



8x8 Extends AI Across the Entire Organization, Bringing Enterprise-Grade Intelligence and Automation to Every Team

July 30, 2026

New Platform Capabilities Include Conversational Intelligence, AI Agent Deployment, Enterprise-wide Expert Routing, and a Workforce Management Update Building on the Announcement Earlier this Year

CAMPBELL, Calif.--(BUSINESS WIRE)--Jul. 30, 2026-- Most organizations have adopted AI somewhere in their customer experience stack. Far fewer have made it work across the whole organization. [8x8, Inc.](#) (NASDAQ: EGHT), a leading global business communications platform provider, is extending AI-powered intelligence, routing, and automation to every customer team and function with its latest platform releases, moving beyond the contact center to address the full organization.

Spanning conversation intelligence, AI agent development, expert routing, frontline communications, and workforce management, the updates are available without adding new infrastructure, additional vendors, or professional services engagements.

"We're not asking organizations to adopt a new platform or a new vendor," said [Hunter Middleton](#), Chief Product Officer at 8x8, Inc. "8x8 Pulse captures intelligence from conversations already happening. 8x8 AI Studio builds on phone systems already in place. 8x8 AI Routing connects customers to experts already inside the organization. This is AI that meets businesses where they are, and makes everything they already do smarter."

Connect the right people at the right time

[8x8 Pulse](#) turns every call, meeting, email, and support interaction into governed company memory. Instead of intelligence disappearing into silos after a conversation ends, 8x8 Pulse makes it actionable for the whole organization, not just the team that had the conversation.

[8x8 Resolve](#), a new critical communications solution, brings incident and emergency alerting to frontline workforces on the same channel those teams already use for everyday work, closing a gap that has historically forced frontline teams onto separate tools.

Elevate customer support

[8x8 AI Routing](#) dynamically matches every customer to the best available expert anywhere in the organization, not just agents sitting in the contact center. Automate skills management using AI that analyzes rich interaction data, including transcripts, sentiment, and historical patterns to build and suggest skill configurations so teams can start delivering value from day one, not months down the road.

[8x8 AI Studio](#) now supports multiple AI models, voice-powered agent building, and one-click connectors to 11 third-party business tools, allowing teams to deploy AI agents in minutes without new vendors or custom development.

Additionally, the new 8x8 App Store offers easy, self-serve capability extensions.

Reach customers everywhere

8x8 revealed a native integration with Synthflow, extending AI voice capabilities for joint customers within the existing platform.

Workforce optimization

Updates to [8x8 Workforce Management](#) (WFM) included forecasting and scheduling improvements at no additional cost for [8x8 Contact Center](#) customers.

One platform. Every team.

Together, these updates extend the [8x8 Platform for CX](#) to every corner of the organization; without new infrastructure, new vendors, or new complexity.

For a full breakdown of recent updates, visit 8x8.com/products/release-highlights

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 availability and functionality of certain 8x8 products and services, including certain features incorporating AI. Forward-looking statements involve risks and uncertainties that may cause actual results to differ materially from those expressed or implied, including 8x8's ability to provide access to its products and services as well as support the promised functionality. For a more complete description of these and other risk factors, please refer to 8x8's filings with the Securities and Exchange Commission. 8x8 undertakes no obligation to update these statements to reflect events occurring after the date of this press release, except as required by law.

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8x8, Inc. Contacts:

Media:

PR@8x8.com

Investor Relations:

Investor.Relations@8x8.com

Source: 8x8, Inc.