FROST & SULLIVAN

2024

CUSTOMER VALUE LEADER

IN THE GLOBAL PUBLIC SECTOR CCAAS SOLUTIONS INDUSTRY

8x8

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2024   BEST PRACTICES AWARD

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. 8x8 excels in many of the criteria in public sector solutions in the CCaaS market.

AWARD CRITERIA

Business Impact	Customer Impact
Financial Performance	Price/Performance Value
Customer Acquisition	Customer Purchase Experience
Operational Efficiency	Customer Ownership Experience
Growth Potential	Customer Service Experience
Human Capital	Brand Equity

Brand Equity

"8x8 leverages a proprietary, purpose-built platform that enables rapid, more cost-effective innovation than most other providers using third-party technologies. A key part of the company's vision is simplicity in implementation and use, from the back to the front office, enabling customers to easily expand, innovate, and customize as business needs dictate."

– Nancy Jamison
Senior Industry Director,
Customer Experience Practice

8x8 (NYSE: EGHT), headquartered in Campbell, CA, is one of the most tenured communications providers in the business communications market, having gotten its start in Internet protocol (IP) telephony back in 1987. It now offers full public switched telephone network (PSTN) replacement in over 59 countries through 8x8 Global Reach. 8x8 expanded across the business communications spectrum, first in unified communications (UC) and then the contact center (CC). Today, 8x8 maintains one of the most comprehensive cloud communications portfolios in the contact center-as-a-service (CCaaS), unified communications-as-a-service (UCaaS) and Communications Platform as a Service (CPaaS) market, supporting more than 57,000 customers in 170countries.

8x8 leverages a proprietary, purpose-built platform that enables rapid, more cost-effective innovation than most other providers using third-party technologies. A key part of the company's vision is simplicity in implementation and use, from the back to the front office, enabling customers to easily expand, innovate, and customize as business needs dictate.

The 8x8 brand also represents reliability, as the company has consistently provided customers with a platform-wide 99.999% uptime SLA across an integrated cloud UCaaS and CCaaS solution for both uptime and quality of voice over the public internet, guaranteeing remarkable voice quality. Frost & Sullivan believes that ease of use, flexibility, and reliability have fueled the company's reputation and positioned 8x8 as one of the most recognizable names in the UC and customer experience (CX) industries.

8x8 has also garnered heightened brand recognition through numerous business awards in 2023 and 2024. Most recent include the 2024 Top Rated Award for the 8x8 Contact Center and 8x8 Work from TrustRadius (a trusted review site for businesses) in the contact center and UCaaS categories and two 2024 ChannelVision Visionary Spotlight Awards (VSA); Business Technology Award for 8x8 Contact Center and Overall Excellence award for the 8x8 Elevate partner program.

Customer Purchase Experience

8x8's broad communications portfolio includes a mix of contact center, call control, video conferencing, presence management, AI virtual assistants, team chat, high volume messaging, and API capabilities available through its easy-to-purchase and easy-to-deploy X Series service plans. The foundation of the 8x8 platform is a common data store and shared services—such as AI-powered quality management, analytics, recordings, storage, call detail records, security, and APIs and compliance across CCaaS and UCaaS users.

An attractive draw for customers is 8x8's approach to the use of personas, which are composable experiences tailored to streamline an employee's workday based on the unique tasks in their role. The ability to create persona-based offerings differentiates 8x8 from most of its competitors. The company introduced the first of these in 2021 with the 8x8 Agent Workspace and 8x8 Supervisor Workspace, followed by the Mobile Admin and Sales Workspace in 2023.

Frost & Sullivan's research has shown that 65% of global users and 61% of North American users consider deploying artificial intelligence (AI) to improve both CX and the employee experience (EX) to be very important to crucial in the next two years. A key building block in the creation of personas and workflows is the use of AI, which 8x8 has incorporated for years in product development. For instance, whereas AI-powered solutions such as intelligent virtual assistants (IVA), agent assist applications, and automatic post-call summary were fairly unique four years ago, these applications are now table stakes as core offerings. Innovation using these technologies is only getting stronger, particularly now that the industry has had almost two years to play with hyper-versions of core speech and AI, such as generative AI (GenAI). 8x8 continues to innovate using AI and is in a good position to capitalize on supercharging existing applications and producing out-of-the-box capabilities within and outside the contact center.

