



Customers Resolve Issues Faster With New AI, Omnichannel Enhancements From 8x8

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New capabilities across the 8x8 Platform for CX help teams resolve issues on first contact, streamline follow-ups, and work more efficiently – without added complexity

CAMPBELL, Calif.--(BUSINESS WIRE)--Nov. 20, 2025-- Customers expect answers instantly, and frontline teams can only meet those expectations with tools that remove friction rather than adding to it. New enhancements from [8x8, Inc.](#) (NASDAQ: EGHT), a leading global business communications platform provider, give organizations the ability to resolve issues faster, personalize every interaction, and support frontline employees with simplified, AI-driven workflows.

"Today's experiences are only as strong as the teams on the front lines and empowered by the right tools," said Hunter Middleton, Chief Product Officer at 8x8, Inc. "We're helping our customers deliver speed, clarity, and personalization in every interaction, whether that's resolving issues on the first touch, following up with confidence, or staying secure in complex environments like retail, healthcare, and manufacturing, to name a few."

Real-World Outcomes for Service and Operations Teams

- **Quicker resolutions, fewer handoffs:** Agents using [8x8 Contact Center](#) can now spend less time taking notes and more time helping customers, thanks to real-time AI voice summaries that capture and log details automatically into 8x8 or external CRMs.
- **Empowered agents, better outcomes:** Agents can handpick and proactively manage emails in 8x8 Contact Center – cutting wait times and resolving issues on first contact.
- **Customers feel seen and heard:** [8x8 Engage](#) now supports trusted, high-engagement channels like Viber, in addition to RCS, SMS, WhatsApp, Facebook Messenger, voice, and video, ensuring customers can connect in the way that feels most natural to them.
- **Stronger conversions through better storytelling:** New WhatsApp carousel templates, managed through [8x8 Connect](#), help brands showcase offerings more visually, improving engagement and reducing campaign costs.
- **Less time searching, more time solving:** AI-powered post-call transcription is now available directly in [8x8 Work](#), enabling quick follow-ups.
- **Secure, seamless teamwork – on any device:** Stronger security and compliance on shared Android devices in retail environments with role-based access, secure logouts, and centralized management for 8x8 Work.

Together, these enhancements help enterprises engage customers on their terms, maintain secure shared-device workflows, and support global operations. With the [8x8 Platform for CX](#), enterprises unify contact center, communications, and APIs on a single, AI-powered foundation that drives both customer and employee experiences.

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 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](#).

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