



Creovai Joins 8x8's Elite SoldBy8 Tier, Delivering Measurable Results with Real -Time Agent Guidance

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Now part of the SoldBy8 level of 8x8's Technology Partner Ecosystem, Creovai brings real -time agent guidance and conversational intelligence that translate directly into faster agent onboarding time, higher agent productivity, and superior customer satisfaction

CAMPBELL, Calif.--(BUSINESS WIRE)--May 29, 2025-- [8x8, Inc.](#) (NASDAQ: EGHT), the industry's most integrated Platform for CX provider that combines Contact Center, Unified Communication, and Communications APIs, has promoted Creovai to the highly selective SoldBy8 tier within the [8x8 Technology Partner Ecosystem](#). This deeper partnership delivers an all-in-one, AI-powered CX solution that combines Creovai's real -time agent guidance and conversation intelligence with 8x8 Contact Center. This approach empowers joint customers with accelerated agent productivity, personalized and predictive customer experiences, and operational intelligence for scalable CX outcomes. Creovai's promotion to SoldBy8 also signals the strong growth it has achieved through 8x8's Technology Partner Ecosystem, extending the company's market reach.

The 8x8 Technology Partner Ecosystem program allows organizations to weave cutting-edge technologies directly into the [8x8 Platform for CX](#). At the SoldBy8 tier, joint customers benefit from a single contract, one invoice, and streamlined, centralized support.

Creovai and 8x8 joint customers will also benefit from:

- Faster, more accurate agent responses through real-time guidance during live interactions.
- Increased operational efficiency by automating repetitive tasks, reducing agent workload, and freeing up time for more valuable customer engagement.
- Smarter quality assurance with AI-powered call reviews and performance insights, significantly reducing the need for manual QA.
- Accelerated agent onboarding with in-the-moment coaching and support, helping new hires ramp up quickly and confidently.

"Advancing to the SoldBy8 tier is more than a milestone – it's a response to what contact center leaders are telling us every day," said Simon Black, Chief Operating Officer at Creovai. "Agents are under intense pressure to meet soaring customer expectations while navigating a maze of systems, data, and compliance rules. By embedding Creovai's real -time guidance and conversation intelligence directly into the 8x8 platform, we give organizations a *single-vendor*, AI-powered solution that turns every agent into a top performer from day one. The payoff for customers is clear: faster resolutions, higher CSAT scores, and insight they can act on immediately – without the procurement and integration headaches."

The integration between 8x8 and Creovai reflects the core strength of the 8x8 Technology Partner Ecosystem: delivering best-of-breed innovation without compromising the simplicity and reliability of a single-source solution. Joint customers benefit from a seamless, deeply integrated experience that feels native to the 8x8 platform, while still gaining access to cutting-edge capabilities like real-time agent guidance and automated workflows. With one provider for billing, deployment, and support, businesses can streamline operations, reduce total cost of ownership (TCO), and avoid the pitfalls of fragmented tech stacks.

"By partnering with Creovai, we enable contact centers to unlock three wins at once: improved agent productivity, lower operational costs, and the ability to scale customer experience with confidence," said Victor Belfor, Global Vice President, Business Development and Strategic Partnerships at 8x8, Inc. "Creovai's success showcases the strength of 8x8's approach to strategic partnerships that are capable of transforming operations without the friction of traditional tech stack sprawl. Their rapid ascent to the SoldBy8 tier shows how the 8x8 Technology Partner Ecosystem empowers industry leading technology partners to scale rapidly within the platform, ensuring that customers benefit from intelligent, unified CX at scale."

The 8x8 Platform for CX seamlessly unites contact center, unified communications, and communication APIs 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.

To learn more about the Creovai and 8x8 partnership, and its integrated business solutions, visit: <https://www.8x8.com/products/integrations/creovai>

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, or follow 8x8 on [LinkedIn](#), [X](#), and [Facebook](#).

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