



8x8 Ranked No. 1 in CX Product Satisfaction by Enterprise IT Leaders

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Eastern Management Group Study Finds 8x8 Leads Major CX Providers in Overall Product Satisfaction Among Large Enterprises

CAMPBELL, Calif.--(BUSINESS WIRE)--Apr. 2, 2026-- Large enterprises rank [8x8, Inc.](#) (NASDAQ: EGHT), a leading global business communications platform provider, highest in overall customer experience (CX) product satisfaction among leading providers, according to a new enterprise study from [Eastern Management Group](#).

The 2025 Enterprise CX Product Satisfaction Study evaluated 10 major CX vendors across five product performance categories. 8x8 earned the highest Total Product Satisfaction score and outperformed several major competitors across multiple individual categories.

"Enterprise IT leaders aren't looking for more features, they're looking for platforms that actually simplify complexity and deliver results," said John Malone, President and CEO at Eastern Management Group. "8x8's top ranking reflects a clear strength in combining reliability, operational control, and embedded innovation – particularly in how AI is applied to improve real-world performance, not just add new capabilities. That balance is what's driving satisfaction at the enterprise level."

What enterprise IT leaders value most

The Eastern Management Group study surveyed IT managers responsible for large CX deployments and measured satisfaction across:

- **Technology and Product:** Technical depth, integrations, and overall platform capabilities
- **Reliability:** Uptime, stability, and voice quality under enterprise workloads
- **Innovation:** Pace of feature development and adoption of emerging technologies such as AI
- **Management Tools:** The ability for IT and contact center leaders to administer and optimize CX operations
- **Total Product Satisfaction:** A composite score reflecting overall confidence in the platform

Across these measures, respondents associated 8x8 with strong technical breadth, a robust administrative environment, and a consistent pace of innovation – contributing to the highest overall satisfaction rating among vendors included in the study.

Delivering clarity in complex CX environments

As enterprises modernize customer engagement, many organizations face fragmented tools and siloed systems that slow down teams and create inconsistent experiences.

"Enterprise IT leaders want a CX platform that reduces complexity without sacrificing control," said Hunter Middleton, Chief Product Officer at 8x8, Inc. "Earning the top satisfaction score in this study – across reliability, innovation, and management tools – reflects what we hear directly from customers: the platform works, and it gives IT teams the visibility and control they need to run at scale."

[The 8x8 Platform for CX](#) unifies contact center, business communications, and AI-powered insights into a single platform, enabling organizations to simplify operations, empower agents, and deliver more consistent customer interactions across channels.

The platform is designed to help CX and IT leaders replace fragmented systems with a unified approach that brings clarity, visibility, and operational control to enterprise communications environments.

About 8x8, Inc.

8x8, Inc. (NASDAQ: EGHT) connects people and organizations through seamless communication on one of the industry's most integrated platforms for Customer Experience – combining Contact Center, Unified Communications, and CPaaS solutions. The 8x8® Platform for CX integrates AI 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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Media:

PR@8x8.com

Investor Relations:

Investor.Relations@8x8.com

Source: 8x8, Inc.