



## Experience-Driven Economy Fueling Growth for 8x8's AI-Powered CX Solutions

May 21, 2025

*The 8x8 Platform for CX drives business success and enhanced experiences by making the most of every customer touchpoint*

CAMPBELL, Calif.--(BUSINESS WIRE)--May 21, 2025-- [8x8, Inc.](#) (NASDAQ: EGHT), the industry's most integrated Platform for CX provider that combines Contact Center, Unified Communication, and Communications APIs, is accelerating the next phase of the experience-driven economy by integrating AI across its platform. By integrating contact center, unified communications, and communication APIs, the AI-powered [8x8 Platform for CX](#) continues to enable more personalized customer journeys, greater operational efficiency, and seamless team collaboration. Demand for its AI-powered solutions continues to increase, with adoption of the [8x8 Intelligent Customer Assistant](#) increasing 62% year-over-year in the fourth quarter of fiscal 2025, which ended March 31, 2025.

"Today's customers are overwhelmed with choices, and they gravitate toward brands that listen, respond, and make every interaction easy and meaningful," said Hunter Middleton, Chief Product Officer at 8x8, Inc. "That's exactly where 8x8 makes a difference. Our 8x8 Platform for CX is purpose-built to solve the real pain points businesses face – disconnected systems, slow service and lack of insight. By integrating AI across our platform, we enable organizations to deliver faster, smarter, and more personalized experiences, from first touch point to resolution. It's not just about technology – it's about creating experiences that customers remember positively."

### Growth in AI-Powered CX Solutions Underscores Demand for Enhanced Customer Experiences

The 8x8 Platform for CX seamlessly unites AI-powered CX solutions to help organizations connect customers and teams around the world, empowering CX leaders with AI-powered performance and insights to make smarter decisions, delight customers, and drive lasting business impact. As AI-powered solutions are fueling the industry, empowering businesses in today's customer experience-driven economy – the 8x8 Platform for CX is no exception. Highlights as of March 31, 2025, the end of 8x8's FY25, included:

- Strong adoption of 8x8 Intelligent Customer Assistant for digital and voice self-service, which increased 62% year-over-year, led the overall growth in AI-based customer experience solutions.
- 8x8 Intelligent Customer Assistant digital and voice AI interactions grew more than 260% year-over-year and 32.4% quarter-over-quarter.
- Voice AI interactions increased 74.8% quarter-over-quarter and more than 35X year-over-year, representing more than three quarters of all AI interactions in FY25 Q4.
- Achieved an industry-leading transcription error rate of just 3.43%, as validated by a third-party study conducted by Tolly.

With superior customer experiences in mind, businesses are turning to 8x8 communication APIs to engage customers across multiple channels and touchpoints. Business operational highlights as of March 31, 2025 included:

- The total number of 8x8 communication API customer interactions in the fourth quarter grew over 39% across messaging, voice, and video channels, compared to FY24 Q4.
- SMS interactions grew over 36% year-over-year from FY24 Q4 to FY25 Q4.
- 8x8 communication API messaging interactions, such as WhatsApp, Viber, Zalo, and LINE, increased 213% year-over-year from FY24 Q4 to FY25 Q4.

### Enterprises Embrace the 8x8 Platform for CX

Highlighted 8x8 customer wins in FY25 Q4 included:

- A prominent UK-based travel management company chose the 8x8 Platform for CX, including 8x8 Voice for Microsoft Teams, to support more than 300 contact center agents. The company made its decision based on the ability of the 8x8 platform to seamlessly integrate communication and collaboration across the organization globally, ensuring scalability and global reach to power their ambitious expansion plans.
- One of the largest residential property development firms in the United Kingdom, operating extensively across England, Wales, and Scotland, chose the 8x8 Platform for CX to support over 2,000 employees, including 120 contact center agents. The company chose the 8x8 platform for its robust security capabilities, Microsoft Teams integration, and overall service.
- A leading pediatric hospital located in Southern California with over 50 locations selected 8x8 Work and 8x8 Voice for Microsoft Teams to support more than 8,000 users. The decision to move from a legacy on-premises system to the 8x8 cloud platform due to its reliability and advanced functionality.
- A privately-owned automotive dealership group based in England, operating across Yorkshire, Lincolnshire, Derbyshire, and the North East, chose the 8x8 Platform for CX, including 8x8 Service Management for Contact Center, to support more than 1,200 employees across 53 dealerships. The company selected the 8x8 platform for its comprehensive quality management and speech analytics capabilities.
- One of the UK's leading mortgage brokers selected the 8x8 Platform for CX, including 8x8 Voice for Microsoft Teams, for its future-ready platform and seamless integration with Microsoft Teams, offering a unified user experience and clear cost savings.
- A global HR tech company transforming talent acquisition through AI-driven solutions, selected 8x8's communication APIs platform. The company chose 8x8 for its superior video quality, predictable pricing model, and developer-ready platform.
- A leading university in the Philippines, consistently ranked among the top 1000 universities globally, chose 8x8's communication APIs platform for SMS for its reliable message delivery and intuitive interface.
- A US-based services organization helping underserved and at-risk disabled individuals chose the 8x8 Platform for CX, including 8x8 Voice for

Microsoft Teams and 8x8 Intelligent Customer assistant, to support over 1,400 users, including more than 1,200 contact center agents. The company chose the 8x8 platform for its AI capabilities and powerful, intuitive features that integrate and streamline processes for improved agent efficiency.

New AI-Powered Features Drive Performance, Precision, and Productivity

Recent 8x8 Platform for CX AI-powered innovations released in FY25 Q4 included:

#### **Custom Dictionary for Transcription Accuracy**

- Custom dictionary allows administrators to build tailored dictionaries in the 8x8 Admin Console, improving transcription precision by teaching the system industry-specific terms, proper names and business-specific jargon.

#### **Smarter Messaging with AI in 8x8 Work**

- AI Chat Summarization: Creates conversation summaries starting from any point in a chat – the last 24 hours, unread messages, etc.; great for catching up quickly in long threads with multiple participants.
- Compose with AI – Chat Assistant: Drafts polished messages in seconds. Allows users to choose from tone presets like professional, casual, empathetic, expanded, or concise for fast, on-brand communication.

#### **Real-Time Agent Assistance to Boost Performance**

- 8x8 Smart Assist, embedded directly within [8x8 Agent Workspace](#), delivers contextual, AI-powered support to contact center agents in real time – improving response accuracy, streamlining workflows, and boosting performance.

#### **Expanded Post-Call Intelligence with 8x8 Engage and 8x8 Conversation IQ**

- Delivers deeper insights from every conversation, including sentiment analysis, talk-time breakdowns, and keyword/topic tracking – automatically extracted from recordings or call logs.

#### **Caution Concerning Forward-Looking Statements**

This press release contains forward-looking statements including those related to our CX transformation, contact center momentum, and growth in new 8x8 AI-powered CX products. 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. These risks could reduce the growth of our CX business, AI-powered solutions, and contact center momentum which could impact our revenues and profitability. 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 Communication 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. 8x8 helps 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](http://www.8x8.com), or follow 8x8 on [LinkedIn](#), [X](#), and [Facebook](#).

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