



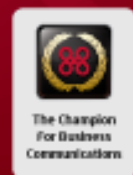
8x8, Inc.

# Virtual Contact Center

Single Tenant Global Reach

An Overview

Revision 2.0



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## Preface

Use this document to learn about the Global Reach initiative from Virtual Contact Center.

## About 8x8, Inc

Virtual Contact Center from 8x8 is the fastest and easiest way to deploy a world class contact center.

Virtual Contact Center makes it easy to manage all of your customer interactions – phone, email and chat - through a single system. Our award-winning solution is 100% web-based and was developed by industry-leading designers to be extremely easy to use, thus speeding the adoption process for both agents and supervisors. The Virtual Contact Center includes all of the functionality you need to provide an exceptional customer experience: skills based routing, multi-media interaction management, IVR, CTI, case & contact management, call recording, real-time monitoring, desktop sharing, reporting, and much more.

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# Contents

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- Preface ..... i
- About 8x8, Inc ..... i
- Global Reach for Virtual Contact Center – An Overview..... 1
  - Benefits of Global Reach..... 1
  - Use Cases ..... 1
    - Inbound Calling Scenario ..... 2
      - Use Case 1..... 2
      - Use Case 2..... 3
      - Use Case 3..... 4
    - Outbound Calling Scenario ..... 5
      - Use Case 4..... 5
      - Use Case 5..... 6

## Global Reach for Virtual Contact Center – An Overview

If you manage a contact center with agents and customers distributed globally, ensuring best call quality can be a challenge given the global nature of the operation. The last thing you want is to distress customers with poor interaction quality when they need help. The Single Tenant Global Reach initiative from Virtual Contact Center provides best call quality on VoIP across continents.

With Single Tenant Global Reach, Virtual Contact Center houses all your agents on a single platform and on a single tenant irrespective of their geographic location. The single tenant architecture eliminates the need to log in to multiple tenants to manage traffic from different continents. An agent logging in from North America can service customer interactions not only from North America, but also from Europe and Asia Pacific with a single login and with little compromise on the interaction quality.

### Benefits of Global Reach

- Single tenant for a global contact center
- Best call quality for global audience
- Availability of media servers in North America, Europe, and Asia Pacific
- Call flow based on the media server closest to the point of call origination
- Eliminated need for multiple tenants to serve geographically distributed agents
- Smooth call quality and agent interaction experience

### Use Cases

To better understand the benefits of Global Reach initiative, let us look at use cases that illustrate how Virtual Contact Center preserves voice and data quality during interactions across the globe. These use cases are based on a typical global contact center operation.

Let us define a single tenant for AcmeJets, a fictitious company with its support center agents distributed across EU (Europe), NA (North America) and APAC (Asia-Pacific), serving customers round the clock. This tenant can be hosted (home location) on any one of the 8x8 data centers in EU, NA, or APAC. The "home" location is pre-configured.

A typical contact center interaction involves the following four components:

