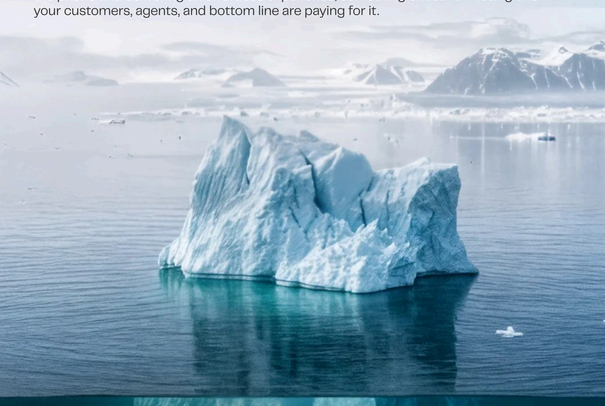
8x8

Your Phone System Isn't Customer Support

You handle calls. You route inquiries. You keep the lights on. But between answering the phone and delivering an effortless experience, something critical is missing and your customers, agents, and bottom line are paying for it.



The cost of the gap you might not know you have.

Three numbers that show what an overstretched phone system actually costs.

$2.9M
Annual attrition cost

The root cause? Tools that make the job harder than it has to be.

1%
The patience equation

Proof that poor experiences don't just frustrate, they quietly end relationships.

13+
Weeks to full productivity

Unnecessarily long onboarding burns budget and morale along the way.

What a phone system alone is costing you.

The problem isn't just what you're spending. It's what you're losing.

The Human Cost	The Experience Cost	The Operational Cost	The Strategic Cost
Friction burns agents out, leading to attrition. Each resignation costs an average of $14,324 to replace, adding up to $2.9M annually in replacement and productivity costs for a 500-seat center.	Poor experiences don't just frustrate customers; they permanently damage trust, driving negative reviews, refund requests, and churn.	When agents do work that should be automated, you're paying people to do what machines should. The result: errors, rework, frustrated customers, and pressure to hire more staff just to manage your own tools.	Disconnected systems block transformation. Without unified data, you can't see the full customer journey, AI strategies fail, and your energy goes toward maintaining technology instead of innovating. The result: you're unable to scale.

You can't eliminate what you can't see.

Without a solution built for modern support complexity, unnecessary effort is everywhere: agents switching between systems, customers repeating themselves on every call, supervisors flying blind, and manual work that should never be manual. Most of it is hidden...until it isn't.

What a phone system can't give you, but your customers expect:

Skill-Based Routing
Connect every customer to the right person, the first time. Not just whoever picks up next, but the agent best equipped to resolve their specific issue.
Drives First Contact Resolution

AI Self-Service & Virtual Agents
Resolve common issues before a human is ever needed, reducing volume, cutting handle time, and freeing agents for the conversations that actually need them.
Reduces Handle Time

Workforce Management
Know exactly how many agents you need, when. Stop over-staffing to cover for uncertainty and stop under-staffing during peaks that crush your CSAT.
Lowers Operational Cost

True Omnichannel Engagement
Your customers don't only call. They text, chat, message on social media, and email. If your team can't meet them there, with full context, you're already losing ground.
Improves CSAT & NPS

Automated Quality Management
Stop sampling 2% of calls manually. AI-powered scoring and speech analytics give you visibility into every interaction, so you can coach, improve, and prove value.
Reduces Supervisor Burden

Proactive Outbound Campaigns
Stop waiting for problems to come to you. Proactive outreach turns reactive cost centers into revenue-generating engines, before customers ever need to call.
Shifts Inbound/Outbound Ratio

Full Customer Journey Visibility
Every call, chat, survey, and ticket unified, so you can see what's actually happening across the entire customer experience, not just the last phone call.
Enables AI-Ready Data

Real-Time Supervisor Intelligence
Live dashboards, wallboards, and queue monitoring so supervisors can act in the moment, not after the damage is done.
Reduces Abandonment Rates

Post-Call Surveys & Sentiment
Know how customers actually feel, not just whether the call connected. Built-in CSAT and NPS measurement that drives continuous improvement, not guesswork.
From 3% to 37% Response Rate

Consider what you can promise your CEO when you consolidate your telephony with formal contact center.

Better Experiences
Higher first contact resolution. Better answer rates. Lower abandonment. Higher CSAT and NPS, measured, tracked, and defensible.

Higher Efficiency
Lower average handle time. Faster agent onboarding. Higher productivity. And meaningfully lower attrition, because agents actually enjoy using the tools.

Lower Cost & Risk
Lower TCO through consolidation. Fewer vendors to manage. 99.999% uptime with global compliance, so you're never defending an outage in a QBR.

Support is the brand now. Act like it. You're no longer measured solely on cost containment. You're accountable for customer loyalty, retention, and experience, often more than the original purchase itself. The only way to deliver on that is with a platform built for it.

See 8x8 Contact Center ›

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