8x8 also offers customers an easy path to AI adoption in individual applications, such as the 8x8 Intelligent Customer Assistant (ICA), to persona-based and packaged applications. The ability to create persona-based offerings that blend the core capabilities of UC and CC differentiates 8x8 from most of its competitors. The company started in 2021 with the release of Frontdesk for the front office worker as well as the 8x8 Agent Workspace and 8x8 Supervisor Workspace for the contact center. In 2023, it added the Mobile Admin and Sales Workspace—tailored experiences for mobile systems administrators and

sales and account management roles, respectively, which combine 8x8 UC and CC capabilities to address the unique communications requirements of the respective job roles.

In early 2024, 8x8 launched a new product line that further bridges the gap between UCaaS and CCaaS and powers tailored user experiences. 8x8 Engage, the first solution in this product line, leverages AI and 8x8's platform components to address the unique needs of customer-facing employees outside of the contact center. Key features include advanced queue management, deep integration with native and third-party apps, speech analytics, interaction summarization with integration to CRM, centralized customer interaction journey analytics, and agent performance insights.

Customer Ownership Experience

8x8's focus on added value through simplification has been on display across its portfolio, from its pricing and packaging, deep integration of its UCC and CC, to development of tailored personas and workspaces. In addition, for several years, the company has maintained vertical marketing teams, with backgrounds drawn from the verticals they support, that bridge between development and sales support in creating solutions for the unique needs of these markets. One particular growth area for 8x8 has been in the public sector, which emerged from the significant success the company has had with government entities in the United Kingdom.

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Two recent additions to the 8x8 portfolio that address this sector are 8x8 Active Accessor and 8x8 Remote Fix. 8x8 Active Accessor, for example, was specifically designed to meet the unique customer engagement requirements of UK housing associations and landlords. These entities are under constant pressure to meet the needs of tenants while also staying in compliance with government regulations, such as Tenant Satisfaction Measures under the Social Housing (Regulation) Act 2023 or Awaab's Law. With the latter, landlords are required to begin an investigation of known or reported hazards within 14 calendar days and carry out repairs to a defined schedule.

Keeping track of dozens of different maintenance requests or checking and mitigating potential housing hazards, such as mold or water damage, across sometimes thousands of units can be a daunting task. With the 8x8 Active Assessor, landlords can proactively engage tenants, identify and resolve potential property faults and hazards in a timely fashion, meet legal requirements, and ensure homes are compliant with health and safety standards.

The solution is built on 8x8's AI-powered messaging platform and native video escalation function and is designed to enable landlords to collect and sort data to prioritize situations that need immediate action. The solution can proactively reach out to tenants and prompt them to schedule evaluations online or talk with a contact center agent using voice, video, or messaging. For instance, the landlord can send an SMS inquiring about conditions, and if the tenant answers yes, then the system can trigger a note to be sent to ICA, and it then books a meeting.

8x8 Active Assessor facilitates powerful benefits, particularly when coupled with 8x8 Remote Fix. After a meeting is booked and an agent and tenant are interacting, the agent can securely elevate a tenant interaction from voice to video to assess the severity of the issue and remotely address it. If needed, the system can schedule a home visit, potentially reducing the time between initial reporting and assessing to finishing repairs from weeks to hours. Not only does it help landlords cut down on expensive property visits and repairs, but it also provides visibility into the condition of the properties they manage.

These tailored solutions help streamline and balance the needs of customers and suppliers (renters and landlords), which historically can be at odds with each other, but the entire 8x8 platform is being adopted in the public sector for the breadth of business communication functions it provides. For example, Platform Housing Group, located in the UK Midlands, has a portfolio of over 45,000 homes supporting over 120,000 customers, with further plans for an expansion of 2,500 new homes every year. The company chose the integrated 8x8 UCaaS, CCaaS and CPaaS platform with integration to Microsoft Dynamics to support 900 internal staff members and customers. The next step was to enable the maintenance division to provide remote maintenance, and within a month, 39% of its maintenance requests were being handled remotely using video triage.

