

Telco Takes Huge Modernization Step by Transforming Its Remote Customer Support to the Cloud

The ScreenMeet Customer

8x8

A leading cloud provider of voice, video, chat and contact center solutions for over one million users worldwide, 8x8 and its cloud solutions help businesses transform their customer and employee experience. With one system of engagement for voice, video, collaboration and contact center and one system of intelligence on one technology platform, 8x8 enables businesses to communicate faster and smarter to exceed the speed of customer expectations. 8x8 has reported annual revenue in excess of \$350 million.

The Challenge

How can a global provider of telecommunications services upgrade its enterprise remote support operations to improve customer experience while also solving a major piece of its own digital transformation puzzle?

The Set-Up

Like so many successful and scaling B2B enterprises, 8x8 was struggling to provide efficient remote customer support that could keep up with company growth. At some point in the past, 8x8 had purchased a number of Bomgar seat licenses and had deployed them on-premise, contracting with Bomgar for annual maintenance. As was standard practice in legacy software sales and support models, the number of Bomgar seat licenses purchased by 8x8 represented a fraction of the overall remote support team.

As the 8x8 product and services offerings expanded and the company grew both in size and geographic distribution, offering Bomgar support on 8x8 data center servers became less and less efficient:

- Deployment in multiple countries conducting business in different languages was cumbersome.
- Having only a subset of support agents using the legacy remote support solution meant that relatively few agents were getting proficient with the solution.
- Remote support session data was not being captured and fed back into Salesforce, the company's CRM, which meant an agent picking up on a case in progress would not have access to the technical specifications of previous agents' interventions.
- Without support session data, 8x8 had no opportunity to make data-informed operational improvements to its remote support processes.

It was clear that 8x8 needed to rethink its approach to remote customer support.



The Opportunity

8x8 realized that it needed an enterprise remote support solution engineered for today's business realities. The archaic model of buying software and then being tethered to that aging solution by exorbitant annual maintenance fees is a business inhibitor. 8x8 was looking for digital transformation to help it break free from the constraints that on-premise solutions required and elevate the customer service experience.

8x8 had migrated to Salesforce's cloud-based CRM previously, so they understood the power and flexibility inherent in the SaaS model. Given that remote support is one of the most vital components of managing the customer relationship, 8x8 was looking for a remote support solution that could function as a seamless extension of their Salesforce environment. And as all support agents undertake their daily activities within Salesforce, 8x8 wanted to deploy the chosen successor to Bomgar to 100 percent of agents without significantly increasing the line item for remote support in 8x8's operating budget.

A thorough comparison of ScreenMeet's functionality against Bomgar's made it clear that ScreenMeet elegantly solved for all of Bomgar's shortcomings:

- **Cloud-Native Architecture:** Being able to deploy new instances of the ScreenMeet solution at the flip of a switch gives enterprise remote support organizations the ability to scale rapidly.
- **Global Distribution:** Support for language localization makes it easy for organizations to respond quickly to fluctuations in global demand.
- **CRM Integration:** Compatibility with the most widely deployed CRM and ITSM solutions, like Salesforce, Dynamics and ServiceNow, removes barriers to agent adoption and mastery.
- **Agent Access:** The SaaS model allows enterprises to break free from the limitations of purchasing seat licenses with hefty maintenance fees, meaning all agents have access to the solution in a more cost-effective pricing model.
- **Feature Parity:** With screen sharing and UAC available to the agent and the customer within just a few clicks, the ScreenMeet user experience for agents and customers, alike, is unrivaled.
- **Analytics:** ScreenMeet's ability to record all remote support session data and write them back into Salesforce provides the organization with the power of continuous improvements through advanced analytics.

The ScreenMeet Solution

With 8x8 committed to enterprise, cloud-based CRM software in Salesforce, and comfortable with the Salesforce partnership supporting this implementation, 8x8 was able to see ScreenMeet as an extension of that familiar environment. 8x8 deployed ScreenMeet enterprise remote support to all of its support agents across all of its remote support call centers.



The deep integration between ScreenMeet and Salesforce means 8x8 doesn't have to worry about the interoperability of the two platforms -- full compliance has been guaranteed by the two companies. User authentication is assured by a single set of credentials, allowing agents to launch ScreenMeet support sessions without having to exit out of Salesforce and switch over to a separate ScreenMeet environment.

The integration also allows 8x8 to collect the session data that had previously been lost with Bomgar, automatically establishing an audit trail. And because screenMeet is integrated into Salesforce, security is reinforced by not requiring the data to travel between environments.

The Pay-Off

ScreenMeet's ease of use and wide adoption has allowed 8x8 agents to get their customers back to what they were doing sooner, improving 8x8's CSAT and NPS metrics. And efficiency begets efficiency: As more 8x8 support agents get increasingly proficient with 8x8's cloud-based enterprise remote support solution, mean time to issue resolution goes lower still, further contributing to customer satisfaction.

The ScreenMeet solution has allowed 8x8 to remain the customer-experience-oriented organization they promised their SMB, mid-market and enterprise customers they would be. For 8x8, the fulfillment of this promise depended on a digital transformation that was only possible by moving to enterprise remote support in the cloud.

Find out how your organization can transform its enterprise remote support to deliver superior customer experience.

The Scoop on ScreenMeet

ScreenMeet was founded in 2015 by online meeting and customer support veterans to build a new generation of web-based, enterprise tools for customer support and IT help desk at the world's largest companies. For enterprises seeking to deliver exceptional person-to-person customer support experiences, ScreenMeet provides purpose-built support software that integrates with CRM and ITSM platforms made with the latest web technology.

If you're ready to transform your enterprise's approach to remote customer support, [let's talk](#). We'd love to show you how next-gen remote support from the cloud can delight your agents and customers, alike.

