Retailers Turn Comments into Sales With 8x8 Social Connect

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New retail solution converts social engagement into instant transactions – protecting brand reputation and boosting revenue

CAMPBELL, Calif.--(BUSINESS WIRE)--Aug. 12, 2025-- Retailers no longer have to worry about losing sales on social media as 8x8, Inc. (NASDAQ: EGHT) launches 8x8 Social Connect, a retail-focused solution built on the 8x8 Platform for CX, designed to help brands turn social conversations into sales, resolve complaints faster, and deliver seamless shopping experiences across channels.

The solution has been designed to reflect the modern, shopping experience and give retail and CX leaders the chance to bring simplicity to a previously convoluted process.

- Mobile device usage now accounting for 75% of e-commerce traffic
- 83% of customers expecting immediate responses from brands
- 74% more likely to buy when engagement is personalised

That's why 8x8 has created this latest solution for retailers, featuring the integration between Meltwater Social Listening and the 8x8 Contact Center. It builds on the success of the company's existing retail portfolio, including 8x8 Sales Assist and 8x8 Aftersale Assist, all designed to remove customer pain points when looking to learn more or buy items.

"Consumer buying trends indicate a strong acceptance of services like 8x8 Social Connect," says Robin Gareiss, Chief Executive Officer at Metrigy. "Consumer use of social applications to interact with businesses increased by 35% from 2024 to 2025. What's more, 56% welcome proactive outreach from businesses, and social media is the preferred channel behind the traditional email, text, and phone. The most important issue to them for any business interaction is time: Faster services results in 52% of consumers spending more money. So when companies can meet consumers where they are, satisfaction and spending are higher."

Built for Today's Retail Reality

8x8 Social Connect listens to social media in real time, identifying customer intent, sentiment, and urgency. When consumers comment on a brand's post, the system flags the opportunity and routes it directly to an agent in 8x8 Agent Workspace complete with context and real-time guidance from 8x8 Smart Assist to provide exceptional service, all within the same agent interface.

From there, agents can move customers into a secure, branded one-on-one chat via Rich Communication Services (RCS) which allows for text, images and video to be shared via SMS or the likes of WhatsApp, and then share the relevant media, guide them through the purchase journey, and even complete transactions using 8x8 SecurePay – all without switching platforms and devices.

Key Benefits for Retailers of 8x8 Social Connect

- **Capture Social Commerce Opportunities:** Detect high-intent comments and respond instantly, moving customers into private, purchase-ready chats.
- **Boost Conversion Rates:** Share product details, schedule appointments, and complete payments in one seamless interaction.
- **Protect Brand Reputation:** Resolve complaints quickly and discreetly to maintain trust and loyalty.
- **Improve Agent Efficiency:** Give agents full context, AI-powered suggestions, and a unified workspace to handle more interactions with less effort.
- **Drive Data-Driven Decisions:** Capture and analyze every conversation to refine campaigns, staffing, and inventory strategies.

Why the Time is Right for Private Social Messaging and Buying

"Every missed social comment is a lost sale, and every delayed response risks your reputation," said Hunter Middleton, Chief Product Officer at 8x8, Inc. "With 8x8 Social Connect, retailers can finally bridge the gap – moving customers from public comments to private, branded chats where agents can personalize interactions and close the sale instantly or solve queries privately. Customers today don't distinguish between your social feed, your website, or your store. They expect immediate, personalized engagement no matter where they are."

See 8x8 Social Connect in Action

See a demo of 8x8 Social Connect.

Caution Concerning Forward-Looking Statements

This press release contains forward-looking statements including those related to 8x8 Social Connect and its ability to turn social conversations into sales, resolve complaints faster, and deliver seamless shopping experiences across channels. 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 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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