



8x8 Sees Surge in AI Adoption as Organizations Race to Deliver Faster, Smarter Customer Engagement

November 6, 2025

Voice-led AI, message growth, and platform innovation in Q2 FY26 highlight accelerating demand for intelligent, integrated CX at global scale

CAMPBELL, Calif.--(BUSINESS WIRE)--Nov. 6, 2025-- As organizations rapidly scale their use of intelligent automation, omnichannel messaging, and AI-powered performance tools, [8x8, Inc.](#) (NASDAQ: EGHT), a leading global business communications platform provider, is seeing strong momentum in AI adoption across the [8x8 Platform for CX](#). From self-service to summarization, organizations are choosing 8x8 to simplify service operations, improve agent productivity, and deliver faster, more personalized customer experiences – with measurable results.

Customer adoption of 8x8's AI-powered solutions continues to grow at pace, with [8x8 Intelligent Customer Assistant](#)™ customer contracts increasing 59% year-over-year in the second quarter of fiscal 2026, which ended Sept. 30, 2025.

"AI is no longer a concept, it's a customer expectation," said Hunter Middleton, Chief Product Officer at 8x8, Inc. "Organizations across industries are embracing our platform to improve response times, reduce manual effort, and unlock entirely new levels of service. What sets 8x8 apart is how deeply AI is woven into every layer of the platform – from voice and messaging APIs to contact center and collaboration – so our customers can move faster, serve smarter, and simplify operations without compromise."

AI-Powered Growth

Across industries, 8x8 customers are expanding their use of AI and communications APIs to deliver richer, faster customer experiences with the 8x8 Platform for CX:

- Customer contracts for 8x8 Intelligent Customer Assistant for digital and voice self-service and AI auto attendants increased 59% 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 167% year-over-year and nearly 40% quarter-over-quarter.
- Voice AI interactions increased 592% year-over-year, representing more than 81% of all AI interactions in FY26 Q2.
- AI auto attendant interactions powered by 8x8 Intelligent Directory increased over 181% quarter-over-quarter.

Organizations are 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 second quarter grew over 24% across messaging, voice, and video channels, compared to FY25 Q2.
- SMS interactions grew almost 20% year-over-year from FY25 Q2 to FY26 Q2.
- 8x8 communication API messaging interactions, such as WhatsApp, RCS, Viber, Zalo, and LINE, increased more than 181% year-over-year from FY25 Q2 to FY26 Q2 and 41% quarter-over-quarter.
- 8x8 communication API voice interactions increased by 5X year-over-year from FY25 Q2 to FY26 Q2 and nearly 63% quarter-over-quarter.

New Customer Momentum

Notable customer wins in Q2 FY26 highlight the platform's flexibility across industries and regions:

- A European healthcare provider selected the 8x8 Platform for CX, including 8x8 Intelligent Customer Assistant to drive unmatched collaboration across teams.
- A leading network of healthcare providers chose the 8x8 Platform for CX to support seamless, streamlined communications experiences across products.
- A large UK non-profit organization selected 8x8 Work for the 8x8 team's deep understanding of technical requirements and benefits.
- A U.S. regional financial service provider chose the 8x8 Platform for CX, including 8x8 Conversational AI and 8x8 Voice for Microsoft Teams, for its seamless solutions aligned to the organization's operational needs and future growth plans.
- A global leader in supply chain sustainability selected 8x8 Work and 8x8 Voice for Microsoft Teams for its flexible global capabilities and ability to support worldwide operations.
- An industry-leading, international professional services company chose the 8x8 Platform for CX, including 8x8 Voice for Microsoft Teams, for its call quality reporting, zero-downtime deployment, and user-friendly platform.

AI-Forward Innovations in Q2 FY26

Recent innovations released in Q2 demonstrate 8x8's commitment to meaningful, integrated AI:

- **Native Transcription in 8x8 Work.** [8x8 Conversation IQ](#) users can now access AI-powered transcriptions directly within the platform, improving coaching, documentation, and customer experience analysis.
- **8x8 Workforce Management.** 8x8 introduced an intuitive [Workforce Management](#) solution for 8x8 Contact Center, enabling organizations to automate forecasting, shift planning, real-time adherence tracking, and leave management – improving operational efficiency without added cost or complexity.
- **Live Summarizations for Voice.** New AI-powered live summarization capabilities in [8x8 Contact Center](#) automatically generate concise

summaries of voice interactions in real time, reducing manual wrap-up effort, enhancing handoffs, and improving CRM documentation.

- **Real-Time Active Calls Reporting.** A modernized Active Calls report in [8x8 Work](#) Analytics delivers faster access to live call data through intuitive filters and export options, supporting smarter, real-time decision-making.

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. We help customer experience and IT leaders around the world 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](#).

Copyright 2025 8x8, Inc. 8x8 and associated brand assets are trademarks of 8x8, Inc. All rights reserved.

View source version on [businesswire.com](https://www.businesswire.com/news/home/20251106675576/en/): <https://www.businesswire.com/news/home/20251106675576/en/>

8x8, Inc. Contacts:

Media:

8x8@sourcecodecomms.com

Investor Relations:

Investor.Relations@8x8.com

Source: 8x8, Inc.