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One of the World's Largest Cigar Companies, Swisher International, Selects 8x8 to Enhance Global Communications, Collaboration and Customer Engagement

Swisher replaces fragmented cloud systems with 8x8's integrated cloud communications, collaboration and contact center solution

SAN JOSE, Calif.--(BUSINESS WIRE)-- [8x8, Inc.](#) (NYSE:EGHT), a leading provider of global cloud communications and customer engagement solutions, today announced it has been selected by [Swisher International, Inc.](#), one of the world's largest cigar companies, to enhance communications and collaboration across its 1,300-employee global organization in order to deliver exceptional customer experiences.

Swisher International, headquartered in Jacksonville, Florida with manufacturing facilities in Wheeling, West Virginia and Santiago, Dominican Republic, exports cigar products to over 80 countries. With globally distributed employees, partners and customers, the company realized it needed to replace disparate cloud systems with a modern, unified cloud communications, collaboration and contact center solution to enable a higher level of customer engagement and accelerate the next phase of global growth.

"Everyone at Swisher is involved in providing an excellent customer experience from the world class manufacturing and operations team to the record breaking sales team. Our fragmented communications systems were difficult to manage, lacked critical features, and were plagued by dropped calls and poor voice quality, which seriously impacted the level of service we could provide customers," said Eric Tewey, Vice President, Information Technology at Swisher International, Inc. "In order to enhance customer experience and take our business to the next level, it was important for us to partner with a provider we can truly trust. 8x8 delivers on all fronts, providing Swisher with great customer support, proven voice quality and world-class communications, collaboration and contact center services at a global scale."

After extensive review of cloud solutions, Swisher selected the easy to deploy and manage, integrated 8x8 Virtual Office and 8x8 Virtual Contact Center solutions, which will allow Swisher International employees, partners and customers to seamlessly communicate, collaborate and engage across all of its global locations at any time on any device or channel. Swisher chose 8x8 for its:

- | Superior 24/7 follow-the-sun customer service and support
- | Highest audio voice quality ⁽¹⁾
- | Comprehensive contact center, telephony, video, conferencing and collaboration features with a single set of data and analytics platform
- | Global reach and network
- | Tight integration to systems of records

"As we enter the third wave of enterprise communications, more and more companies recognize that an integrated cloud communications, collaboration and contact center solution can provide them with a distinct competitive advantage and enhance both employee and customer engagement," said Scott Sampson, Senior Vice President of Midmarket & Enterprise at 8x8, Inc. "We are excited to work closely with Swisher as it transforms the customer experience to drive positive business outcomes."

About 8x8, Inc.

8x8, Inc. (NYSE:EGHT) is a leading provider of global cloud communications and customer engagement solutions to over a million business users worldwide, empowering them to deliver exceptional customer experiences. For additional information, visit www.8x8.com, or follow 8x8 on [LinkedIn](#), [Twitter](#), and [Facebook](#).

(1) In its report "[Analysis of Cloud Communications VoIP Quality Under Normal and Adverse Network Conditions](#)" (May 25, 2017), the Tolly Group tested the voice quality of solutions offered by several leading cloud communications vendors under

a range of network conditions and determined that the 8x8 Virtual Office solution delivered the best voice quality in a majority of the test cases.

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