



8x8 Closes the CX Expectation Gap with AI-Driven Engagement, Payments and Personalization

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New innovations across the 8x8 Platform for CX help businesses respond in real time, personalize service at scale, and deliver measurable impact – without added complexity

CAMPBELL, Calif.--(BUSINESS WIRE)--Aug. 19, 2025-- Customer expectations keep rising, but most companies are falling short. Metrigy research shows 76% of businesses surveyed believe their service is improving, yet only 36% of consumers agree. That gap is costing companies customers and revenue.

[8x8, Inc.](#) (NASDAQ: EGHT), the industry's most integrated customer experience (CX) platform provider, is closing that gap with new AI-powered innovations across the [8x8 Platform for CX](#). These capabilities help businesses respond in real time, personalize service at scale, and strengthen compliance – without adding complexity.

Spanning [8x8 Contact Center](#), [8x8 Engage](#), [8x8 Work](#), and [communication APIs](#), the latest updates streamline operations, surface real-time insights, and drive high-impact engagement across voice and digital channels. With AI and automation embedded at every level, the 8x8 Platform for CX helps businesses move faster, reduce churn, and turn every interaction into measurable business momentum.

Expanded Omnichannel Support

Digital Channel Support for 8x8 Engage

- [8x8 Engage](#) now includes built-in support for SMS, WhatsApp, RCS, webchat, and Facebook Messenger – unifying voice and digital channels in one intuitive workspace, purposefully designed for modern customer-facing teams who need fast, flexible internal collaboration and customer engagement on-the-go.

Native Viber Messaging in 8x8 Contact Center

- 8x8 enables agents to connect with millions of customers on Viber using the same tools they rely on for voice, chat, and email. With full CRM context, media sharing, and smart routing, teams can deliver seamless, connected experiences – all within a single workspace.

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.

8x8 Social Connect

- 8x8 Social Connect integrates Meltwater Social Listening, RCS/WhatsApp messaging, [Secure Pay](#), and [8x8 Smart Assist](#) into 8x8 Contact Center, turning social engagement into resolution and revenue. Social messages flow directly into 8x8 Agent Workspace for faster, contextual replies, while 8x8 Smart Assist provides real-time guidance. Customers can stay on mobile for private WhatsApp or RCS chats to share product info, videos, and complete purchases – all in one seamless experience.

Personalized, AI-Enhanced Automation

Self-service, PCI-Compliant Payments

- 8x8 SecurePay 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 payment 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 is fast, flexible, and personalized experiences at scale.

"Customer expectations aren't slowing down, and neither are we," said [Hunter Middleton](#), Chief Product Officer at 8x8, Inc. "With these updates to the 8x8 Platform for CX, we're tackling the daily challenges CX leaders face: connecting with customers on their terms, reducing churn, and moving faster without adding friction. This is AI and automation with purpose – built to make every conversation count."

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.

To learn more about 8x8's recent innovations, visit <https://www.8x8.com/products/release-highlights>.

Caution Concerning Forward-Looking Statements

This press release contains forward-looking statements relating to new features and enhancements to the 8x8 Platform for CX. 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. 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](#).

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