



About 8x8:

8x8 is a cloud telephony company based in Silicon Valley USA. The company provides unified communications for small and medium size businesses in USA. More details on website 8x8.com

P.S.: Small business is < \$50Mill sales/year & Medium business is \$50 - \$250 mill/year

About LeadWalnut:

LeadWalnut is the lead generation agency for 8x8. LeadWalnut is responsible for growing traffic and generating quality leads in the US market. These are handed over to 8x8 sales team to close and win customers.

LeadWalnut is providing the problem statement below and will mentor the make-a-thon participants to solve 8x8 growth challenges.

8x8 competitors: RingCentral , Nextiva, Jive and a few others...

Growth Challenges at 8x8:

- 1) Lack of awareness of VoIP as an alternative to EPABX systems in small businesses. This is common to all the industry players.
- 2) The 8x8 website is confusing and the visitor may struggle to fully understand what the value is.
- 3) The buyer can be at various state of maturity: These are
 - a) I am **Product Aware**:
 - i) I know 8x8 exists, I just don't know if its right for me
 - b) I am **Solution Aware**:
 - i) I know cloud telephony is a huge advantage over hardware based EPABX for my business communication. I just dont know the product 8x8

- c) I am **Problem aware**:
 - i) I know EPABX is a pain. I have heard of Cloud Telephony, I am not even sure its a good solution for my business. I need to learn a little bit first...
- 4) By writing the same message to all of the above, we may be losing interest in 8x8 and result in Leads dropping off.

How 8x8 is generating traffic and leads today:

SEO, SEM, Lead sourcing from Lead aggregators.

Not using Quora, Not using Youtube. Some trials on paid ads in LinkedIn and FB are underway.

The 8x8 Funnel: Has 3 stages.

Bring Traffic:

Using the website as a tool we need to get target audience (SMB) to visit the website. This area needs improvement.

Get Leads

Using clear communication, we need website visitors to fill forms. Traffic to Leads conversion is low. We need to improve lead capture.

Close leads to customers:

Inside Sales and field sales teams engage with leads and convert into customers. This is an area of strength. Conversion from leads to customers is very good

Expectations from the Hackathon:

Build Microsite / Interactive discovery platform (No code Prototype)

1) Microsite for health care:

- a) 8x8.com is second in market share to RingCentral but in the healthcare sector, 8x8 is the leader. 9 out of 10 situations, healthcare customers prefer 8x8. But the 8x8 website is designed as industry agnostic website, so health care providers don't get a clear picture of the 8x8 superiority.

- b) **Create a completely new micro site for health care sector helping them sign up for 8x8.**

2) **Interactive discovery platform:**

- a) For prospective customers, understanding what 8x8 plans are suitable for them is quite confusing. Usually, 8x8 asks people to fill a form so they can get a quote. Then the sales person goes through a discovery process and asks a series of questions.
- b) Instead, create an **interactive discovery platform** where prospective customers can understand 8x8 and decide if they wish to get started. (e.g. a typeform + chatbot super charged with videos). This platform can ask about their current context, help them learn a bit about VoIP and various plans, maybe use video snippets and end up making it clear what 8x8 plan to choose.

Areas where innovative solutions are needed in the Growth:

1. **Grow Traffic:**

- a. While basic SEO is paying results over a long period of time. Are there growth hacks that can drive **targeted traffic** to 8x8 website?
- b. People need to learn, people like to see videos. Is there a way to combine these and create traffic to 8x8?

2. **Grow Leads:**

- a. Create interactive tools that allows the customer to choose their current state and interact and figure out how 8x8 fits
- b. The mobile experience is poor. Hence mobile conversions are poor. Can we create quick PoC landing pages that are mobile first and can be used to drive lead capture?
- c. Are there any other (zero ad budget) ways to improve lead generation?

More details on metrics and specific discovery questions will be provided to participants at the venue.

Thank You.