8x8 Reports Strong Q4 FY26 Demand for AI-Powered CX and Communication API Solutions

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AI Self-Service Interactions More Than Doubled Year-Over-Year; 8x8 Engage Customer Adoption Grew More Than 300% Year over Year; Messaging API Interactions Surged 218% as Organizations Expand Digital Engagement Channels

CAMPBELL, Calif.--(BUSINESS WIRE)--May 19, 2026-- Customer experience leaders are under pressure to handle more interactions, with fewer agents, without compromising service. The internal data from 8x8's fourth quarter of fiscal year 2026 shows organizations are responding by deploying AI where it can deflect volume, extend reach across digital messaging channels, and consolidate onto platforms built for that kind of scale. Usage-based revenue, which includes communication APIs, AI solutions, digital channels, and telecom, grew more than 70% year-over-year in Q4 and now represents 23% of service revenue, up from 14% one year ago.

8x8, Inc. (NASDAQ: EGHT), a leading global business communications platform provider, releases Q4 FY26 momentum metrics across its AI-powered customer experience and communications API solutions.

Across the fiscal year, 8x8 Intelligent Customer Assistant interactions more than doubled from FY25. Voice AI usage grew more than 3.3X, and 8x8 Engage – 8x8's purpose-built solution for frontline and non-desk workers – expanded its customer base more than 300% in Q4. These are signals of adoption, not just interest.

"The adoption numbers across 8x8 Intelligent Customer Assistant and 8x8 Engage reflect something we've been deliberate about: building AI into the platform designing it to be usable on day one, not a separate implementation project," said Hunter Middleton, Chief Product Officer at 8x8, Inc. "These numbers tell you something important – customers are using this technology because it's actually working for them, not just because it's available. And when messaging API interactions grow 218% year-over-year, that means organizations are reaching customers on the channels their customers actually use."

AI-powered customer experience

Demand for AI-driven customer experience tools continued to accelerate in Q4 FY26, with significant growth in both adoption and usage across 8x8 Intelligent Customer Assistant and 8x8 Engage solutions:

- Customer contracts for 8x8 Intelligent Customer Assistant — covering digital and voice self-service and AI auto attendants — increased 56% year-over-year and nearly 8% quarter-over-quarter. Contracts specifically for voice self-service rose more than 71% year-over-year.
- Total 8x8 Intelligent Customer Assistant interactions — across digital, voice, and auto attendant channels — grew more than 121% for all of FY26 compared to FY25. In Q4, interactions grew nearly 95% year-over-year and more than 22% quarter-over-quarter.
- Voice AI interactions for all of FY26 increased more than 3.3X compared to FY25. In Q4, Voice AI interactions grew 112% year-over-year and nearly 20% quarter-over-quarter.
- The number of customers adopting 8x8 Engage grew more than 300% in Q4 FY26 compared to Q4 FY25. Unique users active on 8x8 Engage on a given business day, when averaged across the quarter, grew more than 4X over the same period.

Communication API adoption

Organizations are expanding their use of 8x8 communication APIs to reach customers across SMS, voice, and messaging channels at scale:

- Total 8x8 communication API interactions across messaging, voice, and video channels grew nearly 16% for all of FY26 compared to FY25. In Q4, interactions grew more than 8% year-over-year.
- 8x8 communication API SMS interactions increased more than 10% quarter-over-quarter from Q3 to Q4 FY26.
- 8x8 communication API messaging interactions — including WhatsApp, RCS, Viber, Zalo, and LINE — grew more than 218% year-over-year from Q4 FY25 to Q4 FY26.
- 8x8 communication API voice interactions increased nearly 174% year-over-year from Q4 FY25 to Q4 FY26 and 9% quarter-over-quarter.

Customer validation

As of April 1, 2026, 8x8 has an Overall Rating of 4.7 out of 5 across both the Unified Communications as a Service and Contact Center as a Service markets, based on 59 reviews on Gartner Peer Insights ™ .

New platform capabilities in Q4 FY26

Recent product updates reflect 8x8's continued focus on closing the operational gaps that most commonly stall CX and IT teams:

- **8x8 AI Studio, Now in Early Availability:** Teams describe what they need in plain language; the AI Builder builds, tests, and deploys voice and digital AI agents directly on the 8x8 Platform for CX – on the channels they already use, without standing up new infrastructure or adding vendors.
- **8x8 Integration SDK, Now Generally Available:** Technology partners and customers can build, deploy, and scale CRM integrations – including homegrown and industry-specific platforms – directly into the 8x8 Platform for CX without requiring a standard professional services engagement for supported configurations.
- **New Dashboards in 8x8 Work Analytics:** IT teams gain live visibility into call queues, call quality, unreturned calls, and device health, replacing static reports that surfaced problems after the fact.

- **8x8 Engage, Now Generally Available:** Brings queue visibility, accountability, and workflow structure to frontline and expert teams – field staff, back-office specialists, branch staff – that have never had purpose-built tools for this work, without requiring a separate deployment.
- **8x8 Focus Time Metrics:** When agents handle multiple simultaneous digital interactions, supervisors have no reliable way to know where attention is going. Focus Time Metrics tracks how agents distribute focus across concurrent conversations, including duration and frequency per interaction, so supervisors can coach on actual behavior and staff appropriately for digital volume.
- **8x8 Silent Mobile Authentication, Now Generally Available:** Verifies users in the background using carrier network intelligence via GSMA Open Gateway; no code to enter, no step to complete. Reduces login abandonment and credential exposure, and addresses certain vulnerabilities one-time passcodes may not address, including SIM-swap and phishing. Available globally in markets where 8x8's carrier network and GSMA Open Gateway coverage support Silent Mobile Authentication.

The 8x8 Platform for CX integrates contact center, unified communications, and CPaaS capabilities into a single platform. Organizations use it to reduce the operational complexity of managing multiple point solutions while meeting customers across whichever channels they prefer.

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.

Caution Concerning Forward-Looking Statements

This press release contains “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995 and Section 21E of the Securities Exchange Act of 1934, as amended. These forward-looking statements include, but are not limited to, statements regarding the expected capabilities, performance, customer adoption, and general or early availability of 8x8 Intelligent Customer Assistant, 8x8 Engage, 8x8 AI Studio, 8x8 Integration SDK, 8x8 Work Analytics Dashboards, 8x8 Focus Time Metrics, and 8x8 Silent Mobile Authentication; the anticipated benefits of the 8x8 Platform for CX, including the integration of contact center, unified communications, and CPaaS capabilities; the projected growth in interactions, users, contracts, and channels reported herein; the expected continued demand for AI-powered customer experience and communications API solutions; and 8x8's strategic, product, and operational initiatives. These statements are based on current expectations, estimates, forecasts, and projections about the industries in which 8x8 operates and the beliefs and assumptions of management. Actual results may differ materially from those expressed or implied by these forward-looking statements due to a number of factors, including, but not limited to, customer adoption rates and renewal behavior, the competitive landscape for UCaaS, CCaaS, and CPaaS solutions, the timing and acceptance of new product features and integrations, telecommunications and AI regulatory developments in the jurisdictions in which 8x8 operates, and other risks identified in 8x8's filings with the Securities and Exchange Commission. For additional information on these and other risks and uncertainties, please refer to 8x8’s filings with the Securities and Exchange Commission, including its most recent Annual Report on Form 10-K and Quarterly Reports on Form 10-Q. 8x8 assumes no obligation to update any forward-looking statements to reflect events that occur or circumstances that exist after the date on which they were made.

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