AI and Frontline Teams Adoption Drive Strong Q2 CX Growth at 8x8

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Customers are bringing AI into live conversations, reaching people on the channels they prefer, and running it all on one platform

CAMPBELL, Calif.--(BUSINESS WIRE)--Nov. 4, 2026--

8x8, Inc. (NASDAQ: EGHT), a leading global business communications platform provider, released its Q2 FY27 momentum metrics, reporting a 232% year over year increase in customer adoption of its AI solutions, including 8x8 AI Studio, 8x8 Intelligent Customer Assistant, and 8x8 Smart Assist, among others.

The results also point to growing traction for engaging customers across an entire organization using 8x8's single platform. The customer base for 8x8 Engage, 8x8's purpose-built CX solution for frontline and non-desk workers, grew more than 163% year over year, while communication API customer interactions across messaging, voice, and video increased 32% year over year.

"Customers are moving AI into everyday customer interactions, and the pace of adoption shows how quickly that shift is happening," said Hunter Middleton, Chief Product Officer at 8x8, Inc. "Bringing AI and communications together on one platform enables teams to build, launch, and scale across every channel their customers use. That's the foundation we're building, and customers are ready for it."

Demand for AI-driven and frontline worker customer experience tools continued to accelerate in Q2 FY27, with significant growth in both adoption and usage:

- The number of customers adopting paid AI solutions, including 8x8 AI Studio, 8x8 Intelligent Customer Assistant, 8x8 Smart Assist, Analytics, and Advanced Integrations, increased more than 232% year over year and over 40% quarter over quarter.
- The number of customers adopting 8x8 Engage grew more than 163% year over year and nearly 20% quarter over quarter.

Communication API growth by channel

Organizations are expanding their use of 8x8 communication APIs to reach customers across SMS, voice, and messaging channels:

- Total 8x8 communication API interactions across messaging, voice, and video channels grew 32% year over year from Q2 FY26 to Q2 FY27.
- 8x8 communication API messaging interactions – including WhatsApp, RCS, Viber, Zalo, and LINE – grew more than 122% year over year from Q2 FY26 to Q2 FY27.
- 8x8 communication API voice interactions increased nearly 43% year over year from Q2 FY26 to Q2 FY27.

Customer validation

As of October 1, 2026, 8x8 had an Overall Rating of 4.6 out of 5 across the Unified Communications as a Service, Contact Center as a Service and Communications Platform as a Service markets, based on 48 reviews on Gartner Peer Insights™.

Platform innovations in Q2 FY27

Recent CX-first product updates extend the 8x8 Platform for CX to every corner of the organization, bringing enterprise-grade intelligence and automation to every team:

- **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.
- **Build AI agents with compliance in mind.** 8x8 AI Studio supports GDPR compliance and HIPAA-readiness through privacy-by-design practices and the applicable Data Processing Addendums and Business Associate Agreements. Teams can build and deploy agents in days, knowing regional and regulatory requirements are supported.

The 8x8 Platform for CX integrates contact center, unified communications, and CPaaS capabilities into a single platform.

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 performance and market acceptance of our products and services. 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 effectively sell and support our products and services, and macroeconomic conditions affecting small business technology investment. 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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