

The Forecast for Retail is Bright



As businesses work to create seamless retail experiences, they are choosing truly unified communications to gather customer insights, reduce costs and facilitate growth across their contact centers and retail locations.

How the Cloud is Transforming Retail

✔ Addresses the Mobile-First Mindset
In-store WiFi & push messaging drive sales

✔ Creates Business Agility
Systems and software update in near real time

○ 80% of purchases are influenced by mobile¹

○ 67% of retailers believe outdated technology systems cripple their ability to compete²

Adoption of Cloud Communications is on the Rise³

IN 2016

○ 45% of enterprises used on-premises UC solutions

○ 26% used cloud UC

FOR 2018

○ 37% of enterprises expect to have on-premises UC solutions

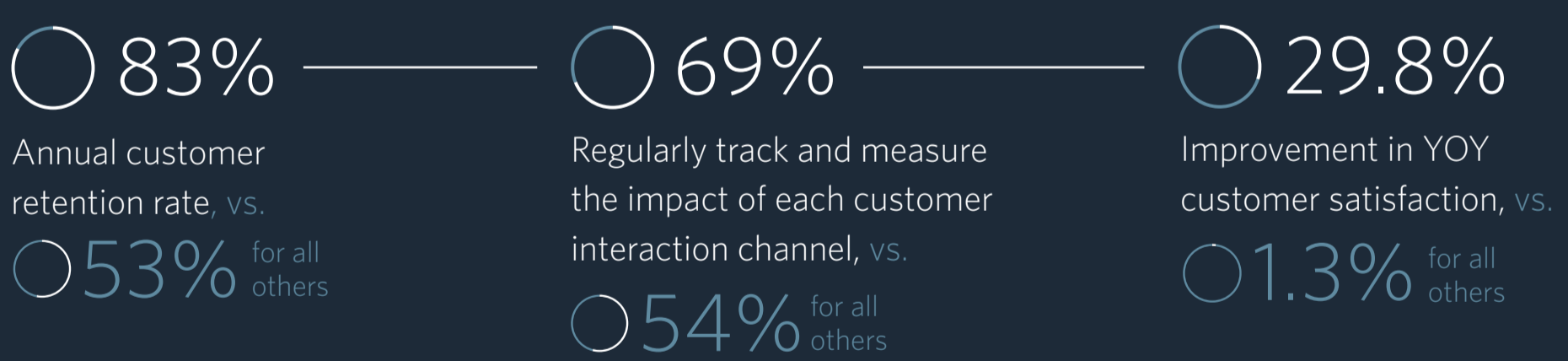
○ 31% plan to use cloud UC

“Cloud-based unified communications is growing 12% to 15% annually compared to on-premises deployments.” - Zeus Kerravala, Founder and Principal Analyst, ZK Research

What are the Top Benefits of Seamless Communications?⁴



How Best-in-Class Omnichannel Companies Outperform Others⁵



Contact Centers That Incorporate UC See Results⁶



To learn more about truly unified communications, visit 8x8.com.

1 Source: Digitas LBI, Connected Commerce, August 2016

2 Source: Daisygroup.com, IT Pain Points In Retail, 2016

3 Source: IHS Markit Unified Communication (UC) Strategies and Vendor Leadership North American Enterprise Survey

4 Source: 2017 Cloud Communications Survey, No Jitter Research

5 Source: Aberdeen Group, Omnichannel Customer Care, October 2017

6 Source: Aberdeen Group research 2017