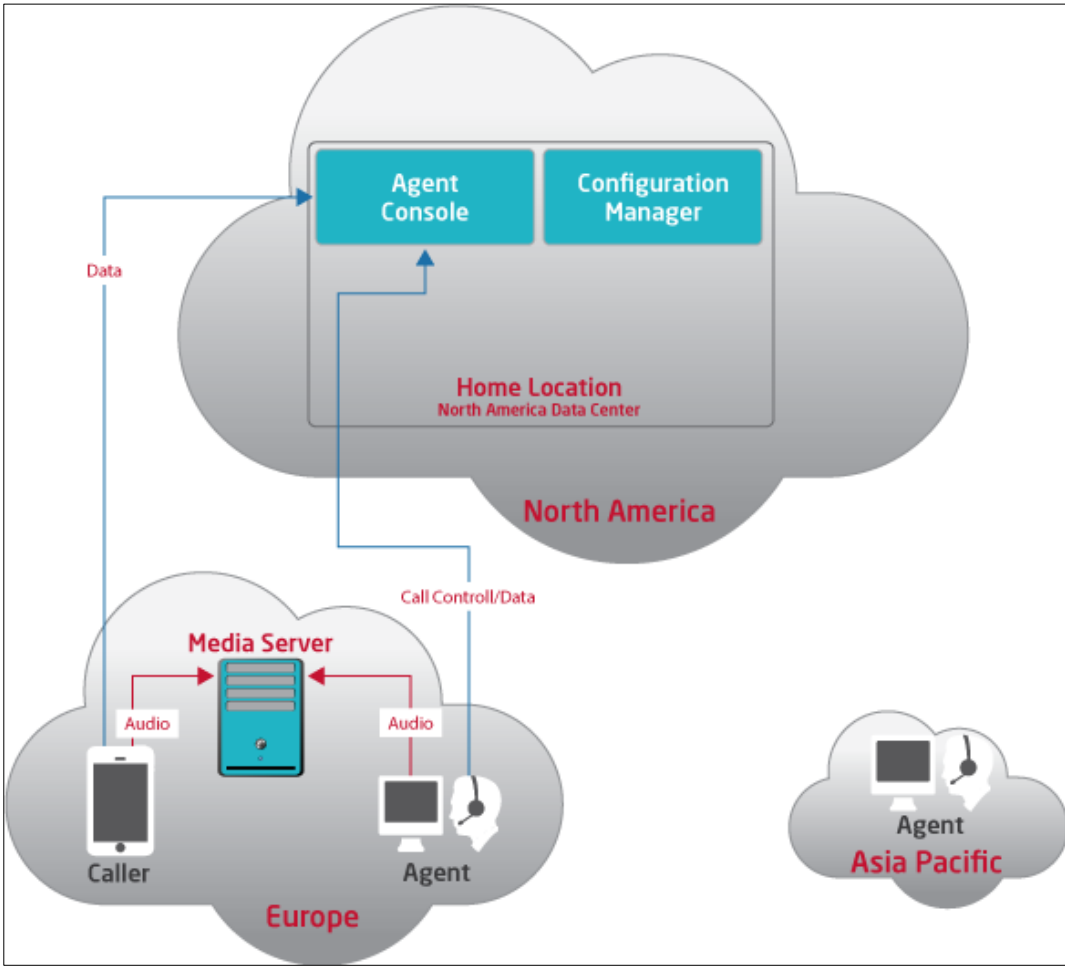
- **Home location** – location of the 8x8 data center hosting the tenant
- **Media Server** – location of the media server closest to the party who initiates the call
- **Agent location** – Location of the agent who accepts and processes the call
- **Caller location** – location of customer during an inbound call or agent during an outbound call

## Inbound Calling Scenario

### Use Case 1

**Geographically distributed agent under single tenant, customer call origination same as agent location**

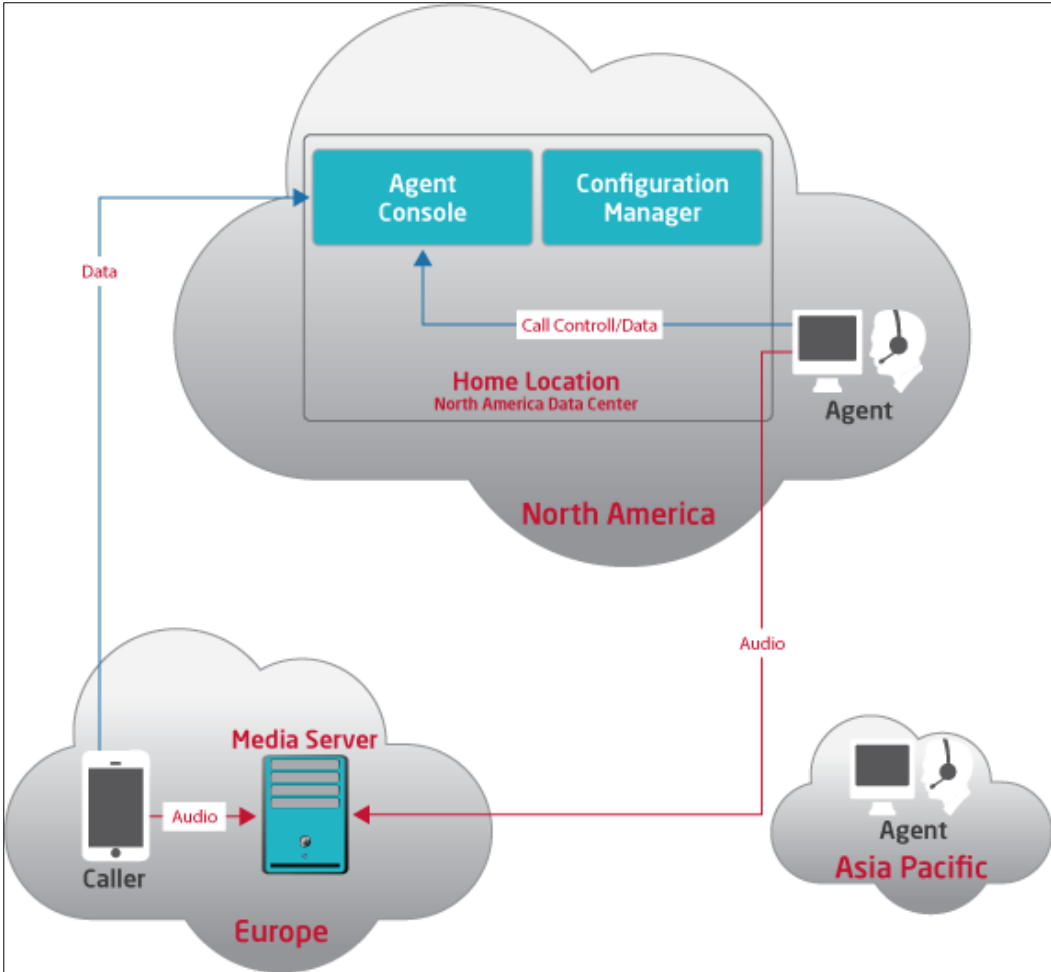
When a caller calls from Europe, an agent in Europe is selected to provide service, due to the local familiarity, culture, regulations, etc. In this case, caller should have a smooth experience talking to the agent (audio path). At the same time, agent should have a smooth experience on the Agent Console processing the call. Other channels of interaction, such as chat and email should provide smooth experience as well.



