

8x8

Beauty brand creator, KMI Brands, revamps their communications to match stunning new home.

KMI BRANDS

kmibrands.com



Industry
Beauty



Headquarters
Central London



8x8 Products:
X Series unified
communications platform



Primary Reason Chose 8x8:
Increase capabilities
and professionalism of
communications with
colleagues and partners

Highlight Metrics

- 100% of workforce able to work more effectively from anywhere
- Solution scales easily as UK team grows by almost 50%
- Number of legacy mobile contracts reduced by half

Prestigious new home in the heart of London

For over 25 years, KMI Brands has been creating, developing and marketing award winning beauty brands with a reputation of delivering innovative, performance led products. Its portfolio includes 97% natural brand Noughty, Ted Baker and Orla Kiely.

One of the fastest-growing British beauty businesses, KMI Brands works with renowned British retailers including Boots, John Lewis, Superdrug, Waitrose, Sainsbury's and The Perfume Shop. Global retail partnerships include CVS in the US, Shoppers Drug Mart in Canada, Priceline in Australia and various partners across Europe, the Middle East, Asia, South Africa and Scandinavia.

But big changes were happening. KMI Brands wanted to expand its UK team and relocate its headquarters from Teddington to Central London. "We found an amazing new office space with a storefront that had the look and feel of a high-end hotel. Now we needed the tech to match," explains KMI Brands Operations Director, Emma North.

Taking communications to the next level

The company was struggling with its phone system. They needed to be able to transfer calls to the right person more quickly. Staff tended to rely on mobiles but this created its own concerns. "If a person left the company or their mobile got damaged, we'd lose key business contacts," explains Emma North.

KMI Brands discussed its issues with 8x8 partner Cranberry. Action was needed fast.

"KMI Brands wanted a solution before they moved locations – so they had one less thing to think about," says Mark Nelson, Sales Director at Cranberry.

After seeing a demo, KMI Brands selected the 8x8 X Series unified communications platform. The decision proved a game changer for KMI Brands.

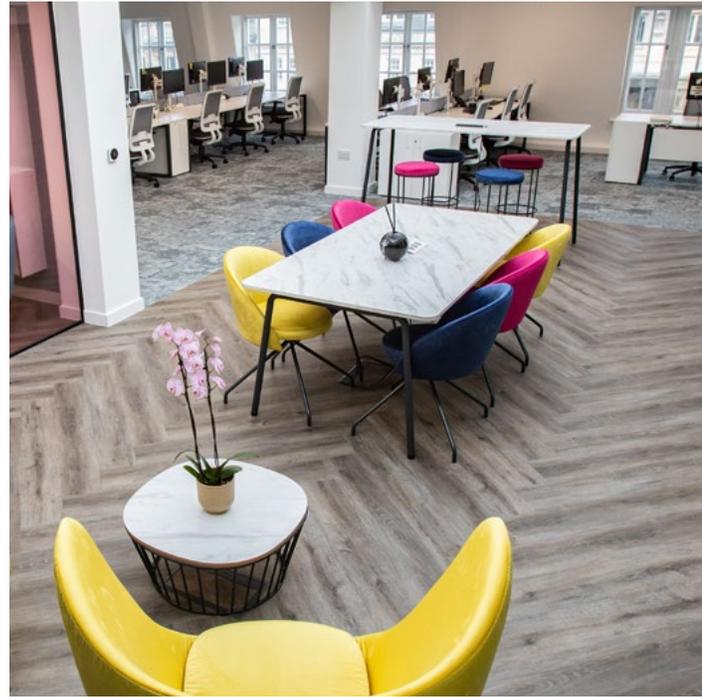
It's simple to talk, chat and video conference

With 8x8, KMI Brands agile team can work more effectively from anywhere—any desk in the office, at home or on the road. Now there's a centralised contacts list of key retailers and suppliers that employees can access and contact via their laptop soft-phones and mobile devices using the 8x8 app.

Communication has improved dramatically. It's now simpler for staff to chat online rather than emailing—and the greater personal contact is helping teams to collaborate better.

KMI Brands is also easier to do business with. If someone misses an incoming call from a partner, then a colleague can pick up and send them an instant message, requesting a swift call-back.

Video conferencing has enriched communications too. KMI Brands team can talk regularly with Ted Baker and other brands – using large screens in HD – as well as with their own colleagues at the New York office.



“Put simply, 8x8 has elevated how we communicate. We’ve now got a platform that truly reflects our brand and professionalism.”

Emma North, Operations Director, KMI Brands

Growing fast and reducing costs

With 8x8, KMI Brands can expand effortlessly. In fact, the company is growing its UK team by 15 new employees, an increase of almost 50% within months.

But while provision is increasing, legacy costs are being reduced. The company is cancelling at least half of its mobile contracts with a network provider – because the 8x8 app provides everything that's needed (via wifi or an 8x8 calling plan). This means KMI Brands can save money and increase control.

The cloud-based platform also provides complete business continuity and readiness for KMI Brands, in the event staff need to work from home.

Emma North explains, “The launch was phased successfully and Cranberry provided the quality training our staff needed. We’ve now got a platform that truly reflects our brand and professionalism.”

For more information, call **0333 043 888** or visit **[8x8.com/uk](https://www.8x8.com/uk)**

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