



8x8's Latest Platform Innovations Enable Organizations to Bridge Customer Experience Gaps and Deliver Superior End-to-end Customer Engagement

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Recent Platform Capabilities Include 8x8 Engage for Cross-organization Customer Engagement, 8x8 Operator Connect for Deeper Integration with Microsoft Teams, and New Bulk Messaging Capabilities for Outbound Customer Engagement

CAMPBELL, Calif.--(BUSINESS WIRE)--Apr. 25, 2024-- [8x8, Inc.](#) (NASDAQ: EGHT), a leading integrated cloud contact center and unified communications platform provider, today highlighted the latest enhancements to the 8x8 integrated cloud contact center and unified communications platform. These include [8x8 Engage](#) for cross-organization customer engagement, [Proactive Outreach](#) for 8x8 Contact Center and Unified Communications to eliminate the reactive nature of customer service, and [8x8 Operator Connect for Microsoft Teams](#) to provide Public Switched Telephone Network (PSTN) calling through Microsoft Teams Phone, as well as enhanced collaboration features for employees and customers to improve communication and service.

Recent innovations to enhance customer engagement throughout the organization, further connect teams, expand to new channels, and drive business success include:

- **8x8 Engage:** An AI-powered, tailored solution that enables cross-organization customer engagement for enhanced customer experiences, fostering loyalty, and driving business success. Intentionally engineered, 8x8 Engage addresses the distinct needs of customer-facing employees outside of the contact center with the right-fit tools and capabilities for delivering consistent, successful outcomes.
- **Proactive Customer Engagement:** Proactive Outreach for Unified Communications and Contact Center customers utilizes 8x8's programmable SMS and WhatsApp capabilities to further enable cross-organization customer engagement. It now allows CX professionals to launch highly personalized mass messaging campaigns through 8x8's campaign management platform, with features such as scheduling, advanced routing, reporting and analytics, and more.
- **8x8 Operator Connect for Microsoft Teams:** Now a certified provider of Operator Connect for Microsoft Teams, 8x8 provides PSTN calling through Microsoft Teams Phone, powered by Microsoft's Operator Connect for approved third-party providers. This addition to the 8x8 for Microsoft Teams portfolio provides a reliable calling option that streamlines deployments through the Teams admin center, and is from the only Operator Connect provider with a native Contact Center Solution certified to integrate with Teams.
- **Meeting Whiteboards:** Meeting participants can now contribute to a whiteboard by drawing, writing, and connecting items for more effective brainstorming, to better illustrate ideas, and to boost real-time collaboration.
- **The Line Official Notification Channel for Businesses:** The LINE Official Notification (LON) channel is available for businesses to send one-way notifications, such as order confirmations and payment reminders, to customers in Thailand and Indonesia.

Further updates to 8x8's cloud contact center and unified communications platform include:

- **Improved Analytics and Reporting:** Organizations can now use a new version of the Calls by DID report to track incoming call activity to phone numbers, see aggregated call volumes, and review how calls were handled at every number—regardless of how the call was handled.
- **8x8 Work Usability and Interface Enhancements:** New features for 8x8 Work include:
 - Enhanced internal caller identification, call details tooltip, and voicemail log details

- The ability to toggle on/off the app startup sound
- Country-specific ringback tone while waiting for a call to be answered
- Improved UI accessibility for screen readers
- Optimized search during an incoming call while the app is in Compact mode
- Intuitive call forwarding when routing calls to a user on a different PBX system
- **Supervisor Workspace Interface Enhancements:** Enhancements include the ability to further personalize the workspace by selecting and organizing which agent and queues metrics and tables are visible to create a visually appealing view of the key information supervisors require.
- **Enhancements to 8x8 Smart Channel Routing:** The feature empowers businesses with cost-effective message delivery, seamlessly routing SMS messages to specific telecom operators and delivering them via alternative channels such as Viber. Other improvements include the integration of new messaging channels, offering more versatility by enabling one time password messages to be routed to WhatsApp and Zalo.
- **Improvements to the 8x8 CPaaS Platform:**
 - Self-registration for WhatsApp Business account and SMS Sender ID on 8x8 Connect
 - Intelligent routing in 8x8 voice solutions
 - SMS integration with CleverTap

“At 8x8, we understand that all innovations should be intentionally engineered to enable organizations to bridge gaps between channels and teams, both internally and externally, to drive superior customer experiences and business success,” said Hunter Middleton, Chief Product Officer at 8x8, Inc. “By introducing these recent enhancements to our integrated cloud contact center and unified communications platform, which is now expanding beyond the traditional CCaaS and UCaaS definitions to also include 8x8 Engage, we are prioritizing solutions and capabilities that will enable organizations to provide their customers and employees with exceptional communication and collaboration experiences at every step of the customer journey.”

The 8x8 integrated cloud contact center and unified communications platform includes [contact center](#), [business phone](#), [video meetings](#), [team chat](#), and [SMS](#) capabilities in a single-vendor solution. The platform is built on a resilient, secure, and compliant platform, which offers the highest levels of reliability with financially backed, platform-wide 99.999% uptime SLA across an integrated cloud UCaaS and CCaaS solution.

8x8 customers can register for the upcoming [8x8 webinar](#) to learn more about the latest customer and employee experience enhancements.

Caution Concerning Forward-Looking Statements

This press release contains forward-looking statements. Readers are cautioned that such forward-looking statements involve risks and uncertainties that could cause actual events or our actual results to differ materially from those expressed in any such forward-looking statements. Readers are directed to 8x8’s periodic and other reports filed with the Securities and Exchange Commission (SEC) for a description of such risks and uncertainties. 8x8 undertakes no obligation to update any forward-looking statements.

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 solution 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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8x8, Inc. Contacts:

Media:
PR@8x8.com

Investor Relations:
Investor.Relations@8x8.com

Source: 8x8, Inc.