



8x8 Launches Platform-Wide Upgrades to Simplify CX, Cutting Handle Times and Streamlining Workforce Management

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Organizations Resolve Issues Faster, Reduce Complexity, and Deliver More Human Experiences at Scale

CAMPBELL, Calif.--(BUSINESS WIRE)--Feb. 18, 2026-- With customer expectations rising and margins tightening, businesses need CX solutions that deliver fast, tangible results. 8x8's latest platform updates reduce handle times, improve forecast accuracy, and create seamless customer journeys and connected teams, driving real-time value. [8x8, Inc.](#) (NASDAQ: EGHT), a leading global business communications platform provider, is helping them do exactly that with new AI-powered innovations that turn customer interactions into business momentum.

The latest updates across the [8x8 Platform for CX](#) focus on what matters most: faster resolution, smarter operations, and more natural engagement across channels. Built-in AI and automation deliver results at the point of conversation, where it counts.

"We're not AI-washing at 8x8, we're strategically building it into every part of our platform to reduce operational friction and enhance customer experiences," said [Hunter Middleton](#), Chief Product Officer at 8x8, Inc. "Our focus is on real impact: seamless service, simpler workflows, and smarter decision-making across the customer journey. With these updates, we're proving that AI isn't just a feature layer, it's a force multiplier when embedded into a unified platform."

Key benefits across the 8x8 Platform

Resolve issues faster with AI-powered context

Customer 360 turns 8x8 Agent Workspace into a unified customer hub, helping agents work faster and deliver more personalized, elevated CX with cross-channel history, profile context, and AI-driven insights such as sentiment and top topics into one view.

Simplify workforce management

[8x8 Workforce Management](#) is now available with every [8x8 Contact Center](#) package, allowing organizations to streamline forecasting, scheduling, and shift management without requiring additional tools.

Collaborate seamlessly across teams

[8x8 Work](#) helps teams stay connected and responsive with enhanced controls for scaling meetings, simplifying navigation for WCAG compliance, and improving staff coverage with real-time visibility and self-service controls.

Engage customers where they are

Businesses can engage with customers in WhatsApp through interactive flows and one-tap voice calling that drive engagement, reduce effort, and speed resolution.

Scale without disruption

Automated MM Lite onboarding and WhatsApp Business App + Cloud API co-existence let users expand campaigns and automation, ensuring data protection in fast moving environments.

One platform. Built for what's next.

As businesses face increasing pressure to deliver more with less, 8x8 continues to lead with innovations that simplify the customer journey. These updates are foundational to a future where AI isn't an add-on, but a built-in advantage, and reflect 8x8's ongoing commitment to simplify how organizations deliver exceptional experiences. With the 8x8 Platform for CX, enterprises unify the contact center, unified communications, and communication APIs on a single, AI-powered foundation that drives both customer and employee experiences.

For all of 8x8's recent updates, visit: 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 Communications, 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. As a business communications leader, the company helps 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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