



8x8 Reports Nearly 3x Customer Growth in Workforce Management as Contact Centers Abandon Legacy Tools

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AI-Powered Automatic Quality Evaluations Extend 8x8's Integrated Workforce Engagement Management Strategy Across the 8x8 Platform for CX

CAMPBELL, Calif.--(BUSINESS WIRE)--Jun. 10, 2026-- [8x8, Inc.](#) (NASDAQ: EGHT), a leading global business communications platform provider, has seen nearly 3x growth in its workforce management customer base since its early availability announcement of [8x8 Workforce Management \(WFM\)](#), offered at no additional cost. As organizations replace fragmented, bolt-on workforce tools with capabilities built directly into the [8x8 Platform for CX](#), the momentum reflects a broader shift in how contact center leaders are thinking about workforce management.

With AI interactions growing triple digits year-over-year, according to 8x8's Q4 FY26 data, contact centers are increasingly choosing the 8x8 Platform for CX not just to handle customer interactions, but to manage, develop, and optimize the teams behind them — driving adoption of 8x8 WFM, available at no additional cost to [8x8 Contact Center](#) customers, and the newly launched automatic evaluations for [8x8 Quality Management](#).

"Standalone WFM tools were built for the largest, most complex contact centers in the world — and that left organizations with the hundred-seat operations on the sidelines, making do with spreadsheets and gut instinct," said [Hunter Middleton](#), Chief Product Officer at 8x8, Inc. "That's the gap we're closing. When workforce management is embedded directly in the platform contact center teams are already running, there's no six-figure implementation project, no IT backlog, no second vendor to manage. The hundred-seat contact center has always deserved enterprise-grade WFM — they just never had a version built for them, until now."

WFM adoption hits nearly 3x growth, driven by supervisor self-activation

Between November 2025 and the end of Q4 FY26, 8x8 WFM customer growth across the 8x8 installed base has increased by more than 170%, with adoption concentrated in deployments of 101–250 and 250+ agents. Unlike legacy WFM tools that require months of implementation, IT involvement, and upfront investment, 8x8 WFM can be activated by contact center supervisors themselves typically in minutes, with no IT admin required, and with instant access to up to 12 months of data.

The operational impact is immediate: supervisors gain real-time visibility into staffing gaps and demand patterns, enabling closer alignment between agent schedules and customer volume, reduced wait times, and more time spent coaching rather than firefighting. What once required coordination across IT, operations, and finance teams can now be done independently by the people closest to the customer experience.

For organizations implementing 8x8 WFM, feedback in early evaluation reflects that directly.

- "Prior to 8x8 Workforce Management implementation our supervisors were relying on spreadsheets and guesses on how to schedule their staff," said Genelle Chamberlain, IT Manager at PrimeSource and Dimora Brands. "Oftentimes calls would come in with no one available to answer. But now leaders gain the insight to forecast demand, optimize schedules, and ensure every shift has the right amount of coverage. Call abandonment has dropped and customer satisfaction has soared. The agents don't feel overwhelmed and frustrated and we are staffed to the needs of the business."
- "As we pilot the 8x8 WFM tool, we are excited about several promising features," said Hunain Kalim, Process Support Lead at Oxford University Press. "By feeding directly from live 8x8 queues and contacts, it has the potential to streamline the entire resource planning process across hundreds of queues and multiple teams."

AI-powered quality management: from sampling to 100% coverage

Extending the WFM momentum, 8x8 has also launched 8x8 Quality Management with automatic evaluations, which automatically scores 100% of eligible interactions using AI, complementing manual processes that typically review only a small fraction of calls. Every score is grounded in the actual call transcript, with answer-reference mapping that cites directly from the conversation, giving agents clear visibility into how evaluations were reached and making coaching conversations more objective and productive.

Because 8x8 Quality Management is built on the same unified data foundation as the broader 8x8 Platform for CX, quality insights are connected to the full customer journey, not isolated in a standalone tool. With this in mind, 8x8 Quality Management with automatic evaluations not only saves time by removing unnecessary manual evaluations but also provides a scalable, unified data foundation where insights previously kept siloed can be used for other applications, like smarter routing, in the future.

"The barrier to WFM adoption for SMBs has never been awareness — it's been cost and complexity," said Layne Haaksma, Senior Research Analyst at Metrigy. "By including core WFM at no charge while offering advanced AI-driven capabilities as optional add-ons, 8x8 creates a natural growth path that aligns with how SMBs actually buy. Our research backs it up: 58.3% of SMBs expect automated scheduling and forecasting to come standard with their platform according to Metrigy's Workforce Engagement Management 2025-26 global research study. The market was already moving in this direction; 8x8 is leading the charge for its customers."

Together, 8x8 WFM and 8x8 Quality Management represent core components of an integrated Workforce Engagement Management (WEM) strategy that organizations can activate within their existing 8x8 Contact Center subscription without new vendors, complex integrations or IT-led projects typically required for standalone WEM tools.

To learn more, visit [8x8.com/solutions/optimize-your-workforce](#) or explore the [8x8 WFM product tour](#).

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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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 continued growth and adoption of 8x8 Workforce Management (WFM); the expected capabilities, availability, and benefits of 8x8 Quality Management with automatic evaluations and other AI-powered features; anticipated customer benefits and deployment outcomes; the advantages of an integrated Workforce Engagement Management (WEM) strategy delivered on the 8x8 Platform for CX; and 8x8's strategic plans for further developing and integrating workforce, quality, and AI capabilities. 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 from those expressed or implied by these statements. 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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