

A woman with dark hair tied back, wearing safety glasses and a dark-colored shirt, is looking towards the camera. She is holding a large, green, curved metal component. The background is a blurred industrial setting with various metal parts and machinery.

8x8

The Future of CX in Manufacturing

Unleash the power of analytics,
AI, and automation

Introduction

The need to maximise operational efficiency has expanded from the production line to every part of the organisation, including customer experience.

As platforms replace point solutions on today's production lines, manufacturers are now looking for the same level of operational improvement in how they communicate, from the front desk to the back office.

Times have not been easy for manufacturers, with roughly 50% reporting lost sales due to digital shortfalls. The path to achieving operational excellence is becoming much clearer: embracing cloud-based communication platforms and marshalling AI to drive operational improvements and advancements in customer service is a must.

Source: [Ventana research](#)

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Integration across the enterprise

Contact centres and support desks are an integral part of the customer experience and need to be a part of a unified approach to the customer journey.

Integration across the organisation allows manufacturers to communicate with customers, suppliers, and distributors from a single platform, strengthening the communications strategy and making employee and customer experience consistent across contexts.

With a single framework for communications, manufacturers can integrate their cloud communications system with Microsoft Teams and many other essential business and CRM applications to create custom workflows using APIs.

For even more insights, [Agent Workspace](#) is a simple, powerful solution that provides a single view of customer data from disparate systems to improve productivity and customer experiences.

A single view of customer data can save knowledge workers up to four hours a week by removing the need to move back and forth between systems.

Source: Harvard Business Review

Agility through analytics, AI, and automation

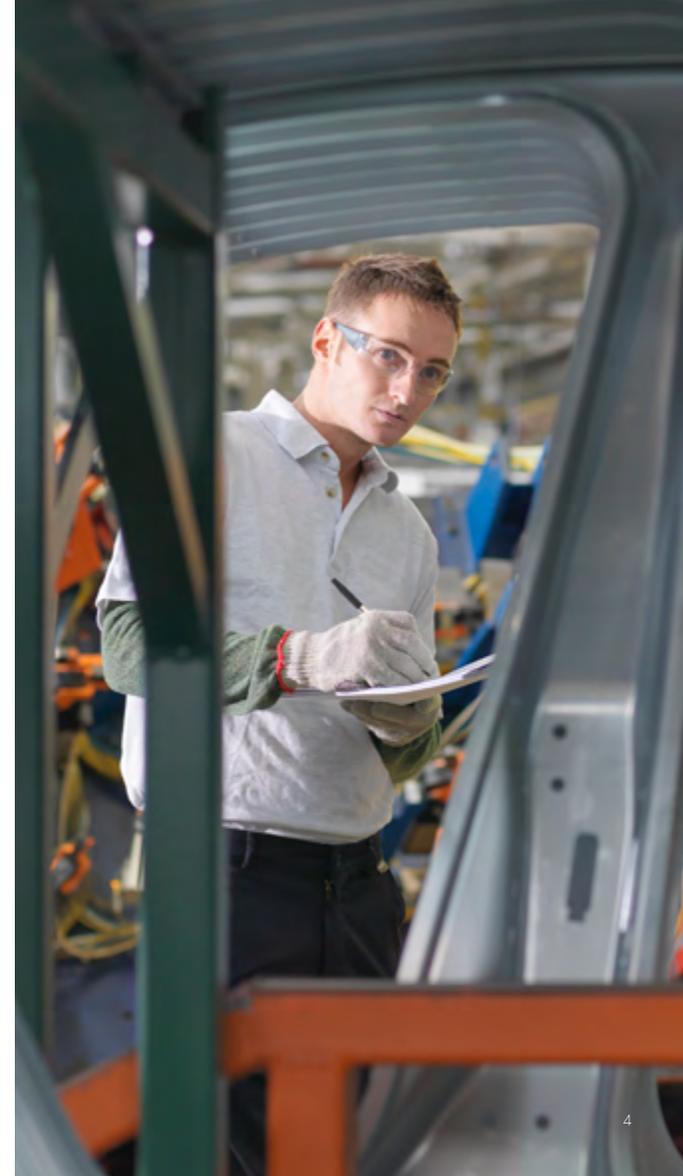
Communications platforms provide vast amounts of data that, with cross-platform AI and analytics, give everyone across the supply chain the ability to measure, manage, and improve customer experience.

Although talking with a smile is a tried and true way to improve your customer experience, old-school methods are insufficient to keep up with the rate of change.

Manufacturers must turn to three resources that will become essential to the future of the industry:

- 1. Analytics: extracting value and insights from data.**
- 2. AI: enhancing human performance.**
- 3. Automation: providing agent-free responses to routine tasks**

While it's generally known that automation, analytics, and AI are important, many manufacturers are unclear about how they actually help. Let's look at how these tools can help with customer experience, brand loyalty, and the future of the workplace.





Analytics: extracting value and insights from data

Every call and conversation with a customer is a rich source of data. This includes basic information about the call, including, when and where it was made, how long it lasted, and the flow of the call from stage to stage, but that's only the beginning.

8x8 Speech Analytics lets manufacturers extract this data and more. As each call happens, it is automatically transcribed and time-stamped with sentiments using out of the box predefined categories and topics.

