# Contact Centre: 8×8 Automatic Call Distributor

8×8 ACD is a business communications solution that automatically answers and distributes incoming calls to specific groups or employees based on caller selected priorities. 8×8 ACD offers reduced customer wait times, fewer missed calls, and better customer experience by intelligently directing calls to qualified employees resulting in quicker responses with better information. The 8×8 ACD supports skills based routing, programmable agent queues, automatic call backs, simple CRM integration and user friendly administration to economically and effectively respond to any customer inquiry.

8×8 ACD allows the local system administrator to effectively update agent queues and incoming flows for callers. Simpler updates mean less IT team effort required, less professional services cost. This assures a system in sync with the latest business requirements leading to quicker customer interactions and improved business responses.

> ❝
> Customers develop confidence in your business by realizing your company has capable people available and ready to answer their questions.

**Skills based routing** means more first call resolution, more effective agents and better customer experience.

Omnichannel means customers can utilize **the communication channel they prefer** while still finding the best equipped agent for their needs.

**Accessible historical information from CRM** allows agents to respond to inquiries with complete information and more confidence.

Call flows easily modified by system administrator mean **faster response to business priorities with no intensive IT support required.**

## 8×8 Cloud provides the platforms for improving business communications.