

Build better customer relationships with a cloud-based contact centre



Every contact is an opportunity

8x8 Virtual Contact Centre is a cloud-based solution that eliminates the need for on-premises equipment and allows you to focus on what's really important: your customers.

Constantly having to maintain, upgrade, troubleshoot and repair a contact centre system takes valuable time away from your core business. When customers need support and your outdated technology gets in the way, you lose more than just revenue. You also miss opportunities to build long-term customer relationships. And you erode the value of your company's most essential asset: customer loyalty.

Enhance the customer experience while reducing costs

8x8 Virtual Contact Centre provides the advanced communication tools you need to enhance the customer experience and deliver world-class support. Our solution is completely cloud-based, significantly reducing both your capital- and operating expenses.

Unify communications. 8x8 is the only service provider today that offers a full set of cloud-based communications capabilities from telephony to unified communications and conferencing all the way through contact centre tools. There's no need to compromise with 8x8—you really can have it all.

Speed time to market. Your organisation can deploy a state-of-the-art 8x8 Virtual Contact Centre in just weeks—or even days! Our cloud-based technology expedites rollouts across the country and around the world.

Increase productivity. Our intuitive, web-based user interface lets agents work anywhere, while centralised management and reporting features empower supervisors.

Maximise efficiency. 8x8 can unite your distributed contact centres into one seamless customer support organisation. More efficiency means you can serve customers around the clock and reduce costs.

Get immediate ROI

- Web-based tools eliminate client software installation
- Jumpstart training gets your agents up and running in hours
- Intuitive user interface shortens the learning curve for agents, supervisors and administrators

Add CRM capabilities

- 8x8 is the only contact centre provider that includes CRM capabilities with its solution
- 8x8 Virtual Contact Centre can be integrated with leading third-party CRM solutions
- 8x8 enables you to track phone, chat, email and voicemail contacts in your CRM solution

8x8 Virtual Contact Centre plans

8x8 offers four contact centre plans to meet the needs of any size organisation.

1. **8x8 Virtual Contact Centre Express (VCCx):** Designed for smaller businesses, this plan supports up to 10 agents and provides inbound voice and softphone only.
2. **8x8 Virtual Contact Centre:** Our core offering, this plan provides inbound and outbound voice and chat features that improve customer service while reducing your costs.
3. **8x8 Virtual Contact Centre Pro:** For more sophisticated contact centres, this plan adds email support and our own CRM solution, along with an API for integration with third-party CRM systems.
4. **8x8 Virtual Contact Centre Premier:** Our most advanced offering, this plan provides the same features as 8x8 Virtual Contact Centre Pro but adds collaboration and outbound campaign dialing.

Plan features



Agent/Supervisor Desktop: 8x8's browser-based desktop requires no software plug-ins or downloads. Agents and supervisors use the same desktop, but access different screens and functions based on their permissions.



Web-based Configuration Tool: Enables contact centre management without IT intervention. Authorised users can define hours of operation, create basic IVR scripts, and manage queues.



Skills-based Routing and CTI: Skills-based routing matches callers with agents who can meet their needs. CTI (computer-telephony integration) delivers caller information to the agent's screen along with the call so the agent can provide more efficient, personalised service.



Supervisor and Inter-agent Communications: Web chat and broadcast notifications facilitate internal communications. Agents and supervisors can chat without putting callers on hold. Broadcast notifications allow supervisors to contact groups of agents simultaneously.



Interactive Voice Response (IVR): Enable customers to route themselves to the right agent or department using voice prompts. Managers can create their own basic IVR scripts or use 8x8's optional eIVR (enhanced IVR) to offer more advanced self-service options.



Virtual Queuing and Web Callback: Instead of waiting on hold, customers can request a callback by leaving voicemail or completing a web form.



Outbound Dialing: Agents can place outbound calls to notify customers about the status of their order, purchase, or trouble ticket.



Chat Interaction: In addition to calling, customers can request support via chat, giving them multiple communication options.



Plan features (continued)



Frequently Asked Questions (FAQ) Knowledgebase: An FAQ database turns every agents into an expert and ensures customers receive accurate, consistent information. Agents can email answers to customer questions.



Wallboards: Quickly check the status of your queues to see whether you're meeting service level agreements (SLAs). Move agents from one queue to another when necessary. Access the wallboard from your wall, desktop or iOS/Android smartphone or tablet.



API Support: Gain access to call information, customer data, and real-time reports. Our streaming API enables you to integrate CRM capabilities into your 8x8 Virtual Contact Centre.



Email Interaction: Allow customers to contact you via email and manage these interactions using 8x8's CRM/ticket management system.



CRM Integrations: Use 8x8's built-in CRM/ticket management system, or integrate your contact centre with a third-party CRM solution such as Zendesk, NetSuite, Salesforce, Zoho or Microsoft Dynamics.



Desktop Collaboration: Give agents another powerful support tool by allowing them to remotely control customer desktops.



Campaign Dialer: Efficiently manage sales and marketing campaigns. Track which customers have been contacted and the outcome of the interaction.



Call Recording: On-demand or random call recordings help in coaching agents. Easy recordings management and retrieval.



DATASHEET

Virtual Contact Centre

Plan comparison chart

The table below lists the key features included in each plan.

Features	VCCx	VCC	VCC Pro	VCC Premier
Web-based Configuration Tool	X	X	X	X
Skills-based Call Routing and CTI	X	X	X	X
Supervisor and Inter-agent Communications	X	X	X	X
Agent/Supervisor Desktop	X	X	X	X
Frequently Asked Questions Knowledgebase	X	X	X	X
Interactive Voice Response (IVR)	X	X	X	X
Virtual Queuing and Web Callback		X	X	X
Outbound Dialing		X	X	X
Chat Interaction		X	X	X
Wallboards*		1	2	3
API Support		X	X	X
Email Interaction			X	X
CRM Integration (native and third-party)			X	X
Desktop Collaboration			X	X
Campaign Dialer				X

*Additional wallboards can be purchased separately

Clear Compliance Leadership

Contact centres that handle sensitive customer data must ensure their systems are protected. 8x8 is CPNI and PCI compliant. 8x8 Virtual Contact Centre can also be configured to be compliant with HIPAA, FISMA and FIPS 140-2 (level 2).

For more information, call **01553 666111**

or visit **www.cranberry.co.uk**



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