



8x8 Named a Top Five Provider in Metrigy 2023 Contact Center as a Service (CCaaS) MetriRank Report

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Metrigy's MetriRank Study Evaluates Leading CCaaS Providers on a Fixed Set of Criteria to Assess Which are Best Positioned to Succeed in the Long Term

CAMPBELL, Calif.--(BUSINESS WIRE)--Aug. 22, 2023-- [8x8, Inc.](#) (NASDAQ: EGHT), a leading integrated cloud contact center and unified communications platform provider, today announced that it was ranked as a Top Five provider by Metrigy in its recently published [2023 CCaaS MetriRank](#) report, which identified the top cloud contact center providers leading the market today and best positioned for long-term success. 8x8 earned the ranking based on market share, financials, market share momentum, product mix, customer sentiment, and customer business success.

"8x8's contact center strength lies with its customers. Its top five ranking is in large part due to strong customer sentiment scores and the highest customer business success score of the group," said Diane Myers, principal analyst responsible for Metrigy's MetriRank reports as well as market sizing and forecasting. "8x8 received the highest possible score in customer sentiment and the highest score of the group for customer business success. In almost all customer sentiment categories, it received one of the top ratings."

[8x8 Contact Center](#) also received a standout sentiment rating for response time to problems, with strong ratings on technical features, platform reliability, and security. With regards to customer business success across four categories, 8x8 customers saw the highest positive improvement in customer ratings.

Metrigy defines CCaaS as customer interaction software delivered as a service over a cloud-based platform; this includes Automatic Call Distributors (ACDs), Interactive Voice Response (IVR), predictive dialer, artificial intelligence (AI), channel integration, etc. CCaaS solutions are typically multi-tenant, with today's platforms developed by service providers to run in the cloud using microservices architecture.

"Modern, easy to use, AI-driven cloud contact center solutions have become essential for organizations to drive business performance and customer experience improvements," said Hunter Middleton, Chief Product Officer at 8x8, Inc. "We are honored that Metrigy recognizes the impact of our ongoing efforts to deliver innovative solutions that meet our customers specific requirements, and we take great pride in providing small and medium-sized enterprises with the market-leading technology, services, and support that allow them to optimize productivity and achieve business success."

In Metrigy's Customer Experience MetriCast 2023 study, 50% of companies indicated they are using the same vendor for UC and contact center—clearly a competitive advantage for those offering a single integrated platform. In addition, 66.9% of the 641 companies in Metrigy's Customer Experience Optimization: 2023-24 global study said the contact center carries more weight in vendor selection when buying a combined UC/contact center platform.

8x8 Contact Center is delivered through the [8x8 XCaaS™](#) (eXperience Communications as a Service™) cloud contact center and unified communications platform, which includes integrated cloud [contact center](#), [business phone](#), [team chat](#), [video meetings](#), and [SMS](#) capabilities. 8x8 XCaaS is a resilient, secure, and compliant cloud platform that offers the highest levels of reliability with a financially backed, platform-wide 99.999 percent uptime SLA across an integrated cloud CCaaS and UCaaS solution.

Read the [Metrigy 2023 Contact Center as a Service MetriRank Report](#) to learn why 8x8 was named a Top Five CCaaS provider.

About 8x8 Inc.

8x8, Inc. (NASDAQ: EGHT) is transforming the future of business communications as a leading Software as a Service provider of 8x8 XCaaS™ (eXperience Communications as a Service™), an integrated contact center, voice communications, video, chat, and SMS built on one global cloud communications platform. 8x8 uniquely eliminates the silos between Unified Communications as a Service (UCaaS) and Contact Center as a Service (CCaaS) to power the communications requirements of all employees globally as they work together to deliver differentiated customer experiences. For additional information, visit www.8x8.com, or follow 8x8 on [LinkedIn](#), [Twitter](#) and [Facebook](#).

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