



## 8x8 Smart Assist Helps Contact Centers Resolve Faster, Deliver More Consistent CX, and Increase Agent Satisfaction

February 19, 2026

*Real Time AI Guidance, Automated Summaries, and In-Workflow Actions Inside 8x8 Agent Workspace Reduce Ramp Agent Time and After-Call Work*

CAMPBELL, Calif.--(BUSINESS WIRE)--Feb. 19, 2026-- Contact centers using real time AI-guided workflows are resolving issues faster, reducing after-call work, and delivering more consistent customer experiences. To help organizations achieve these outcomes at scale, [8x8, Inc.](#) (NASDAQ: EGHT), a leading global business communications platform provider, has launched [8x8 Smart Assist](#), an AI-powered solution that brings real-time guidance, dynamic workflows, and intelligent automation directly into the agent's contact center experience, resulting in faster resolutions, less after-call work and fewer errors.

### Automation that reduces agent effort

Embedded directly in the [8x8 Agent Workspace](#), 8x8 Smart Assist eliminates workflow friction and empowers every agent to perform at their best from day one.

"8x8 Smart Assist is built to solve real problems, not just to check the 'AI box,'" said [Hunter Middleton](#), Chief Product Officer at 8x8, Inc. "We're embedding AI where it actually makes a difference: directly into the agent workflow, eliminating the need for tab switching and ensuring full context throughout the customer interaction. With 8x8 Smart Assist, agents can onboard faster, reduce average handling times, increase first contact resolution, and drive better outcomes. Agents already have a tough job; the guidance provided by 8x8 Smart Assist supports agent confidence and increases job satisfaction."

### Helping customers get answers faster

Customer support organizations are being asked to do more with less – shorten time to resolution, improve consistency, and protect quality as interactions become more complex. A Metrigy report found that 62.7% of companies credit AI assistance with improving agent performance. 8x8 Smart Assist helps meet that demand by providing real-time guidance, sentiment detection, and intelligent post-call summarizations – enabling teams to reduce errors, speed up resolution, and scale coaching more efficiently.

"When companies embed AI capabilities directly into the agent workflow, we see improvements across the board – in improved agent efficiency, elevated CSAT, more upsell revenue, and even lower turnover rates," said Robin Gareiss, Chief Executive Officer and Principal Analyst at Metrigy. "By delivering real-time guidance, automated summaries, and next-best actions within the 8x8 Agent Workspace, agents resolve problems more quickly, opening the door for additional actions. For example, 63.8% of companies are applying the time saved toward acquiring more customer insights, and 43.4% are adding AI-guided upsell pitches during calls."

### Outcomes Enabled by 8x8 Smart Assist

- Faster resolutions and higher first-contact resolution through real-time guidance and next-best actions.
- Shorter agent ramp time with embedded scripts and contextual workflows.
- Lower after-call work and improved accuracy with AI-generated summaries.
- More consistent CX across channels with CRM-integrated workflows and preserved context.
- Increased agent accuracy, confidence, and job satisfaction.

### Customer-proven results

In early deployments, 8x8 Smart Assist delivered a 23% reduction in agent onboarding time, helping teams ramp faster and achieve measurable improvements – from quicker resolutions to higher CSAT – with less effort and greater confidence.

8x8 Smart Assist marks a significant evolution in 8x8's contact center product strategy, bringing generative AI directly into the agent workspace to elevate customer experience and accelerate time to resolution. As part of the 8x8 Platform for CX, the solution helps organizations connect customers and teams globally by uniting contact center, unified communications, and communication APIs, empowering CX and IT leaders with AI-driven insights to make smarter decisions and drive lasting business impact.

To learn more about 8x8 Smart Assist, take a [self-guided product tour](#).

### 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](http://www.8x8.com), or follow 8x8 on [LinkedIn](#), [X](#), and [Facebook](#).

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