**Use Case 2**

**Geographically distributed agent under single tenant, customer call origination different from agent location**

When a caller calls in from Europe during late hours, an agent in NA location is selected to provide service, due to the time of calling (midnight in Europe, office hour in NA). In this case, the caller should have a smooth calling experience talking to NA agent (audio path). At the same time, agent should have a smooth experience on the Agent Console processing the call. Other channels of interaction, such as chat and email should provide smooth experience as well.

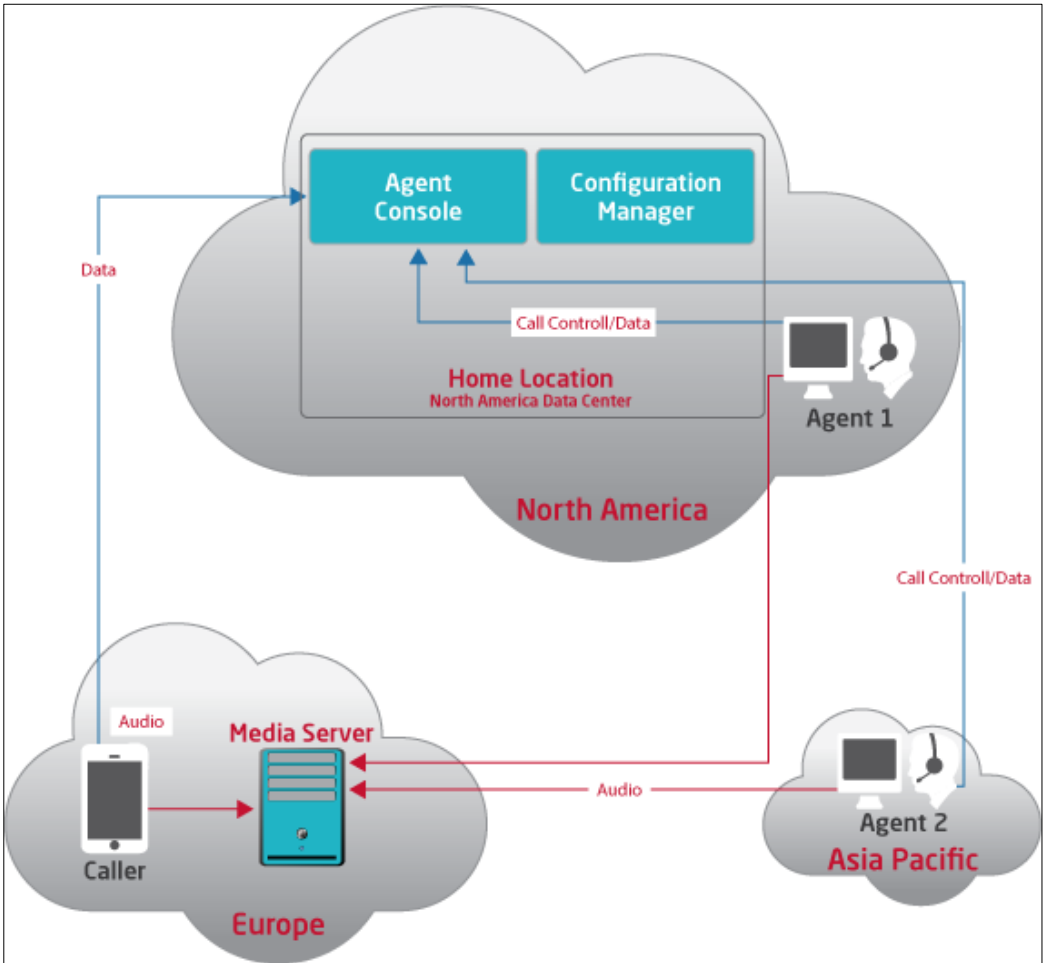


**Use Case 3**

**Geographically distributed agent under single tenant, customer call origination different from agent location. Call is transferred to an agent in a different region.**

- A caller places a call from EU.
- Agent1 in NA location is selected to provide service, due to the time of calling (midnight in EU, office hour in NA).
- During the call, Agent1 (NA) needs to transfer the call to Agent2 in APAC region, since Agent 2 has better skills to handle the call.
- Agent1 (NA) transfers the call to Agent2 (APAC).

