



8x8 Introduces 8x8 Pulse: Conversational Intelligence Built for Where Decisions Are Made

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From the Executive Suite to the Frontline Account Manager. Powered by 8x8's Native Conversational Data Foundation. Now in Early Availability.

CAMPBELL, Calif.--(BUSINESS WIRE)--Jun. 3, 2026-- [8x8, Inc.](#) (NASDAQ: EGHT), a leading global business communications platform provider, introduced [8x8 Pulse](#), a conversational intelligence solution built on a different architectural premise: that intelligence should live where conversations happen, not in another layer of integrations bolted on top. 8x8 Pulse turns the conversations a business already generates into a working source of truth teams can act on, from the executive suite to the account manager. It runs on 8x8's native conversational data foundation, which ingests, governs, structures, and contextualizes business conversations so they can be trusted and used safely at enterprise scale.

Most of what a business actually knows about its customers and its operations lives in conversations the CRM and other traditional systems of record were not primarily designed to capture. What gets said in those conversations, and in the internal exchanges around them, carries the commitments, risks, and signals that influence decisions every day. That information has historically stayed scattered across recordings, transcripts, inboxes, and tickets, and the tools built to surface it tend to add integration overhead rather than serve it.

Inside many organizations, the CRO is managing forecast confidence on the basis of what someone remembered to log. The customer success leader is running Monday's team meeting largely on gut feel. The product leader is reconstructing the roadmap by stitching together voice-of-customer one chat thread at a time. The account manager is hunting for context before calls that may already exist somewhere in the system. Relationship context walks out the door when an account owner leaves.

8x8's conversational data foundation is built to change that pattern. It captures the conversations a business already has, including sales calls, customer success reviews, support escalations, executive briefings, partner check-ins, emails, internal chats, and support tickets, and pairs that signal with telemetry, CRM data, and financial context from across the business. Communication data flows natively from the 8x8 ecosystem and beyond, with governance, audit, and rights management built into the foundation itself. Answers trace back to the source conversations they came from, and identity is resolved across the systems a business already runs. 8x8 Pulse uses that foundation to surface the actual substance of what customers are saying, from product feedback to competitive intelligence to renewal signal, ready to be put to work. Anyone, from the CRO to the account manager, can ask in natural language and see exactly which conversation the answer came from.

"You don't search your own memory, the right thing just surfaces when you need it," said [Hunter Middleton](#), Chief Product Officer at 8x8, Inc. "Companies never had that. They had recordings nobody replays and knowledge that might walk out the door. 8x8 Pulse gives organizations a more human kind of memory: shared, in context, and traceable to the source. We can do this because we were there when the conversation happened, the calls, the meetings, the contact center interactions. We capture it at the source, governed from the first word. Every new conversation connects to the ones before it, the way memories link in your head. You can't bolt that on. You have to be there."

8x8 Pulse meets users in the way that fits their workflow. As a standalone solution, it serves as a dedicated workspace for leaders mining patterns across their business. As an assistant inside Salesforce, the Chrome browser, and [8x8 Work](#), it brings the same insight into the tools customers already use. As an email digest, it notifies users when key signals surface.

The gap 8x8 Pulse is built to close is measurable. According to Metrigy's Customer Experience Optimization: 2025-26 research study, not having or acting on customer feedback leads to a decline in customer service. At companies with worsening customer service, 32.1% of CX leaders admit they're not doing anything at all or not enough with customer feedback, even as analytics capabilities rank among the top transformation priorities for more than half of companies surveyed.

"CX leaders have more data than ever and less ability to act on it than they need," said Beth Schultz, VP of Research and Principal Analyst at Metrigy. "Complex layered architecture is a problem. With every additional intelligence layer comes integration lag, and by the time the signal surfaces, the conversation is often over. Placing the intelligence where the conversation is, as 8x8 does with Pulse, means fewer handoffs between interaction and insight. That makes for a meaningful architectural difference."

Availability

8x8 Pulse is in early availability for select 8x8 customers. For more details, contact an Account Manager or Customer Success Manager.

8x8, Inc. is committed to the responsible use of artificial intelligence and the protection of customer data. The 8x8 Platform for CX is developed and operated in accordance with established security standards, applicable compliance frameworks, and internal governance policies, including privacy-by-design principles that safeguard personal data on the 8x8 platform. Full details are available at [trust.8x8.com](#).

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. These statements include, but are not limited to, statements regarding the expected capabilities and availability of 8x8 Pulse, including anticipated customer benefits, the expected benefits of the conversational data foundation, and future product expansions. All statements other than statements of historical fact are forward-looking statements. Forward-looking statements involve known and unknown risks, uncertainties, and other factors that may cause actual results to differ materially. For a discussion of these 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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