8x8 Boosts Customer Engagement with New AI Enhancements Across CX Platform

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New AI-powered capabilities, rising adoption, and strategic customer wins reinforce 8x8's position as a global leader in intelligent customer experience

CAMPBELL, Calif.--(BUSINESS WIRE)--Aug. 6, 2025-- 8x8, Inc. (NASDAQ: EGHT), the industry's most integrated platform provider for customer experience (CX), is fast-tracking the next phase of AI-powered engagement by expanding intelligent automation across its platform. By unifying contact center, unified communications, and communications APIs into a single, AI-enabled platform, the 8x8® Platform for CX empowers organizations to deliver personalized service, improve efficiency, and drive smarter collaboration.

Customer adoption of 8x8's AI-powered solutions continues to grow at pace, with 8x8 Intelligent Customer Assistant ™customer contracts increasing 75% year-over-year in the first quarter of fiscal 2026, which ended June 30, 2025.

"We're entering a new era of customer experience – one where AI doesn't replace the human connection, it elevates it," said Hunter Middleton, Chief Product Officer at 8x8, Inc. "Our platform delivers AI that's usable, flexible, and proven. The 8x8 Platform for CX helps teams work smarter, serve faster, and deliver real results. These momentum metrics show more than growing customer engagement; they're validation of our customer-first approach to innovation."

AI Adoption Momentum

As of Q1 FY26, customers are accelerating their use of AI across the 8x8 Platform for CX:

- Customer contracts for 8x8 Intelligent Customer Assistant for digital and voice self-service and AI auto attendants increased 75% year-over-year, helping to drive the overall growth in AI-based customer experience solutions.
- 8x8 Intelligent Customer Assistant digital, voice and auto attendant AI interactions grew 150% year-over-year.
- Voice AI interactions increased 7X year-over-year, representing more than three quarters of all AI interactions in FY26 Q1.
- AI auto attendant interactions powered by 8x8 Intelligent Directory increased over 21X quarter-over-quarter.

API Growth Driving Multi-Channel Engagement

Organizations are also increasingly using 8x8 communication APIs to engage customers across SMS, voice, and messaging apps:

- The total number of 8x8 communication API customer interactions in the first quarter grew over 39% across messaging, voice, and video channels, compared to FY25 Q1.
- SMS interactions grew over 35% year-over-year from FY25 Q1 to FY26 Q1.
- 8x8 communication API messaging interactions, such as WhatsApp, RCS, Viber, Zalo, and LINE, increased more than 220% year-over-year from FY25 Q1 to FY25 Q1 and 55% quarter-over-quarter.

New Customers Turning to 8x8

Notable customer wins in Q1 FY26 highlight the platform's flexibility across industries and regions:

- A nationally recognized public university selected 8x8 Contact Center to support 2,000 employees with tailored, high-touch service.
- An AI voice automation provider chose 8x8 Voice for global expansion, citing voice quality, reliability, and local telecom integration.
- A leading Australian construction technology company adopted 8x8 SMS APIs to streamline support and enhance customer experience.
- A major Philippine retail group deployed 8x8 SMS APIs to improve campaign visibility and deliver efficient, cost-effective engagement at scale.

AI-Powered Enhancements in Q1 FY26

Recent innovations released in Q1 demonstrate 8x8's commitment to meaningful, integrated AI:

8x8 Smart Assist + Conversation Intelligence

- 8x8 Smart Assist, combined with 8x8 Conversation Intelligence, analyzes 100% of customer interactions in the contact center – past and present – to deliver real-time AI guidance that helps agents reduce churn, increase conversions, and stay compliant. Built-in sentiment and intent analysis empowers leaders to scale coaching and quality assurance without adding headcount.

Self-service, PCI-Compliant Payments

- 8x8 Secure Pay™ expanded coverage now enables secure, automated payments through virtual agents and IVRs. Customers receive secure links via SMS or email to complete transactions using Apple Pay, Google Pay, or credit cards. It's seamless, scalable collection – without tying up agents or risking compliance.

8x8 Intelligent Customer Assistant Knowledge AI + xApps

- 8x8 Intelligent Customer Assistant Knowledge AI transforms static content – PDFs, web pages, training files – into dynamic, AI-powered

self-service. With 8x8 Intelligent Customer Assistant xApps, customers can input complex data digitally and transition back to voice without losing context. The result: fast, flexible, and personalized experiences at scale.

Meltwater Social Listening for 8x8 Contact Center

- 8x8 Agent Workspace ™ integrates Meltwater social listening to monitor, filter, and route content from platforms like Instagram, LinkedIn, and X – all within the agent's existing workspace. Teams can respond faster, track sentiment trends, and ensure every message reaches the right agent at the right time.

JourneyAPI

- JourneyAPI enables organizations to track every leg of a customer interaction – across transfers, queues, and teams – by pulling related calls into a single API view. It allows teams to trace the full journey, assess service quality, and access unified performance metrics programmatically.

Smarter Summaries, Now in the Right Language

- AI-powered chat summarization now automatically detects the conversation's language and applies the appropriate linguistic model, delivering clearer, more accurate summaries for multilingual teams.

The 8x8 Platform for CX seamlessly unites contact center, unified communications, and communication APIs to help organizations connect customers and teams globally. The platform empowers 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 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 CPaaS solutions. 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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