In this scenario, the caller should have a smooth experience talking to NA agent (audio path) and later to APAC agent (audio path). At same time, both Agent1 and Agent2 should have a smooth experience on the Agent Console processing the call. Other channels of interaction, such as chat and email should provide smooth experience as well.



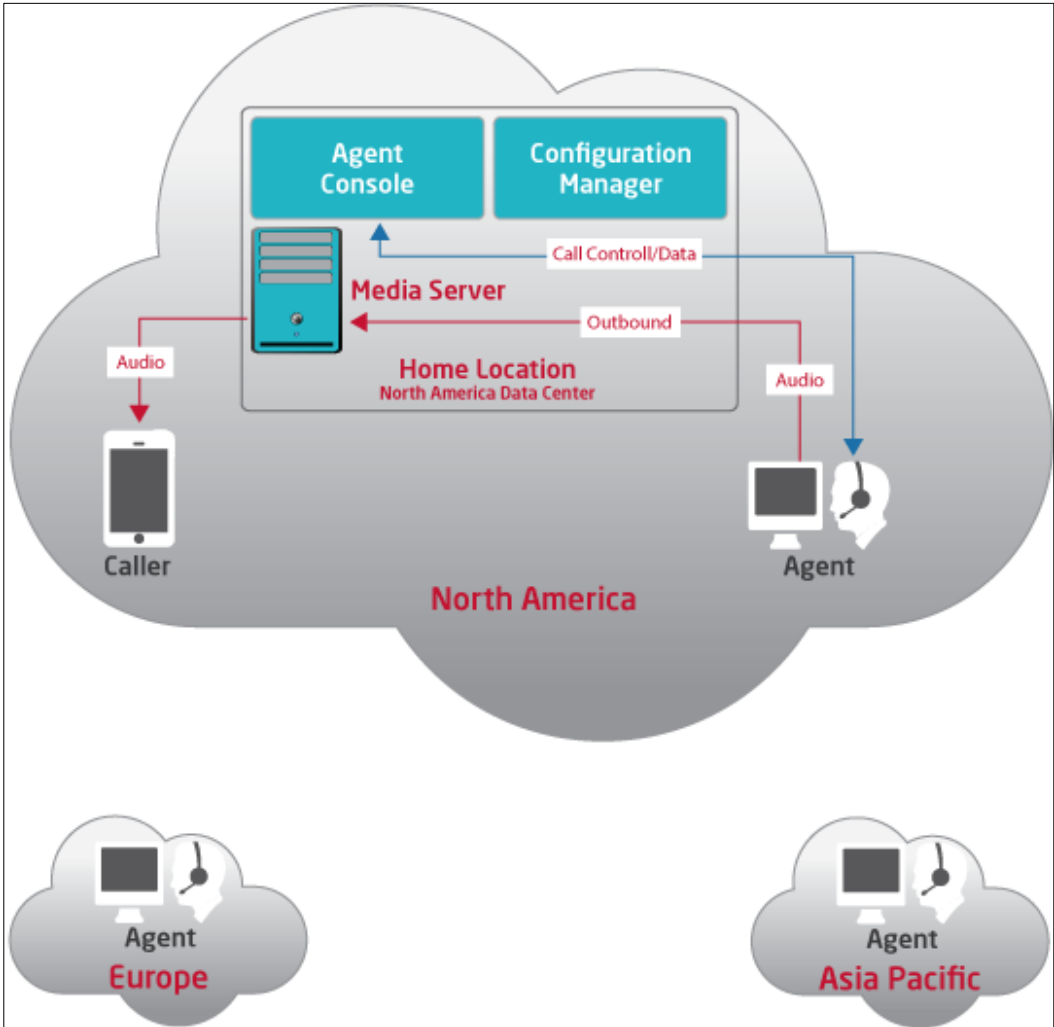


## Outbound Calling Scenario

### Use Case 4

**Geographically distributed agent under single tenant, agent initiates outbound call to a customer in the same region.**

An agent in NA places an outbound call (manual dial, outbound dialer, click to dial). On establishing connection, the agent and the customer should have a smooth calling experience.



**Use Case 5**

**Geographically distributed agent under single tenant, agent initiates an outbound call to a customer in a different region.**

When an agent from NA places an outbound call (manual dial, click-to-dial, outbound dialer), the target customer is in EU. In this case, both agent and customer should have a smooth experience if the call is connected.

