



8x8

Transforming Communications in Education

Inspire and engage the workforce of the future

Introduction

Inspiring educational experiences rely on good communication. Admin teams and academics that have the tools to collaborate effectively can deliver more engaging student experiences.

Students' needs change throughout the academic year, from application through clearing, term dates and exams. Demands for communication also change. To meet these changes education providers need a robust, scalable, and flexible communications platform.

It is essential to balance the high demand for voice services during clearing while also being able to meet students' digital preferences throughout their educational journey, which means offering a plethora of communication channels and harnessing the power of data-driven insights to keep things running smoothly.

In this ebook we consider the communications challenges across the academic year and explore the benefits of having a wide variety of channels together on a single communications platform.

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University of Worcester places student experience at the heart of its communications

Personalised student engagement

Creating personalised student experiences, where learning and non-academic resources are inclusive and accessible, is essential to delivering the best educational outcomes.

A recent report cited that most Gen Zers would choose chat apps and self-service environments before picking up a telephone. This leaves education providers with the challenge of ensuring a robust omnichannel strategy for seamless communication experiences.

Students expect communication with their education suppliers to be as easy as connecting with their social groups, and that means academics, admin teams and resources need to be accessible across a choice of devices and applications.

The **8x8 Experience Communications Platform™** brings together voice, video and chat to deliver the personalised and AI-powered self-service experiences students need to thrive.

85%

of Gen Z prefer
chat or self-serve
to speaking on
the phone.

Source: [Forbes](#)

Omnichannel communications

Omnichannel environments make it easy for students to connect with academics and support teams, and education providers benefit from being able to deliver personalised messages across multiple communication channels to maximise reach.

SMS and chat messaging ensure important information is read. Studies have shown that SMS messages have a 98% open rate, much higher than email. And, for when you need to get an announcement across at short notice, SMS not only increases reach but also ensures fast, timely delivery of your message, with studies showing the average person checks their smartphone every 12 minutes.

AI-powered self-service environments allow students to work at their own pace and access FAQs, learning and non-academic resources easily through the device and channel of their choice, with seamless hand-off when human support is required.

Video elevation and screen sharing bring a personal element to remote lessons, briefings and 121 study sessions, for greater engagement and effectiveness while increasing accessibility and providing essential study and revision resources.

A large, bold, red '98%' graphic is positioned on the right side of the slide, separated from the main text by a vertical dashed line. It is part of a comparison between SMS and email open rates.

SMS messages are opened compared to 47% of messages sent by email

Source: [Mailmodo](#)

Collaborative communities

Staff and students given choices across a range of digital and voice channels perform better. Everyday enquiries are resolved faster when staff have the tools to collaborate effectively, whether on or off campus.

Clearing is simplified when front-office, back-office and admin teams can connect effortlessly to share information and deliver a fast, first-time resolution to student enquiries.

Conversations and collaboration sessions are enriched with integration into MS Teams, CRM and other business systems to allow administrative, academic and front-desk teams to access the information needed to deliver better outcomes.

Calls and conversations can be safely stored for clarity, to identify training needs, as a student revision aid and to protect the integrity of all involved.

8x8 Work Apps allow users to chat, call, meet and share from anywhere with one essential app that works on your phone, tablet, or personal computer for voice, video, private messaging, and team chat.



Data-driven insights

KPIs are essential to ensuring your communication channels are working and, with the right analytics, it is easy to ensure performance standards are met.

8x8 Analytics provides valuable information and data-driven insights to help organisations thrive with customisable reports for trend analysis and granular detail to support continuous improvement.

Management of fluctuating resources and needs is simplified with end-to-end journey data to understand regular patterns and identify historic pain points to drive refinement and automation.

Team leaders have the information they need to manage day-to-day performance with real-time reports and one-click 'next best action' to ensure the best possible outcomes across all communication channels.

Keeping on top of your communications has never been easier than it is with automatic notifications and alerts to highlight the status of critical performance metrics and agent activities, student sentiment and key trends that can impact overall performance.



Scalability meets simplicity

The 8x8 Experience Communications Platform is highly scalable, reliable and robust with a host of tools to deliver on the communications needs of the academic year. Voice, video, chat and self-service environments are brought together to deliver engaging, personalised experiences for students and staff.

The single cloud-based platform for all communications reduces TCO. Legacy systems lack the flexibility and scalability to deliver on the needs of modern education and are time-consuming and expensive to manage and support with hardware updates and security patches.

8x8 allows legacy applications to be consolidated into a highly scalable communications solution that integrates with Microsoft Teams, CRM and other business systems to improve staff efficiency and student engagement on and off campus.

System administration is simplified with user administration and management centralised. New users can easily be added to scale up for clearing and other peak periods, while customisable workspaces and intuitive user interfaces empower team leaders to effectively manage their teams and environments.



56%

Reduction in TCO

Source: [Metrigy](#)



University of Worcester places student experience at the heart of its communications

"8x8's chat feature is great for students who don't like talking on the phone, Many of them much prefer to go on a chat and start their conversation off as chat and then get to a point where they are speaking to someone."

Martin Whiteside

CIO, University of Worcester

[Read the full story](#)

[Watch the video](#)



Summary

The 8x8 Experience Communications Platform improves student engagement and welfare—from application through clearing and graduation—with better communication and collaboration tools for better educational outcomes.

Digital and voice channels must be connected to deliver a consistent approach to student welfare and learning.

8x8 brings together voice, video and chat with centralised administration for quick and easy changes all year round, including scaling up for clearing and other periodic and one-off needs.

Find out more about 8x8 solutions for education



Communications for the Customer Obsessed

The companies that get ahead today are truly customer-obsessed. Business leaders know they can't settle for good-enough customer experience or just-okay employee engagement scores. To go above and beyond, they know they need a communications platform built for them. One that unites contact center, voice, video, chat, and SMS and delivers it with the reliability, integration, and expert services only a customer-obsessed company can provide.

At 8x8, we know that it takes great experiences to make new connections, to bring teams together, and to turn prospects into loyal customers. Communications for the customer-obsessed means that we believe in our obligation to provide incredible communications experiences, every time.

[Read more here](#)

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