



New Updates to the 8x8 Platform for CX Help Teams Start Every Customer Conversation With Context

October 29, 2026

New releases keep call records in the CRM, put a customer's full history in one view, and let teams build an AI agent once and deploy it across many channels

CAMPBELL, Calif.--(BUSINESS WIRE)--Oct. 29, 2026-- Customers move between channels, and the best conversations start with context. [8x8, Inc.](#) (NASDAQ: EGHT), a leading global business communications platform provider, has released updates to the [8x8 Platform for CX](#) built around one idea: a customer should never have to explain themselves twice, whether they reach a person or an AI agent. The 8x8 Platform for CX turns every conversation into governed contextual memory, giving human and AI agents the context they need to pick up where the last conversation ended. Teams spend less time hunting for information and resolve issues faster. Customers enjoy a more connected experience without having to repeat themselves.

"Customers expect whoever picks up, including an AI agent, to already know what came before," said [Hunter Middleton](#), Chief Product Officer at 8x8, Inc. "These updates make that the default, so when a customer reaches someone, the history is already in front of them. Customers now expect that continuity from every interaction."

Context is the thread that runs through the 8x8 Platform for CX. 8x8's platform already has built-in contextual memory, allowing information from one interaction to inform the next across applications, channels, human agents, and AI. Others are still adding context one application at a time.

Here is what's new across the 8x8 Platform for CX:

Agents do their best work when a conversation starts with context. [8x8 Agent Workspace](#) now includes Customer 360, which keeps every agent interaction in context. Drawing on the platform's governed contextual memory, Customer 360 puts a customer's full interaction history in one view, with AI sentiment and topic insights added where speech analytics is in place. Agents stop hunting across tabs, and customers get faster resolutions.

Build an agent once and run it everywhere customers reach out. [8x8 AI Studio](#) agents run across voice, SMS, WhatsApp, [8x8 Work](#), and web, built once with no rebuilding per channel. Returning callers are recognized instantly, so no one has to repeat themselves. In [8x8 Contact Center](#), the same AI works side by side with human agents, surfacing answers and logging notes in real time.

Every voice interaction lands on one timeline. [8x8 JourneyIQ](#), now on the 8x8 App Store, draws on the same memory layer to show every voice interaction across [8x8 Engage](#), 8x8 Work, 8x8 Contact Center, and 8x8 AI Studio in one place, so teams see what came before and where calls transfer, stall, or drop. A visual path map makes each transfer easy to spot.

Salesforce workflows keep running as Open CTI winds down. As Salesforce phases out Open CTI, the 8x8 for Salesforce Chrome Extension keeps screen pop, interaction logging, and automated record creation working across voice and other channels, with no extra license, so the context from every call keeps reaching the CRM.

Customers trust a number they recognize. Call as Company lets 8x8 Engage users place calls that show the company number instead of an individual work number. Administrators control the number each user shows, so caller ID stays consistent.

Branded, verified messages stand out in the inbox in Singapore. 8x8 offers RCS Business Messaging in Singapore through Singtel, allowing businesses to send verified messages with images, video, carousels, and action buttons, with configurable SMS fallback for unsupported devices.

One platform. Every conversation.

These updates carry context across more of the teams that talk to customers.

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.

Copyright 2026 8x8, Inc. 8x8 and associated brand assets are trademarks of 8x8, Inc. All rights reserved.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20261029419511/en/>

8x8, Inc. Contacts:

Media:

PR@8x8.com

Investor Relations:

Investor.Relations@8x8.com

Source: 8x8, Inc.