Move to Cloud Conversation Starters for 8x8 Partners

Buyer Personas and Key Customer Concerns

Unified Communications	Contact Center
CIO, CFO, CMO, COO, VP/Director of IT, VP/Director of Finance, VP/Director of Operations, Network Manager	CIO, CXO, VP of Operations, VP of Customer Experience, Director of Customer Care, Director of Client Services

- On-premises PBX or contact center technologies that are end of life or end of support with costly maintenance/upgrades
- Numerous communications vendors, apps and integrations
- Multiple offices/sites/locations across the country and/or globally
- Distributed workforces or companies that have or want to implement remote working
- Customer engagement and customer experience issues with low Net Promoter Scores and need for personalized, improved CX
- Disaster recovery and downtime events
- Reporting and analytics needs
- Cloud-first strategy and digital transformation agendas
- Security and compliance concerns

Discovery and Qualifying Questions

Unified Communications

- Describe your current communications infrastructure and how well it's meeting your needs.
- How are you leveraging the cloud in other areas of your business or organization?
- Do you have legacy on-premises PBX that is out of support or end of life soon? (Avaya/Cisco/Mitel/ShoreTel/NEC/Nortel/Toshiba)
- What communications challenges are you experiencing and what capabilities are lacking?
- How many vendors and suppliers do you currently support within your communications infrastructure?
- What methods do your current communications providers use to ensure 24/7/365 business continuity for your organization? What if natural disaster strikes?
- Do you have plans for growth/expansion? How will you scale your current infrastructure to support that?
- How do you currently maintain security and compliance across your communications channels?
- Is your TCO for communications higher than you think it should be? How does it compare to peer organizations?

Contact Center

- How are your customers contacting you today? How are you contacting them?
- What are your top customer experience goals today?
- What capabilities are business critical within your ideal contact center solution?
- What features/functionalities are you looking to extend/upgrade in the next 12-18 months?
- What are your greatest challenges in meeting the demands of your customers today?
- How many agents do you have? What are your current attrition rates and what's contributing to them?
- What is the most common reason customer inquiries are not resolved on the first interaction?
- What issues do you have to deal with regarding network and data security today?
- Do you have legacy on-premises contact center technology that is out of support or up for renewal?
- Are you planning to add/change/consolidate your CRM or business productivity applications?

The 8x8 Difference

Competitive Differentiators	Customer References
▪ **One system of engagement**: One global cloud communications platform for voice, video meetings, collaboration and contact center ▪ **Superior call quality and service reliability**: Superior voice quality and reliability with average core uptime higher than 99.999% ▪ **Global capabilities**: Industry-leading geographic architecture with 15+ data centers worldwide, patented geo-routing and an extensive global carrier network including toll free and local numbers for 1M+ users in 125+ countries ▪ **Industry-leading security:** Third-party verified security and compliance certifications ▪ **Advanced analytics**: Robust CX and speech analytics help identify areas for improvement and contribute to higher productivity and lower agent attrition ▪ **Market leadership:** 8-year Leader in the Gartner UCaaS Magic Quadrant and the only UCaaS Leader also in the Gartner Magic Quadrant for CCaaS ▪ **Innovation**: 200+ patents and counting ▪ **Future proof**: Proprietary technology that's been internally-developed and is 8x8 owned, our global cloud communications solution mitigates risk ▪ **Easy deployment and administration:** Deployment is easy and low fees and simplified administration help lower total cost of ownership	LENOX Regus AON Hewitt NETSUITE SOLUTION PROVIDER

Sales Resources for 8x8 Partners

- White Papers
- Infographics
- Webinars
- ROI Calculator
- Data Sheets
- Case Studies
- Videos
- Marketing Campaigns

Ready for the Next Step?

Engage your 8x8 Channel Sales and Engineering team to help move your customers on their move to cloud journey and visit PartnerXchange to register deals and access sales tools and ready-to-launch marketing campaigns.

Learn More

8x8

8x8, Inc. (NYSE: EGHT) is transforming the future of business communications as a leading Software-as-a-Service provider of voice, video, chat, contact center and enterprise-class API solutions powered by one global cloud communications platform. 8x8 empowers workforces worldwide to connect individuals and teams so they can collaborate faster and work smarter. Real-time analytics and intelligence provide businesses unique insights across all interactions and channels so they can delight end-customers and accelerate their business. For additional information, visit www.8x8.com, or follow 8x8 on LinkedIn, Twitter and Facebook.

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