (Forbes)—you're stuck in a costly cycle of recruiting and training replacements. It's time and money your organization can't afford to lose.

Unprepared agents

New agents don't hit the ground running—they crawl. Add context switching into the mix (agents spend 9% of their time jumping between apps (HBR), and it's a recipe for inconsistency.

Burnout on blast

No proper tools? No chance. Juggling isn't fun when it comes to CX, so when agents must toggle between disconnected systems and missing data, their jobs become an exhausting grind—and burnout spreads quickly.
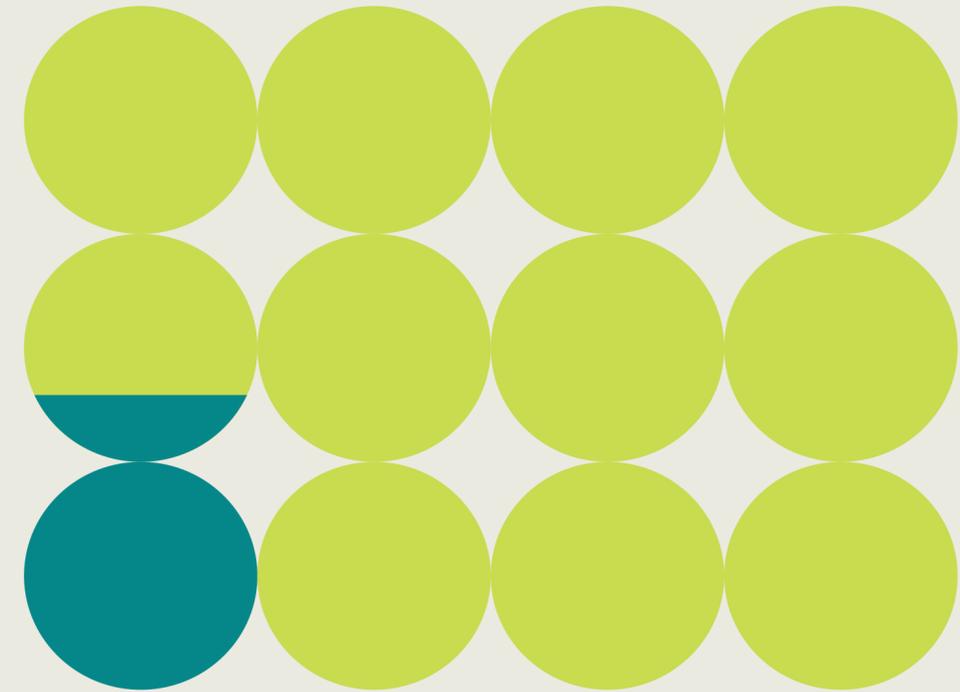
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the time the average digital worker spends switching between applications.

The status quo isn't cutting it, so let's upgrade.

The reality is when you invest in the right tools, you empower your agents to excel, boost productivity, and create seamless customer experiences. This guide reveals how modern CX solutions can revolutionize your operations while keeping costs in check.

1.

Smarter tools, smarter agents.

Your agents often give customers the first impression of your CX strategy, and their productivity directly impacts your bottom line. That's why automating repetitive tasks and simplifying workflows isn't just a convenience— it's a necessity. The right tools free up your agents to focus on what matters most: delivering high-value, personalized customer interactions.

Imagine an agent who previously spent an average of five minutes after every call logging notes and summarizing interactions. With AI-powered call summaries, the agent can add those notes to a CRM automatically, reducing that post-call admin time to mere seconds. Agents can jump to the next customer quickly and with greater focus—no more tedious admin work weighing them down.

Another example of automation is when a company integrates its customer communication platforms, enabling agents to access chat, email, and phone interactions in one interface. Agents no longer have to toggle between multiple tools, saving time and improving response rates.

