

Case Studies for

Communications, Media & Telecom





8x8 is a global communications provider with more than 2M business users, integrating voice, video, chat, contact center, and enterprise API solutions into one secure, reliable Cloud-based communications platform.

Modernization of lead to cash journeys

Communications, Media & Telecom

US



The Challenge

With real-time business intelligence and analytics, 8X8's platform empowers customers to create personalized user experiences, driving customer satisfaction and business growth.

8X8 had a lot of complex business applications, having a large number of integrations with backend systems and app exchange products. The lead and opportunity ingestion was a bottleneck with scores of managed packages and customizations done over many years. The partner selling experience deviated from the core Configure Price Quote (CPQ) experience, increasing the cost of fixing and updating the products' CPQ. The client wanted to streamline the overall process and build capabilities that define modern PaaS services, including quoting and billing.

The Solution

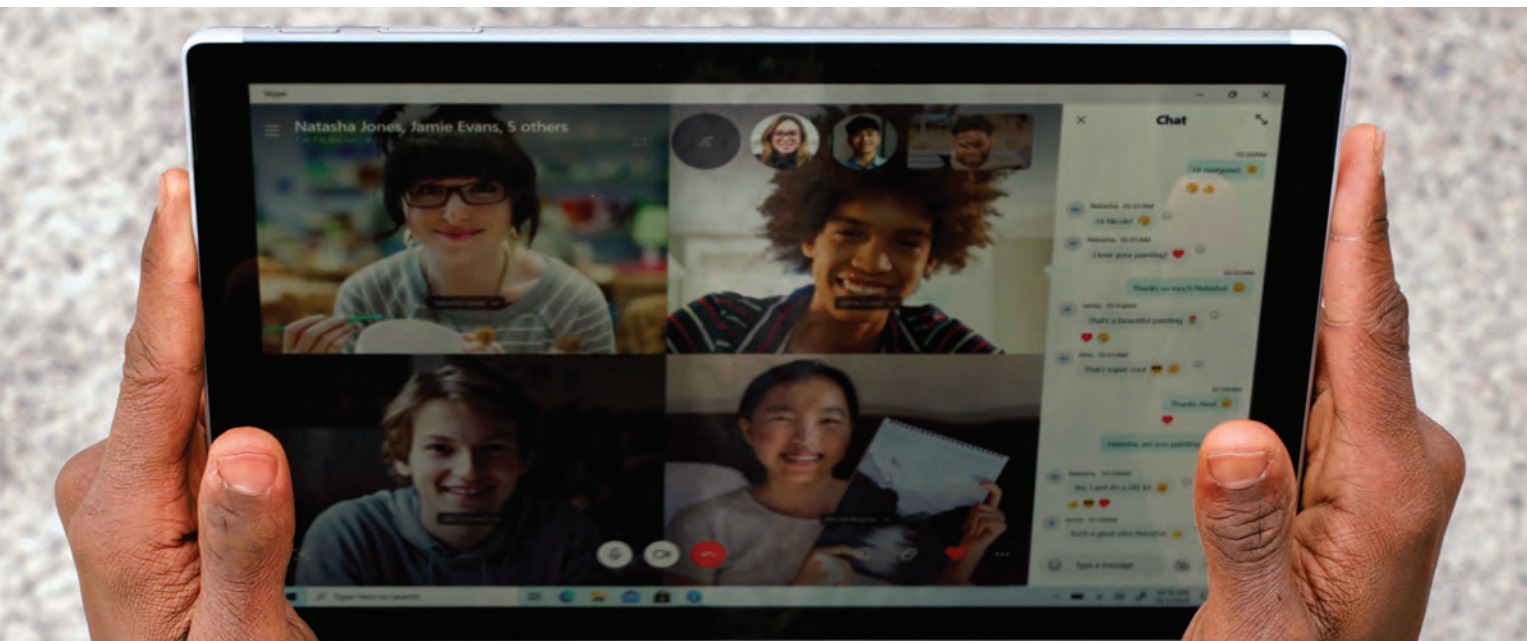
Persistent implemented a process with design authority reviewing the apps and integrations, exercising governance on integration strategy, and decommissioning the unneeded apps and integrations. We refactored the code to clear the technical debt and exposed APIs to fetch orders and line items. We improved the billing by implementing features such as cost centers and asset linking with locations.

Persistent transformed the CPQ offerings and processes to support, modify, upgrade, downgrade, partially cancel, renew, or undertake any amendments preventing revenue leakage in manual adjustments and overrides. We also implemented omnichannel and case deflection by integrating chat applications.

The Outcome

The transformation improved the health of the overall salesforce environment and reduced row-locking over a period of time. There were fewer instances of orders being stuck in processing as well. 8X8 benefited from a more comprehensive quoting process flow with a significant

increase in deal conversion. Additionally, the client was able to reduce the revenue leakage considerably, as there weren't any arbitrary manual adjustments. The customer support executives had a full view of agent capacity and backlog and could manage them more efficiently.



Experience Cloud

Service Cloud

Sales Cloud

Industries CME CPQ



Persistent is a leading Salesforce partner with over 18 years of implementation and consulting experience. We are a boutique provider at enterprise scale, which means you can speak with leaders in 18 countries across the globe and yet expect local expertise that is highly relevant to your geography.

persistent.com/salesforce →

Our Salesforce Expertise

End-to-End Marketing	Sales Automation	Omni-Channel CX	Digital Commerce
Branded Engagement Platforms	Industry Cloud Implementation	MuleSoft Integration	Proprietary Solutions

Our Industry Expertise

Healthcare & Life Sciences	Banking & Financial Services	Software & Hi-Tech	Industrial & Manufacturing
Media & Entertainment	Retail & Consumer Products	Non-profits	

Our Partnership at a Glance

7,100+ Certifications	1,400+ Joint Projects	5/5 CSAT Score	300,000+ Trailhead Badges	18+ Years of Successful Partnership
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Why Persistent Global Salesforce Practice?

Quantity Bank on our increasingly growing revenue size, employee pool & certifications	Quality We maintain a consistently high CSAT Score coupled with top analyst ratings	Footprint We cover major countries across the world and provide expertise in all major Salesforce Core Clouds
Price Various pricing models ensure our clients find a suitable plan, every time	Innovation & Knowledge Leverage our unparalleled industry and product knowledge	Speed & Agility We offer competitive time-to-market, flexible project approaches and agile processes