



## 8x8 Delivers the Latest AI-Powered Platform Innovations to Drive Customer Experience Across the Entire Business

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*Recent Platform Enhancements Include Extending 8x8 Intelligent Customer Assistant to Support Voice Interactions and Additional AI Capabilities Across the Entire 8x8 Platform*

CAMPBELL, Calif.--(BUSINESS WIRE)--Jul. 25, 2024-- [8x8, Inc.](#) (NASDAQ: EGHT), a leading integrated cloud contact center and unified communications platform provider, today announced recent innovations and enhancements to the 8x8 cloud platform. The latest enhancements include extending [8x8 Intelligent Customer Assistant](#) to support voice interactions and new AI capabilities spanning the entire 8x8 platform. The new features enable organizations to drive business success through enhanced customer and employee experiences and engagement.

Recent platform innovations to support customer engagement across the entire business include:

- **8x8 Intelligent Customer Assistant Support for Voice:** 8x8 Intelligent Customer Assistant is a powerful, user-friendly conversational AI solution that enables businesses to create instant, effortless, and engaging self-service experiences. The platform now supports human-like voice as well as digital interactions across multiple regions and languages to deliver automation and personalized experiences at scale.
- **Platform AI Enhancements:** 8x8 enables organizations to ingest, analyze, and act on customer interactions to provide a richer experience at every step in the journey. Recent enhancements include:
  - **Improved AI-powered Transcriptions Accuracy and Expanded Language Support:** Customers can leverage improved AI transcription summaries with even greater accuracy at no additional cost, as all Interaction Analytics services have been updated to the latest transcriptions model. The latest models also support the ability to transcribe speech in multiple languages and translations. Feeding improved transcription summaries into AI models is critical to improving model accuracy and serves as the foundation for organizations to make the most out of their customer interactions, whether it's reviewing transcripts for a more personalized experience or identifying trends in the contact center.
  - **AI Summarization for External CRMs:** AI summarization can be accessed in an organization's CRM of choice, such as Salesforce, Zoho, or other leading providers. Contact center agents on active calls can easily access the AI summarization from previous calls, helping to provide more context about the customer and deliver a more personalized experience.
  - **External AI Summarization Plug-in:** Plug-and-play external AI (LLM) for [8x8 Contact Center](#) means businesses can leverage an existing AI provider for summarizations. Supervisors can gain quick access to interaction summaries from third-party AI solutions within their workspace, providing valuable insights at their fingertips.
  - **Meeting Summarization:** 8x8 meetings now support AI-powered in-meeting catch up summaries and post-meeting summary emails for easier follow-ups and action items.

Additional updates to 8x8's cloud contact center, unified communications, and communications API platform include:

- **Proactive Outreach:** Interact for Proactive Outreach enables direct communication with customers at scale via SMS and WhatsApp messaging channels, with inbound messages

seamlessly routed to the contact center for agents or bots to handle. Businesses can utilize the flexible sender feature in 8x8 Connect or leverage full API access to integrate programmatically, offering versatile options to suit specific needs.

- **Supervisor Workspace Mobile:** An intuitive, mobile-first designed interface with single-value widgets and quick access to the most common configuration options so supervisors can quickly keep a pulse on their contact center operations on the go.
- **8x8 Admin Console UI Available in French-Canadian:** The 8x8 Admin Console interface is now available in French-Canadian to better meet the needs of global customers.
- **Silent Mobile Authentication for CPaaS Customers:** Provides a seamless method of mobile verification, allowing users to verify phone numbers with just one click and without manual input. Instead of receiving and entering a code, users are automatically verified based on their network IP. This approach enhances security and delivers a smoother experience when accessing mobile services or applications.
- **Native WhatsApp Integrations:** 8x8 WhatsApp messaging capabilities are now natively integrated into customer engagement platforms CleverTap and MoEngage. This integration allows businesses to leverage the robust features of 8x8's messaging services directly within these platforms, enhancing customer interactions through seamless and efficient communication
- **WhatsApp Campaign Scheduler:** The new WhatsApp scheduling capabilities enhance efficiency by automating communication workflows and ensuring timely, consistent content delivery. It aids in strategic planning, improves team coordination, and enhances customer experience through personalized interactions.

"Driving business success starts and ends with understanding what our customers want and need, and then providing solutions that allow customers to meet those needs from anywhere within their organization," said Hunter Middleton, Chief Product Officer at 8x8, Inc. "The continued pace of innovation at 8x8, including our focus in AI-driven and automated workflows across the platform, ensures that we are providing organizations with the solutions they need to bridge traditional gaps in the customer journey, thereby helping our customers deliver superior customer engagement across their entire organization every step of the way."

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](http://www.8x8.com), or follow 8x8 on [LinkedIn](#), [X](#) and [Facebook](#).

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Media:  
[PR@8x8.com](mailto:PR@8x8.com)

Investor Relations:  
[Investor.Relations@8x8.com](mailto:Investor.Relations@8x8.com)

Source: 8x8, Inc.