Automation doesn't just lighten the load for your agents—it transforms their day-to-day work. CX leaders should adopt tools that streamline workflows and cut out the busywork so that agents and customer-facing teams can focus on delivering exceptional customer experiences.
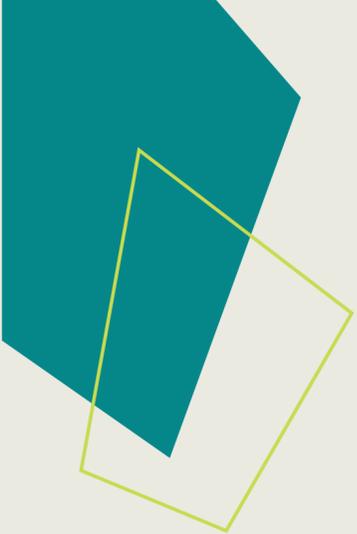
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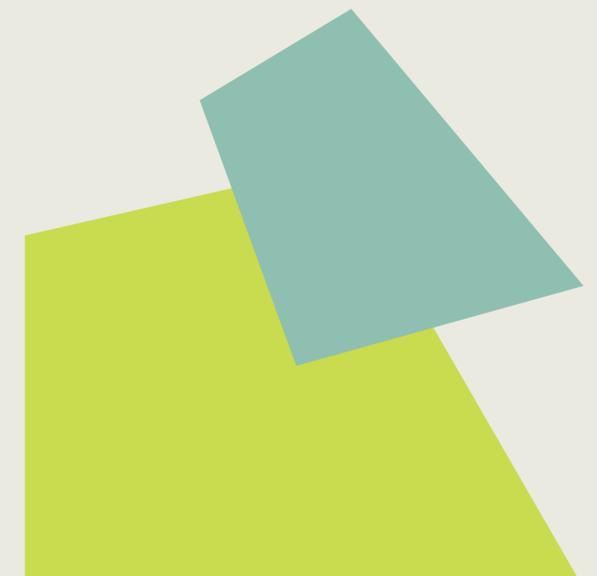
2.

One platform, endless insights.

Disconnected systems are the CX equivalent of a bad game of telephone—miscommunications, slow responses, and frustration all around. A unified platform eliminates the chaos by creating a single source of truth for customer interactions, allowing teams to collaborate seamlessly, resolve issues faster, and deliver a consistently smooth experience.

Imagine an international retailer replaces an outdated, overpriced phone system with a single CX platform connecting its contact center and communications systems. With 24/7 multilingual support and real-time analytics, its global teams now stay connected, optimize staffing, and deliver top-tier customer experiences. The best part? Those massive cost savings are now fueling growth, not phone bills.

But it's not just about keeping things running smoothly; it's about being proactive. When teams have a 360-degree view of customer data that has been unified across communication channels and systems—combined with performance metrics like First Contact Resolution (FCR), Average Wrap-up Time, and abandon rates—they can anticipate needs, address issues proactively, and optimize performance. Imagine a utility company that sends agents real-time outage alerts before customers even call—problem solved before frustration builds. Or a retail chain using AI-powered dashboards to monitor agent performance and tweak coaching strategies when needed.

The real magic happens when businesses go beyond reactive customer service and embrace proactive, data-driven decision-making. A global travel company analyzing customer interaction trends can identify recurring booking issues, make website enhancements, and reduce inbound call volumes—improving both customer satisfaction and operational efficiency.

At the end of the day, a unified CX platform doesn't just get rid of silos—it turns data into insights. Teams stay focused, workflows stay efficient, and customers stay happy. And when your customers are happy, loyalty (and revenue) follow.

