

**Jabra** GN

Jabra and 8x8 Partner to Deliver Work From Anywhere Capabilities

Communication and collaboration are key to success

As workforces become increasingly dispersed, it's more important than ever for employees to have the tools they need to communicate and collaborate with colleagues, partners and customers. Whether in an office, working from home or at a remote off-site, the ability to work from anywhere means employees never lose productivity no matter where they are.

This is especially true for contact center employees, many of whom are working outside of a traditional call center environment and need to deliver the same level of customer service as before or even better, to help drive the company's competitive edge. Furthermore, as customer call inquiries become increasingly more complex, service agents feel the pressure to listen and communicate with each customer as clearly and effectively as possible to resolve their problems.

For organizations that rushed remote work implementations, now is the time to take a closer look at the systems they've implemented and ensure employees are properly positioned for success. Disjointed communication tools mean employees spend more time navigating these systems than focusing on the customer, leading to productivity drain. A unified approach to virtual collaboration is needed to streamline communications and guarantee a high standard of performance.

All communication needs, on one intuitive platform

8x8, Inc. is transforming the future of business communications as a leading Software-as-a-Service (SaaS) provider of voice, video, chat, contact center and enterprise-class API solutions powered by one cloud communications platform. With the global shift to remote operations, 8x8 has seen a dramatic increase in usage of its desktop and mobile apps for voice, video conferencing, chat and contact centers as companies rely on the tools to maintain business continuity.

"We are dedicated to supporting our customers with all of their virtual communication and collaboration needs, especially as many transition to work from anywhere models," said Dejan Deklich, chief product officer at 8x8, Inc. "We are thrilled to provide enhanced Remote Call Control support and headset integrations through the partnership with Jabra, a leader in professional audio. Employees can feel confident about their call quality using 8x8 service plans and a Jabra professional headset with either a physical phone, softphone or mobile device."

8x8's unified communications platform helps business leaders save time with a single administration tool for quick set-up and management. Plus, intuitive features make it easy for users to learn, helping accelerate adoption. The company's contact center offering is an out-of-the-box solution designed to fit seamlessly within an organization's existing customer service framework.

Superior audio, every time

Jabra's award-winning professional headsets are now integrated with 8x8 X Series, 8x8 Meet, 8x8 Work, and 8x8 Contact Center service plans, delivering easy-to-use, comprehensive, seamless solutions for exceptional end-customer experiences. The integration includes support for more than 30 models across Jabra's BIZ, Engage, Evolve headset families, providing a range of options for employees to choose from based on their need and preference. Designed for long-wear comfort, they're an essential part of a comprehensive 8x8 solution, delivering user productivity and ultimately, competitive advantage. Additionally, 8 models have been chosen to offer Remote Call Control (RCC) to answer, hold, mute and disconnect calls on the 8x8 platform and are available for purchase via 8x8 distribution channels.

There's no need to invest in new equipment or IT support. The partnership also makes it easy for organizations to continue using existing Jabra headsets when moving to the 8x8 environment.



Operate From Anywhere.

The Next Evolution of Remote Work

“Proper audio quality is critical to maintaining productivity when communicating virtually,” said Kelly Nagel, president and GM of Jabra North America. “In fact, 37 percent of knowledge workers say poor audio quality is the main issue affecting performance while participating in video calls*. If organizations want to position their employees for success when working from anywhere, they need to address the entire unified communications & collaboration (UCC) solution – from the cloud platform and supporting applications to the hardware peripherals users need.”

46% of knowledge workers use a headset while on a video call

Source: Jabra 2019 Knowledge Worker Survey

Jabra and 8x8 offer trusted remote work tools

Jabra and 8x8 empower organizations to quickly and cost-effectively deploy a full suite of UCC tools so employees can start experiencing the difference, today. Millions of customers have trusted 8x8 to increase their efficiency with omni-channel collaboration and deliver high quality service to their customers. Now with Jabra, the offering is even more customized for the remote employee, giving them the technology they need to work from anywhere.

“When employees can no longer walk to a colleague’s desk for a question or discussion, it’s paramount they are able to communicate just as effectively virtually,” continued Deklich at 8x8, Inc. “We simplify the solution by combining all of an organization’s communication needs on one platform. With intuitive integrations, we’re elevating the virtual collaboration experience, empowering organizations for tomorrow’s work.”

Comfort (39%) and sound quality (34%) are most important factors in headset adoption

Source: Jabra 2019 Knowledge Worker Survey

Conclusion

The movement towards flexible work has been growing for years and with the sudden shift to fully remote operations, more organizations are making remote work policies part of their long term strategies. Virtual communication is now at the forefront of almost every employee’s workday. The ability to effectively collaborate digitally removes the physical distance between employees and ensures a unified, productive organization.

Regardless of location or device, clear audio is the core of any effective business-related phone call or video meeting. Combining 8x8’s patented call quality and reliability with Jabra’s leading professional headsets for concentration and collaboration ensures employees have the communication capabilities they need to stay productive and deliver outstanding customer service.

“Communication and collaboration tools are one of the most important investments organizations can make today,”

Dejan Deklich, chief product officer at 8x8, Inc.

Source: Jabra 2019 Knowledge Worker Survey