



## 8x8 CX Transformation and Innovation Driving Year-Over-Year Contact Center Momentum

August 22, 2024 1:00 PM EDT

*Industry-first Global CX 100 Awards, 8x8 CX Tour, and AI-Powered Cloud Platform Innovations Fueling Company Transformation and Customer Adoption*

CAMPBELL, Calif.--(BUSINESS WIRE)--Aug. 22, 2024-- [8x8, Inc.](#) (NASDAQ: EGHT), a leading business communications, CX and CPaaS platform provider, today announced considerable momentum for its Customer Experience (CX) AI-powered platform transformation that is driving year-over-year contact center momentum.

Spearheading the transformation are a series of initiatives focused on recognizing visionary CX leaders as well as helping organizations to deliver exceptional customer experiences, including:

- 8x8 developed in partnership with Hot Topics the industry's first [Global CX 100 Awards](#) to honor CX pioneers that are pushing the boundaries of customer-centric leadership across the C-suite. The [Global CX 100 Leaders](#), selected by an independent panel of judges, was revealed on August 19, 2024, and recognized the top 100 CX champions for their strategic innovation, visionary leadership and business accomplishments. The awards will culminate at The Studio USA at the Country Music Hall of Fame in Nashville, TN on October 28-30, 2024, and The Studio UK at the BAFTA in London on December 4, 2024.
- 8x8 launched the [8x8 CX Tour](#), a seven-city roadshow starting in North America and extending to Europe. The tour showcases CX best practices and customer successes using the latest [8x8 Contact Center](#) and AI-powered innovations. These advancements are enabling small to midsize enterprises to drive cross-organizational customer engagement and achieve strong business outcomes.

"Our continuing drive to transform 8x8's business and pace of innovation around all things CX has accelerated over the past year as we've made tremendous strides," said Samuel Wilson, Chief Executive Officer at 8x8, Inc. "As we help organizations exceed expectations and deliver business success, we are seeing increased customer adoption of our contact center. Underscoring 8x8's CX transformation, we are continuing to grow 8x8's multi-product CX cloud platform and enhance it with new capabilities."

8x8's CX transformation momentum is being fueled in part by organizations looking to adopt AI-powered, integrated CCaaS, UCaaS, and CPaaS platform solutions to enhance their customers' journey from anywhere within their business.

Business highlights as of June 30, 2024 include:

- The total number of 8x8 Contact Center customers grew more than 9% with contact center agent seats up 8% year-over-year.
- Significant traction with mid-sized enterprises with 250 or more contact center agent seats resulted in 35% year-over-year growth in this segment.
- Sales of new 8x8 CX products were up 40% year-over-year. Existing 8x8 Contact Center customers enhancing deployments with additional CX products grew nearly 10%.
- The number of customers using the AI-powered [8x8 Intelligent Customer Assistant](#) has increased more than 200% year-over-year with the associated volume of digital and voice self-service interactions growing more than 200% for the quarter on a year-over-year basis and 48% quarter-over-quarter.
- Organizations using 8x8 Contact Center for digital-first agents grew 8% with the volume of customer digital interactions orchestrated on the 8x8 platform up 14% year-over-year. Agents elevating customer interactions to video directly within the [8x8 Agent Workspace](#) increased 150% quarter-over-quarter.
- Monthly 8x8 CPaaS digital interactions increased 25% in the past six months, allowing 8x8

CPaaS customers to engage with more than 100 million consumers around the globe.

#### AI-Powered Innovation for Cross-Organizational Customer Engagement

Recent 8x8 CX Cloud Platform AI-powered innovations supporting customer engagement across the organization and highlighted at the 8x8 CX Tour include:

- A more powerful large language model (LLM) engine improves transcription accuracy and expands language support, at no additional cost to customers. All interaction analytics services have been seamlessly updated to the latest model.
- AI-based interaction summaries can be seamlessly integrated into an organization's CRM of choice, such as Salesforce and Zoho. Contact center agents on active calls can easily access summarizations of previous interactions through 8x8 Agent Workspace, providing more context about the customer to deliver a more personalized experience.
- New capability allows organizations to "bring-their-own" AI (LLM) to 8x8 Contact Center. Businesses can leverage an existing AI provider for summarizations allowing supervisors to gain quick access to interaction summaries from third-party AI solutions within Supervisor Workspace for valuable insights.
- 8x8 Intelligent Customer Assistant Support for Voice is a powerful, user-friendly conversational AI solution that enables businesses to create instant, effortless, and engaging self-service experiences. 8x8 Intelligent Customer Assistant now supports human-like voice as well as digital interactions across multiple regions and languages to deliver automation and personalized experiences at scale.

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

Learn more about the 8x8 CX Tour by visiting <https://www.8x8.com/events/cx-tour>.

#### Caution Concerning Forward-Looking Statements

This press release contains forward-looking statements including those related to our CX transformation, contact center momentum, and growth in new 8x8 CX products. 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. These risks could reduce the growth of our CX business and contact center momentum which could impact our revenues and profitability. 8x8 undertakes no obligation to update any forward-looking statements.

#### About 8x8 Inc.

8x8, Inc. (NASDAQ: EGHT) is a leading provider of integrated contact center, voice communications, video, chat, and SMS solutions built on one global cloud platform. 8x8 uniquely eliminates the silos across the entire organization to power the communications and customer engagement 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](#).

8x8® is a trademark of 8x8, Inc.

View source version on [businesswire.com](https://www.businesswire.com/news/home/20240822269611/en/): <https://www.businesswire.com/news/home/20240822269611/en/>

8x8, Inc. Contacts:

Media:

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

Investor Relations:

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

Source: 8x8, Inc.