



8x8 Introduces AI Routing: Reimagined Intelligent Customer Routing, Built for the Entire Organization

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Build and Maintain Skills Automatically From Real-Time and Historical Data, Then Connect Customers to the Best Expert Across Channels and the Entire Organization

CAMPBELL, Calif.--(BUSINESS WIRE)--Jun. 24, 2026-- Most interaction routing systems don't actually route. They queue. Agents are assigned based on skills entered manually, updated rarely, and calibrated to who's available, not who's actually best suited to help a specific customer in a specific moment. When the right expert sits outside the contact center, in billing, customer success, or a technical team, the customer gets bounced, transferred again, or lost entirely.

[8x8, Inc.](#) (NASDAQ: EGHT), a leading global business communications platform provider, is setting a new standard with the introduction of [8x8 AI Routing](#), an organization-wide intelligent routing engine that dynamically matches every customer to the best available resource, regardless of where they sit, in real time.

Unlike legacy, often rigid, skills-based routing systems that have been the industry standard for decades, 8x8 AI Routing functions as a platform-level service. Designed to identify the right resource for each interaction, whether that's a contact center agent on [8x8 Contact Center](#), a subject matter expert on [8x8 Engage](#), or a back-office employee on [8x8 Work](#), 8x8 AI Routing delivers across any channel, at scale, through a single customer interaction routing layer.

"AI-powered routing has long promised a lot, but vendors have largely failed to address one key challenge: automatically assigning and maintaining agent skills and proficiency levels. Using interaction transcripts, previous history, sentiment and other real-time factors, 8x8 AI Routing analyzes data, suggests skills and skill levels for each agent, and lets administrators accept or adjust those assignments. The routing engine reanalyzes the data to recommend additional skill or level changes based on the agent's actual work, again for admin review," said Sheila McGee-Smith, founder and principal analyst at McGee-Smith Analytics. "What is even more powerful is that 8x8 can evaluate each inbound interaction and determine who — across the entire enterprise, not just the contact center — is best equipped to resolve the customer's intent."

Every decision, explained

Every interaction is evaluated across several real-time factors and matched to the right resource instantly. When the best match isn't immediately available, the system adjusts automatically, keeping customers moving forward without transfers, delays, or dead ends.

8x8 AI Routing puts supervisors in control from day one. Teams can pilot on a single queue before full rollout, expanding at their own pace and shaping how the system works as confidence grows. All decisions are on the record: supervisors can pull exportable audit trails showing exactly why each interaction went to each resource, including confidence scores and complete rationale across all factors.

One-click setup

Most interaction routing deployments take months to configure and require ongoing maintenance just to stay accurate as the business evolves. 8x8 AI Routing eliminates that burden. By analyzing rich interaction data, including transcripts, sentiment, and historical patterns, AI builds and suggests skill configurations automatically, manages automated skill profiles as teams and needs change, detects customer intent without manual interactive voice response (IVR) mapping, and gets teams delivering value from day one, not months from now.

Connects to existing infrastructure, adapts as the business evolves

8x8 AI Routing connects to 8x8 Intelligent Customer Assistant, 8x8 AI Studio, IVRs, and third-party bots, routing interactions from any entry point to the right person at the right moment, however the stack is built today. As new channels, tools, and teams are added, the routing layer grows with them.

"The routing problem has always been about architecture," said [Hunter Middleton](#), Chief Product Officer at 8x8. "The best person for a given customer interaction might sit anywhere in the business, but most systems were never designed to look beyond their own boundaries. 8x8 AI Routing was built differently, spanning all teams and boundaries in the business simultaneously and evaluating the full range of available resources in real time. That's a challenge point solutions fundamentally struggle to solve, and exactly the kind a true platform is built for."

8x8 AI Routing is available now for select 8x8 customers, who can contact their 8x8 Account Manager or Customer Success Manager to get started. 8x8 AI Routing will be on display at 8x8's booth, #601, during Customer Contact Week (CCW) in Las Vegas, June 22-25.

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 the 8x8 AI Routing. 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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