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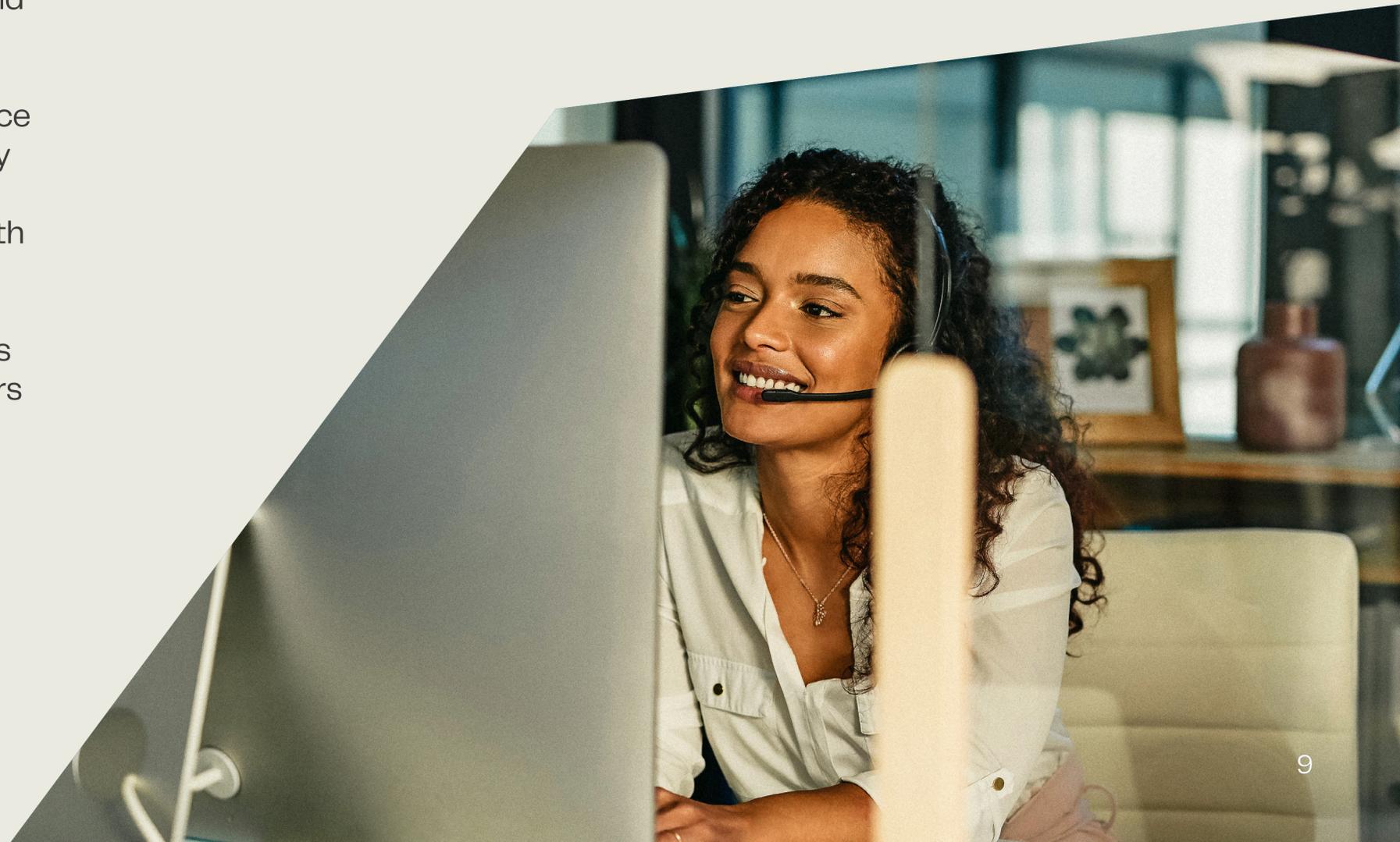
3.

AI that works for you.

When used intentionally, AI tools can take the burden off your agents by automating routine tasks and surfacing relevant insights. From auto-routing calls to personalizing interactions, AI ensures that agents spend less time on admin and more time solving complex problems.

Intentionally implement AI for maximum impact.

Enhanced self–service.

A technology manufacturer implements a chatbot on its website to handle routine support requests. Customers get instant answers 24/7, while agents focus on resolving more complex technical issues.

AI–driven recommendations.

A financial services firm uses AI to analyze past customer interactions and communication preferences, suggesting tailored solutions to the agent during a call. This not only improves customer satisfaction but also increases upsell opportunities.

AI ensures that agents spend less time on admin and more time solving complex problems.

By integrating AI intentionally into your teams' workflows, you empower agents to work smarter, not harder.

The result? Faster resolutions, more personalized customer interactions, and a CX strategy that drives satisfaction, loyalty, and measurable business outcomes.

4.

The future of CX starts now.

Customer expectations are evolving faster than ever, and delivering seamless, efficient, and cost–effective CX is no longer optional— it's a strategic imperative. The 8x8® Platform for CX empowers leaders like you to transform operations, drive efficiency, and elevate CX from a cost center to a growth engine.

## Maximize efficiencies within your CX operations.

With AI-driven automation, 8x8 simplifies and streamlines staff scheduling, agent training, and performance management, ensuring your team is always equipped to deliver exceptional service. Adaptive workforce optimization keeps employees engaged and aligned with customer demand, reducing downtime and improving service consistency.

Reduce your cost-to-serve without compromising quality.

Delivering great service doesn't have to mean higher costs. The 8x8 platform for CX leverages AI to automate workflows, guide customers to self-service options, and empower agents with instant access to critical information. By intelligently prioritizing tasks and eliminating inefficiencies, you can cut operational expenses while improving response times and customer satisfaction.

One unified platform for CX, unlimited potential.

