8x8 Expands General Availability of 8x8 Engage

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Now Available to All Channel Partners and Customers Globally; Strong Adoption Momentum Validates Demand for Empowering Frontline and Expert Teams Across the Organization

CAMPBELL, Calif.--(BUSINESS WIRE)--Mar. 12, 2026-- As customer experience continues to expand beyond traditional service departments, organizations need a scalable way to empower every customer-facing team by giving them the flexibility and autonomy to engage on their terms, without sacrificing visibility or accountability. In response, 8x8, Inc. (NASDAQ: EGHT), a leading global business communications platform provider, announced the general availability of 8x8 Engage, now available globally across all of 8x8's channels**.**

Customer conversations no longer happen in one place. They happen in retail stores, on service floors, in healthcare facilities, and across distributed teams. Each of these interactions is an opportunity to build loyalty, resolve issues faster, and drive better outcomes.

“The way organizations deliver customer experience has fundamentally changed,” said Hunter Middleton, Chief Product Officer at 8x8, Inc. “They need every customer-facing team to engage with consistency, intelligence, and accountability. To do this, we’re bringing advanced customer engagement tools out of the contact center and making them available and easily accessible to front line teams across the organization. With 8x8 Engage now generally available globally – including through our channel partners – we're making that possible at enterprise scale, on the same unified platform our customers already rely on.”

Strong adoption momentum

Growth since launch tells a clear story:

- The number of customers adopting Engage has exceeded 150% growth, compared to same period last year
- Daily active new customers have increased nearly 5X year over year
- Daily active users have grown more than 4X year-over-year

This momentum reflects a clear enterprise need: as customer experience expands beyond service departments, organizations require a scalable way to bring visibility and accountability to every customer-facing interaction, wherever it happens.

“We chose 8x8 Engage to give our teams greater flexibility across sites, and it’s changed how we manage customer interactions,” said Jake Blowers, Head of Projects and Innovation at Motus Commercials. “Our colleagues can now take calls wherever they are – whether at their desk, in the workshop, or on the move – which has significantly reduced missed opportunities. The result is a more responsive customer experience and greater operational agility across our business.”

Built for distributed, mobile, and expert teams

Built natively on the 8x8 Platform for CX, 8x8 Engage delivers:

- Mobile-ready engagement for teams working across dynamic environments
- CRM-integrated customer context for more informed, lower-friction interactions
- AI-generated summaries and sentiment analysis to improve context, accelerate resolution, and support stronger CSAT outcomes
- Intelligent routing and queue management with real-time workload visibility
- Unified governance and analytics, including end-to-end visibility into customer journeys across all customer-facing teams

“Customer engagement is increasingly happening across all parts of the enterprise,” said Zeus Kerravala, Founder and Principal Analyst at ZK Research. “Enterprises are looking for flexible engagement models that give frontline and expert teams visibility and control without adding unnecessary complexity. This shift reflects a broader evolution in how organizations operationalize customer experience.”

8x8 Engage is now generally available globally and ready to deploy across the organization. Channel partners can immediately offer 8x8 Engage as part of the 8x8 Platform for CX to help customers eliminate communication silos and move faster with less complexity.

For more information, visit www.8x8.com/products/8x8-engage.

To learn more about the trends shaping customer experience in 2026, watch the on-demand webinar, “Analyst Outlook 2026.”

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.

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These statements relate to future events or future financial and operational performance and involve known and unknown risks, uncertainties, and other factors that may cause actual results to differ materially from those anticipated. For a discussion of factors that could cause actual results to differ, please refer to 8x8's filings with the SEC, including its most recent Annual Report on Form 10-K. 8x8 undertakes no obligation to update any forward-looking statements after the date of this press release.

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