



8x8 Expands Native SMS Support in Australia to Advance Customer Experience

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Australian businesses can now connect with customers faster and more seamlessly in 8x8 Work

CAMPBELL, Calif.--(BUSINESS WIRE)--Aug. 26, 2025-- [8x8, Inc.](#)® (NASDAQ: EGHT), the industry's most integrated customer experience (CX) platform provider, has expanded SMS capabilities in 8x8 Work® for Australian businesses. Customers can now send and receive one-to-one SMS from Australian mobile numbers, enabling faster engagement and better customer experiences.

With [8x8 Work](#), Australian businesses can now send and receive one-to-one domestic SMS directly from their desktop or mobile app. Agents can manage both calls and SMS — inbound and outbound — all from a single number, creating a simpler and more seamless way to connect with customers.

Native SMS matters in Australia

According to the [Australian Communications and Media Authority](#) (ACMA), 96% of Australian adults use their mobile phone for texting — a figure that has held steady for the past two years. Even with the rise of WhatsApp and other messaging apps, SMS continues to be one of the most reliable and widely used ways for businesses to connect with customers.

Key benefits for 8x8 Work users:

- **Reach any customer directly:** Send and receive one-to-one SMS with Australian mobile numbers (+61 format).
- **Seamless experience:** Use the same number for both calls and SMS, reducing complexity for employees and customers.
- **Platform-wide available today:** Included across X Series X1–X8 licenses with no extra purchase required.
- **Easy to manage:** Self-service set up through the Admin Console – no additional license purchase required
- **Compliant by design:** Built to meet ACMA guidelines, the Spam Act 2003, and Australia's Interception Act.

The new SMS feature is available immediately for all Australian customers with applicable mobile numbers, whether headquartered locally or operating branches in Australia.

Removing friction

"SMS continues to be one of the most trusted and widely used communication tools in Australia, and our customers want it integrated directly into their workflows," said [David Land, senior manager, channel sales](#) at 8x8. "By bringing SMS into 8x8 Work alongside calling, we're giving businesses a simpler, more consistent way to connect — helping their teams respond faster, reduce missed opportunities, and deliver a better customer experience."

To enable UC SMS, partners and customers can follow the steps outlined in the [8x8 Support Portal](#). Additional information on usage, billing, and admin setup is available in the [8x8 Work documentation](#).

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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