



Doors Plus Consolidates Contact Centre and Store Operations on 8x8 Platform, Slashes Communications Costs by 50%

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Australian retailer replaces legacy systems and eliminates recurring support issues across 22 locations

SYDNEY--(BUSINESS WIRE)--Sep. 30, 2026-- According to [Doors Plus](#), it halved its communications costs and eliminated recurring support issues that occurred three to four times per week, after standardising its customer and internal communications on the [8x8 Platform for CX](#), delivered by [8x8, Inc.](#) (NASDAQ: EGHT), a leading global business communications platform provider.

For more than 35 years, Doors Plus has provided high quality doors to homes across Australia. The door specialist, which operates 22 retail locations nationwide, operates a contact centre that handles approximately 200 calls each day. It also coordinates customer fulfillment across stores, the company's head office, and third-party installers.

Doors Plus' previous systems created silos in customer data and recurring operational problems. To solve this, it engaged channel partner [Reliance Communications](#) to assess alternatives – and selected 8x8.

"We needed something cost-effective, but also something we could rely on day to day," said [Chris Ebbs](#), Company Secretary at Doors Plus. "That's why we selected 8x8. Previously, we dealt with three to four issues a week. That might not sound like much, but they were painful. Now, there are none."

Doors Plus runs [8x8 Contact Center](#) for its customer care team, [8x8 Engage](#) across its showroom network for interaction visibility and coaching, and [8x8 Work](#) for internal communications connecting warehouse, showroom and head office staff.

Reliance Communications led the implementation and provides ongoing support.

According to Doors Plus, the deployment, completed in three months, has delivered measurable results: a 50% reduction in communications costs, consolidation from two platforms to one, and the elimination of a support backlog that had created recurring operational friction.

Doors Plus also uses intelligence from conversation data to improve service consistency across its store network. With 8x8 Engage, managers can review interactions, analyse sentiment, identify recurring customer issues, and replicate the practices of high-performing locations.

"We were confident 8x8 was the ideal platform for Doors Plus because it provides a scalable, enterprise grade communications solution with the flexibility to support its national operations," said [Goran Jovanovski](#), General Manager at Reliance Communications. "Since going live, Doors Plus has experienced improved reliability, enhanced collaboration, and a modern communications platform that is easier to manage."

"Doors Plus is a household name in Australia, and the solutions it uses need to help cement their reputation," said [David Land](#), Senior Channel Sales Manager at 8x8, Inc. "The success of this project is a testament to the strong partnership between Doors Plus, Reliance, and 8x8."

[The 8x8 website has the full Doors Plus case study.](#)

About 8x8, Inc.

8x8, Inc. (NASDAQ: EGHT) connects people and organizations through seamless communication on one of the industry's most integrated platforms for Customer Experience that combines Contact Center, Unified Communications and CPaaS APIs. The 8x8® Platform for CX integrates AI to enable personalized customer journeys, drive operational excellence and insights, and facilitate team collaboration. As a business communications leader, the company helps customer experience and IT leaders around the world become the heartbeat of their organizations, empowering them to unlock the potential of every interaction. For additional information, visit www.8x8.com, or follow 8x8 on [LinkedIn](#), [X](#) and [Facebook](#).

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