



# 8x8

## Cin7 streamlines UC and CC capabilities with 8x8

Cin7 is a cloud-based inventory management software and point-of-sale platform that streamlines stock management across multiple channels.

Each month, millions of sales orders flow through the company's platform which reduces the cost, effort and time required by product sellers to get their products to customers. This allows them to build their brands without needing to worry about underlying operations.

Cin7 has more than 500 integrations with services including eBay, Best Buy, Shopify, Costco, and Wholesale. The company has approximately 250 employees and has a headquarters in Auckland, New Zealand.

### The Challenge

For the past three years, Cin7 had relied on a traditional Mitel phone system. The system was run from a hosted data centre and relied on a fleet of wired desktop handsets.

"While it had met our requirements for quite some time, as we grew we found that managing the platform was becoming increasingly difficult," says Chris Qureshi, Head of IT and Shared Services at Cin7.

"The quality of service was suffering and it was taking up an increasing amount of our IT team's time and resources."

The platform also did not offer any flexibility when it came to staff working from other locations. Unless they were able to plug their desk phone into a Power over Ethernet (PoE) port, they were unable to be used.

"We also faced challenges when we onboarded new staff members," says Qureshi. "It was a matter of juggling between the phone system and the telco which could take some time to complete."



**Industry:**  
IT

**Headquarters:**  
Auckland, New Zealand

**Website:**  
Cin7.com

**8x8 Product:**  
8x8 Work and Contact Centre

**Primary Reason Chose 8x8:**

- Readily scalable platform that can meet both current and future demands
- Ease of management
- Flexibility of being cloud based
- Tight integration with Salesforce
- Complete Unified Communications and Contact Centre capabilities 'out of the box'
- Detailed reporting
- Easy call recording and archiving

**Highlight Metrics:**

- Operations costs heavily reduced per month by eliminating a DataCentre.
- While call centre volume more than doubled, contact centre agent productivity increased 100%.

Qureshi says Cin7 has a cloud-first policy when it comes to IT infrastructure and the company was keen to deploy a 100 percent cloud communications platform over the public internet with zero footprint onsite when it came to its telephone and contact centre facilities.



## The Solution

After assessing a number of alternatives, a decision was made in April 2020 to deploy a new solution from 8x8. A total of 42 X2, 45 X4, and 130 X6 licences were deployed to users in New Zealand, the United States, Australia and the United Kingdom.

Users all have a local in-country cloud PBX that handles audio quality. In addition, the solution includes a softphone, single company directory, and contact centre "site" which enables maximum utilisation of agents across the globe when needed. This is great for any follow-the-sun customer service or sales organisations.

Additional features include queuing, routing recordings, analytics and IVR to assist with customer enquiries. 8x8 agent interface, with its out-of-the-box Salesforce integration, presents customer records to staff when they answer a call for a better customer experience.

"We were able to readily integrate 8x8 with our existing Salesforce application," says Qureshi.

Another advantage is the phone number display and provisioning which enable Cin7 to purchase phone numbers and toll-free numbers directly on the platform for all their individual country operations. Phone lines for the global offices are all under 8x8 management erasing the need for contracts and support tickets with various telcos across the globe and providing a local touch experience.

8x8 is able to offer a global management layer from purchasing and provisioning, to troubleshooting and operates its communications platform out of its public clouds in Australia, the UK and the US.

"The overall deployment was completed in just six weeks," says Qureshi.

## The Result

With 8x8 in place and fully operational, Cin7 was quickly enjoying significant benefits.

"Overall, our telephony and contact centre platforms are now much easier to configure and manage," says Qureshi. "We no longer have to deal with multiple external parties and can make changes ourselves when required."

Qureshi says, thanks to the tight integration with Salesforce, contact centre agents are able to quickly identify incoming callers and see their records on their screen. This makes for a much better customer experience.

Outgoing calls are easily made, and staff have the ability to work from any location. They no longer need dedicated desk phones and can simply use 8x8 on their smartphone or computer. This has been particularly useful when people have had to work from home during lockdowns.

Qureshi says the IT team is happy as they no longer have to worry about keeping the phone and contact centre systems up and running.

"Rather than spending our time looking after the data centre, putting out fires, and 'keeping the lights on', we can instead focus our attention on the future and ways in which we can grow the company. That is very satisfying."

**Contact 8x8 sales or your 8x8 partner for additional information.**

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**8x8**

8x8, Inc. (NYSE: EGHT) is transforming the future of business communications as a leading Software-as-a-Service provider of voice, video, chat, contact centre and enterprise-class API solutions powered by one global cloud communications platform. 8x8 empowers workforces worldwide to connect individuals and teams so they can collaborate faster and work smarter. Real-time analytics and intelligence provide businesses unique insights across all interactions and channels so they can delight end-customers and accelerate their business. For additional information, visit [www.8x8.com](https://www.8x8.com), or follow 8x8 on LinkedIn, Twitter and Facebook.

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