8x8 eliminates silos by seamlessly connecting employees, customers, and business systems in a single, AI-powered ecosystem. Whether it's unifying voice, video, chat, and APIs or leveraging real-time insights for smarter decision-making, the 8x8® Platform for CX delivers frictionless interactions that drive sustainable growth.

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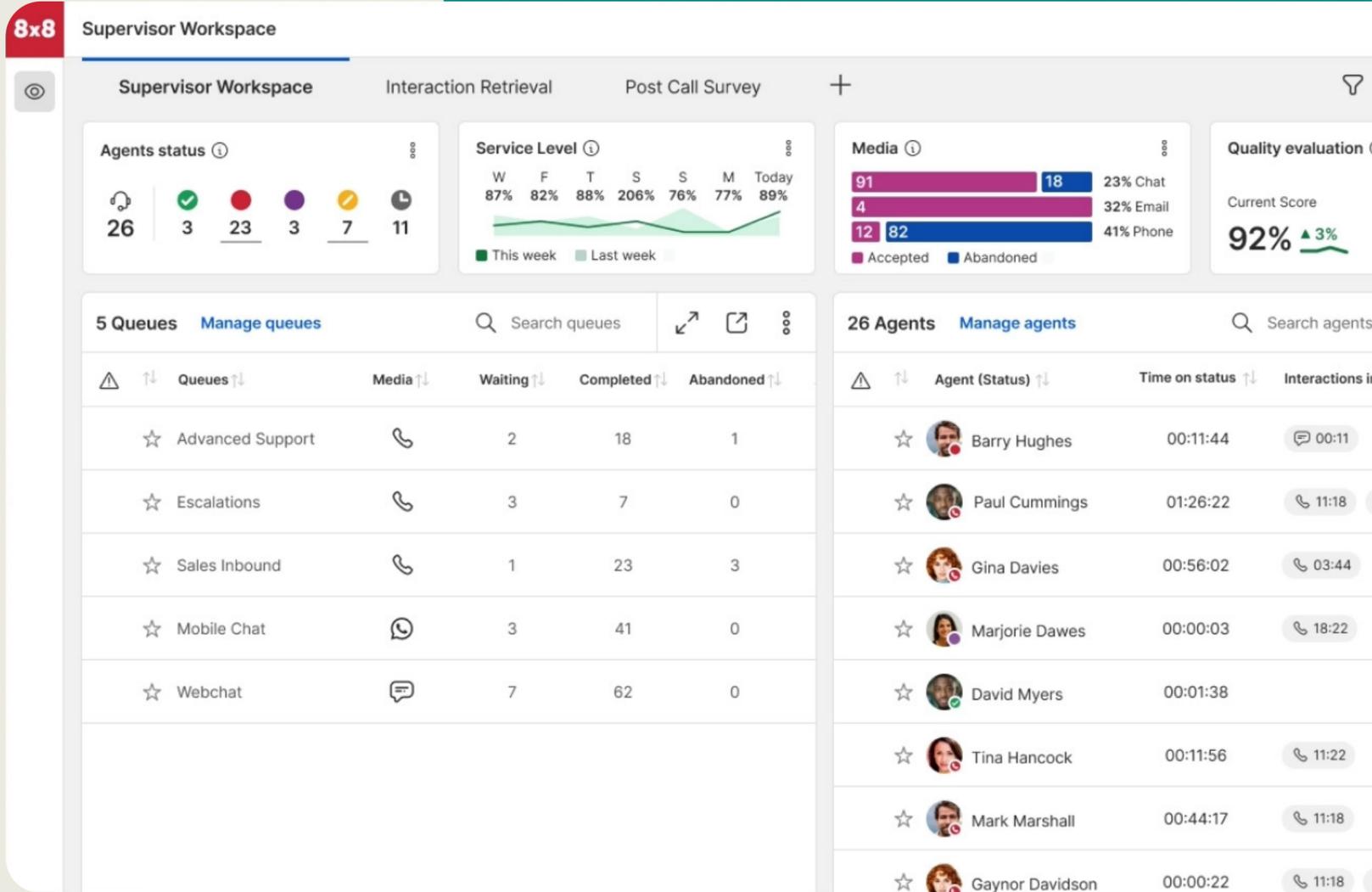
Now is the time to lead.

Commit to modernizing your CX operations with 8x8—and turn every customer interaction into a competitive advantage. Let's bring your vision for CX to life.