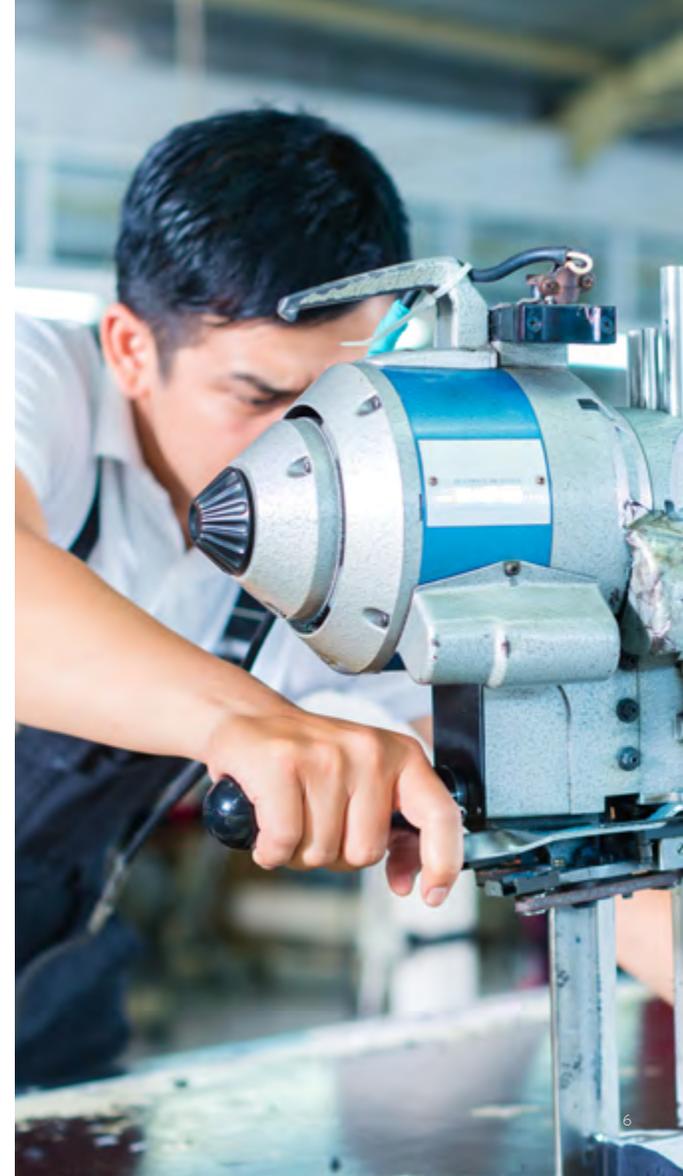
Built-in customisation tools enable companies to quickly and easily tailor the application to their own products. With insight into common conversation threads, sales and customer support can tailor their approach and improve overall customer satisfaction.

AI: enhancing human performance

Improving customer experience is the animating reason behind many AI and automation use cases. But, especially during times of economic uncertainty, customer experience is drastically important because it builds brand loyalty.

AI-driven knowledge bases power self-service environments that allow customers and internal staff to quickly find the information they need, deflecting unnecessary calls from busy agents.

Intelligent Customer Assistant (ICA), a powerful, user-friendly conversational AI platform, allows manufacturers to innovate, expand effective self-service experiences and provide context when agent interaction is required to reduce customer frustration and deliver personalised CX.





Automation: providing agent-free responses to routine tasks

Optimising the customer experience calls for a single, consistent view of the customer across all channels, from internal help desks to external-facing contact centres. This involves integrating communications across everyone and everything along the supply chain, including automated and self-service systems.

By collecting and analysing speech and text data in real-time, manufacturers can identify and map graphical customer journeys to inspect how common pains are being addressed.

An intelligent use of these customer analytics can optimise automation and ensure agents adapt their style, tone, and content towards the needs of the customers to create meaningful, lasting experiences that will ensure their brand stands out.

Leading technology company, Acer, spent six years striving to improve its customer experience without understanding it at the contact centre level.

Because its contact centre was outsourced, half of its data was totally inaccessible. Switching to 8x8 unlocked that data, enabling Acer to use analytics, AI, and quality management tools to improve performance with every interaction.



5 reasons manufacturers are choosing 8x8

1. **Build a connected workforce.** Connect top floor and shop floor with the applications and devices they need to connect with suppliers, colleagues and customers.
2. **Deliver consistent CX from front desk to back office.** CRM and ticketing system integration with journey analytics, quality management and self-service options.
3. **Maximise operational excellence and agility.** A single communications platform, with the largest global footprint and centralised administration.
4. **Increase cost efficiency.** Remove hardware costs and contribute to sustainability goals with a cloud based subscription model.
5. **Reliability and security.** A safe migration path to the cloud, single point of accountability, 35+ global data centers and 99.999% uptime.

Find out more about 8x8 solutions for manufacturing



Taking the next step

Whatever your precise needs, 8x8 can help you tailor a flexible, powerful, cloud-based solution with an integrated contact centre, voice, video, and chat. The 8x8 eXperience Communications Platform powers engaging, responsive communication experiences that delight customers and make your business more agile.

Unlike point solutions, 8x8 delivers personalised experiences that boost employee productivity, guarantees platform-wide uptime, and lowers costs. Talk to one of our experts now.

[Visit 8x8.com](https://www.8x8.com)

The 8x8 eXperience Communications Platform™



Integrated contact centre, voice, video,
chat and embeddable communications.

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