



New 8x8® AI Orchestrator Creates Seamless Decision Flows Between AI Bots to Deliver Frictionless Customer Experiences

April 2, 2025

8x8 Provides Orchestration Across Multiple AI Bots for Ultimate Flexibility to Meet Business Needs and Enable Customer Choice

CAMPBELL, Calif.--(BUSINESS WIRE)--Apr. 2, 2025-- [8x8, Inc.](#) (NASDAQ: EGHT), the industry's most integrated Platform for CX that combines Contact Center, Unified Communication, and CPaaS APIs, today announced [8x8 AI Orchestrator](#) which allows organizations to create seamless decision flows and orchestration across multiple bots and vendor solutions to supercharge their digital transformation and future-proof AI investments. This new solution provides organizations with the flexibility to choose and manage the AI capabilities they need for their business across multiple vendors while continuing to support a frictionless AI-enabled customer experience by surfacing real-time sentiment, and allowing for seamless transitions between bots and humans. This also enables 8x8 Contact Center to support AI-based routing, so inquiries are handled faster, which will lead to higher satisfaction.

According to the Metrigy AI for Business Success 2025-26 global study of 1,104 companies, 49.4% of the respondents buy AI products and services in a best-of-breed style, from multiple providers. The study also found that more than 56% of the companies are increasing spending in all areas of AI agents or bots.

Traditionally, organizations subscribing to multiple AI bots, whether from different vendors, were not able to have the bots interact with each other, creating silos and the inability to provide seamless experiences for customers. As a result, if a customer's needs changed within the same support scenario they would be transferred to a different channel or bot to solve the most recent problem. This created disjointed, frustrating experiences. With 8x8 AI Orchestrator, organizations can create conversation workflows, regardless of which AI bot they are interacting with, to offer seamless experiences that meet customer needs.

Key features and benefits of 8x8 AI Orchestrator include:

- **AI Flexibility:** Provides organizations with the flexibility that they can deploy the specific AI-powered bots required to maximize operational efficiencies and support business growth without having to worry about orchestration and management.
- **Enhanced Customer Experience:** Allows organizations to offer frictionless engagements to customers, regardless of bot or vendor, to elevate CX across the business.
- **AI Agility:** Empowers customers to adopt AI quickly and across multiple vendors, depending on the evolving needs and requirements of the organization.

"We are a company that prides itself on putting our customers, and their customers, first and foremost, which becomes incredibly apparent when considering the technology and areas where we are innovating," said Hunter Middleton, Chief Product Officer at 8x8, Inc. "As one of the first vendors to offer a solution like 8x8 AI Orchestrator, you can really see where our priorities lie. We are committed to providing organizations with the tools they need to drive great customer experiences and business success."

AI Orchestrator is built on the [8x8 Platform for CX](#), which seamlessly unites contact center, unified communications, and communication APIs to help organizations connect customers and teams globally, empowering CX and IT leaders with AI-powered performance and insights to make smarter decisions, delight customers, and drive lasting business impact.

Caution Concerning Forward-Looking Statements

This press release contains forward-looking statements regarding 8x8 AI Orchestrator which enables decision flows and orchestration across multiple bots and vendor solutions. Readers are cautioned that such forward-looking statements involve risks and uncertainties that could cause actual events or our actual results to differ materially from those expressed in any such forward-looking statements. Readers are directed to 8x8's periodic and other reports filed with the Securities and Exchange Commission (SEC) for a description of such risks and uncertainties. 8x8 undertakes no obligation to update any forward-looking statements.

About 8x8 Inc.

8x8, Inc. (NASDAQ: EGHT) connects people and organizations through seamless communication on the industry's most integrated platform for Customer Experience—combining Contact Center, Unified Communication, and CPaaS APIs. The 8x8® Platform for CX integrates AI at every level to enable personalized customer journeys, drive operational excellence and insights, and facilitate team collaboration. We help customer experience and IT leaders 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](#).

Copyright 8x8, Inc. 8x8® is a trademark of 8x8, Inc. All rights reserved.

View source version on [businesswire.com](https://www.businesswire.com/news/home/20250402109662/en/): <https://www.businesswire.com/news/home/20250402109662/en/>

8x8, Inc. Contacts:

Media:

PR@8x8.com

Investor Relations:

Investor.Relations@8x8.com

Source: 8x8, Inc.