



CIOs Carry the Blame for AI Failure, Often Without the Authority to Prevent It, 8x8 Survey Finds

September 8, 2026

Technology leaders worldwide are struggling with an accountability gap between AI adoption and governance infrastructure

CAMPBELL, Calif.--(BUSINESS WIRE)--Sep. 8, 2026-- A majority of technology leaders, 52%, say they hold the CIO accountable when an AI agent makes an error. In fact, CIOs shoulder the blame far more often than any other function, including legal, compliance, and customer service.

That's a topline finding of [Communications Reckoning: When the AI Agent Fails. Someone Has to Answer](#), a global survey commissioned by [8x8, Inc.](#) (NASDAQ: EGHT), a leading global business communications platform provider. In July 2026, 8x8 commissioned independent research through [Censuswide](#), surveying 2,501 CIOs and CTOs across the UK, USA, France, Australia, and the Republic of Ireland to ask them what AI disruption looks like from the front lines.

"The CIO is now the last line of defense for AI, and in a lot of organizations, that's a job they didn't apply for," said [Samuel Wilson](#), Chief Executive Officer at 8x8, Inc. "The CIO didn't choose the vendor and they don't always have the audit trail. But when an AI agent gets it wrong, their name is the one in the incident report. That's not sustainable, and it's not how you build a governance model that holds up under scrutiny. The fix isn't more oversight. It's giving the people with the accountability the visibility to match it."

Fair or not, the CIO owns AI risk

Accountability for AI behavior across the business has landed on one desk, the CIO's, and it has often happened without a matching increase in governance tools or authority. 52% of those surveyed said the CIO is on the hook when an AI agent makes an error, compared with just 16% for customer service leadership and 6% for legal or compliance teams.

Data sovereignty is now a board-level concern

The survey shows that 82% of responding CIOs say AI infrastructure location matters, with 30% calling it the primary factor in vendor decisions, and 52% describing it as one of several critical considerations. This reinforces data released last month showing [89% of technology leaders say data sovereignty has climbed their list of priorities over the past 12 months](#), reflecting mounting regulatory pressure tied to GDPR, HIPAA, CCPA, and similar regulations.

"While many think it's only Europeans worrying about data sovereignty, the data shows that it's a huge issue in the US as well," said Wilson. "This reflects that when you are dealing with data jumping over borders and where infrastructure is located across multiple vendors and tech stacks, it's really a problem for everyone."

Consolidation has stalled, but not for lack of capable technology

When asked about streamlining vendors and their technology stack, only 9% of CIOs say no single platform can meet their organization's requirements, a signal that the market has the technical capability to solve fragmentation. The largest obstacles were cited as being:

- 30% said migration cost and complexity
- 24% said regulatory or data residency constraints
- 16% said vendor lock-in
- 15% said internal politics and stakeholder alignment across teams

"The encouraging part of this research is that the technology to fix this fragmentation already exists," Wilson added. "What's missing is a partner willing to help organizations navigate the politics and the change management, not just sell them another platform. That's the harder job, and for a partner willing to step up, there are rewards to be had."

Governance is the biggest gap

Communications infrastructure is no longer only the supporting layer for AI. For most organizations, it has become the governance layer, the place where accountability, data control, and vendor sprawl all converge.

"CIOs aren't short on technology options," said Wilson. "They're short on one view across everything they've already bought. Closing that gap is what will separate the organizations that get ahead with AI from the ones that just get exposed by it."

The report, 'Communications Reckoning: AI Complexity and the Multi-Vendor Data Problem,' is available for download at <https://www.8x8.com/communications-reckoning/when-ai-fails>.

This is the first of a three-part *Communications Reckoning* series that will continue throughout 2026 and 2027.

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 APIs. 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 expected impact of AI in the workplace and how businesses may respond. Forward-looking statements involve risks and uncertainties that may cause actual results to differ materially from those expressed or implied. 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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