

A close-up, profile view of a woman with long dark hair, wearing a black headset with a microphone. She is smiling and looking towards the right. The background is a blurred office environment with other people and computer monitors.

8x8 Essentials
Intelligence Research Series

2022 Contact Center Buyer's Checklist

The best cloud contact centers offer a range of transformative capabilities, from sophisticated call management functions to game-changing analytics and a full choice of engagement channels. Use this checklist to benchmark the most important features against your own requirements. Features are for 8x8 X6 service plans and above unless otherwise stated. Also, see our Voice and Telephony Buyer's Checklist for voice-specific features, and our Collaboration Buyer's Checklist for video and audio conferencing features.

Features	Description	8x8	Vendor 2	Vendor 3
Security and compliance				
Payment card industry compliance	Add-on services available to enable seamless secure payments.	✓		
Meeting and call recording storage	At least 30 days' unlimited-capacity storage for any recordings made by a user.	✓		
E911/999 emergency services	User-updatable E911/999 emergency services location information that verifies address information with the servicing PSAP provider.	✓		
Privacy	GDPR-aligned to help your business to remain compliant with UK, EU and EEA privacy law. US/EU and Swiss Privacy Shield Compliance.	✓		
Business continuity				
Expert connect	Resolve any query by bridging an expert colleague onto the call with a single click (or engage them by chat).	✓		
Skills-based inbound voice	Match customers to the best available agent without the need for specialist IT skills. Cue better first-call resolution and higher customer satisfaction.	✓		
Interactive Voice Response (IVR)	Build and edit IVR call flows with an intuitive drag-and-drop interface to help customers quickly find what they need.	✓		
Outbound preview dialer	Show each customer's information on-screen while the call is being connected to help your agents deliver a context-rich and joined-up service.	✓		

Features	Description	8x8	Vendor 2	Vendor 3
Business continuity (continued)				
Outbound predictive AI dialer	Dial multiple numbers simultaneously and connect any answered calls to your team. Unanswered calls are automatically flagged for another time.	✓		
Inbound, outbound, self-service, chat, email, SMS, social media, messaging apps	Meet your customers on the channels they prefer and get a 360° view of each customer's communications across all available channels.	✓		
Agent Workspace	Provide your agents with an intuitive, design-led interface that transforms the contact center agent role by delivering a tailored experience that uniquely blends contact center and unified communications capabilities in a single application			
Agent-customer co-browsing	Allow agents to see exactly what a customer is looking at online, helping them to find relevant information, clarify any queries and fill out forms.	✓		
Queued callback	Reduce your customers' wait time with a great alternative to call queueing. Instead of staying on hold, callers can leave their number and receive a callback when their turn in the queue comes round.	✓		
Web callback	Invite customers to request a call via an online form, thereby saving them valuable time and enabling agents to work more efficiently.	✓		
Graphical call flow reports	Chart a customer's journey from the moment they reach the call center right through to call termination. Covers all stages of an engagement including IVR, queueing, connection to an agent and post-call survey, giving you evidence-based support for training and process improvement.	✓		
Customer experience analytics	Easily search for and discover opportunities for improvement with a visual map of customer journey. Run targeted searches of your data to identify issues and trends.	✓		
Quality management	Provides supervisor and agent interface for training, expert support and coaching.	✓		
Speech analytics	Visualize common conversation topics and drill down to learn and understand in greater detail.	✓		
Post-call surveys	Capture the customer's voice with a native post-call survey to help optimize your engagement strategy.	✓		
Native CRM integration	Built-in contact center and case management to keep agents supplied with essential customer information to enhance each interaction.	✓		
Knowledgebase	Give customers a faster, smarter, and more consistent way of finding answers to their queries, via a library of frequently asked questions (FAQ).	✓		

Features	Description	8x8	Vendor 2	Vendor 3
Business continuity (continued)				
Workforce management	Improve staffing efficiency.	✓		
Remotely accessible	Create a resilient contact and support work-from-home agents with a unified cloud-enabled solution.	✓		
Contact center calling zone	Number of inclusive call minutes and number countries included (excluding toll calls and special numbers).	✓		
Full-stack vendor	A single integrated UCaaS and CCaaS cloud platform with the ability to integrate with essential business applications.	✓		
Resilient infrastructure	Sixteen data centers across seven global regions strategically positioned for maximum performance and resilience.	✓		
Integration				
CRM Integrations	Bring your contact center together with your CRM using out-of-the-box integrations.	Salesforce.com, Microsoft Dynamics, Zendesk, and many more.		
Microsoft Teams	Utilize the functionality of Microsoft Teams integrated with 8x8 Contact Center.	✓		
Seamless productivity	Integrate your most popular business applications into a single seamless experience.	Microsoft Office 365 and G-Suite		

About 8x8

8x8, Inc. (NYSE: EGHT) is transforming the future of business communications as a leading Software-as-a-Service provider of 8x8 XCaaS™ (eXperience Communications as a Service™), an integrated contact center, voice communications, video, chat, and API solution built on one global cloud communications platform. 8x8 uniquely eliminates the silos between Unified Communications as a Service (UCaaS) and Contact Center as a Service (CCaaS) to power the communications requirements of all employees globally as they work together to deliver differentiated customer experiences. For additional information, visit www.8x8.com, or follow 8x8 on LinkedIn, Twitter, and Facebook.

The logo for 8x8, consisting of the text "8x8" in white on a red square background.

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