Other tailored solutions include Intelligent Customer Assistant (ICA) templates designed to address specific AI-powered use cases, such as appointment booking (Book It), election engagement (Ballot It), issue logging (Report It), and waste management (Recycle It). For example, the Ballot It solution equips local authorities with an automated election and voting service, allowing them to inform citizens on how to vote, register, and access upcoming election details. This flow enables councils to:

- Deflect inquiries to the Contact Center via automated FAQs

- Provide 24/7 support on their website

- Empower Contact Center agents to handle more complex interactions

- Facilitate quicker resolutions

Customer Acquisition

8x8's brand has consistently risen over its 35+ years in business, with a solid reputation in numerous vertical markets. In addition to a presence at broad industry shows, such as Enterprise Connect, the company also targets vertical market shows to raise visibility and attract clients. Within the retail market, for example, 8x8 attends/sponsors either directly or with partners at The Retail Technology Show, Retail Jam, and the National Retail Information shows. In the area of public housing, it similarly targets social housing and local government shows, such as Housing 2024, Housing Digital Live, Housing Technology Data Matters 2024, and Social Housing Strategy Forum, along with local government events such as The Local Government Strategy Forum.

Companies have responded. 8x8 has a healthy installed base and pipeline of companies in the public sector, with great results from implementing 8x8's solutions. For example, The Great Places Housing Group, in the Northwest and Yorkshire, United Kingdom, exists to improve the lives of those people living in the 25,000 rental properties it handles. This includes providing tenancy services and other services to promote independence for vulnerable populations. The company chose the breadth of 8x8 solutions, including UCaaS, CCaaS, AI virtual assistant, WFM, and Secure Pay for its 950 employees, based partly on having a single platform that combined UC and CC tailored to housing.

Growth Potential

Further building out its vertical market use cases and personas should enable 8x8 to continue on a healthy growth trajectory. The 8x8 Remote Fix solution, while a boon to the housing market, is broadly applicable to remote support situations across verticals, such as field support, retail, or insurance. It takes the native video capabilities of the 8x8 platform and extends them from traditional use cases, such as telemedicine, increasing the immediate value of offerings to prospects.

Another growth driver has been the investment 8x8 has made in its Technology Partner Ecosystem, launched in July 2023. This growing collective of carefully vetted partners, including companies such as Awaken, Balto, Cognigy, and Regal.io, have deeply integrated solutions into the 8x8 platform that embellish the use cases the company provides and provide as native an experience as possible for agents and supervisors.

In early 2024, 8x8 announced SellWith8, a new and exclusive tier in the Technology Partner Ecosystem. As the name suggests, the new tier allows partners to sell directly with 8x8, enjoy direct access to 8x8 resources, and benefit from co-marketing promotion and demand generation. Membership is by invitation only and is based on partner capabilities, security features, and fit to relevant use cases. The program may help accelerate 8x8 sales across the portfolio, including UCaaS.

Financial Performance

In its latest financial disclosure (Q1 fiscal year 2025, ending 30 June 2024), 8x8 reported solid metrics with increasing growth. The company reported $178 million in revenue for the quarter, which was its 14th consecutive quarter of non-GAAP profitability and positive cash flow. During the quarter, 8x8 also saw a 35% YoY increase in new logos.

Conclusion

8x8 continues to capitalize on its commitment to bring fast value to customers through simplicity, reliability, and ease of use. Its platform of integrated solutions that run the gamut of business communications CCaaS, UCaaS, and CPaaS, coupled with the development of fit-to-purpose workflows and personas, is resonating strongly with customers and driving growth.

For its strong overall performance, 8x8 is recognized with Frost & Sullivan's 2024 North American Customer Value Leadership Award for Global Public Sector CCaaS solutions.

What You Need to Know about the Customer Value Leadership Recognition

Frost & Sullivan's Customer Value Leadership Award recognizes the company that offers products or services customers find superior for the overall price, performance, and quality.

Best Practices Award Analysis

For the Customer Value Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Business Impact

Financial Performance: Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

About Frost & Sullivan

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The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

Learn more.

Key Impacts:

- **Growth Pipeline:** *Continuous Flow of Growth Opportunities*
- **Growth Strategies:** *Proven Best Practices*
- **Innovation Culture:** *Optimized Customer Experience*
- **ROI & Margin:** *Implementation Excellence*
- **Transformational Growth:** *Industry Leadership*

The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- Mega Trend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)