



## The 8x8 Brand Reimagined to Power CX Ambitions

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CAMPBELL, Calif.--(BUSINESS WIRE)--Nov. 21, 2024-- [8x8, Inc.](#) (NASDAQ: EGHT), the industry's most integrated Platform for CX that combines Contact Center, Unified Communication, and CPaaS APIs, today unveiled the next evolution of its brand—a key milestone in the Company's journey toward a more customer-centric future. More than a refreshed look and feel, this rebrand signals the next chapter in 8x8's CX transformation driven by a clear purpose: *To connect people and organizations through seamless communication, empowering them to unlock the potential of every interaction.*

### CX Limits Were Meant to be Shattered

"At 8x8, we're stepping out of the box and our new brand captures the energy and ambition of this exciting next stage. Our transformation is much more than cosmetic, it's a commitment to relentless innovation and a giant leap in the CX space as we align 8x8 even further around our customers' successes by taking their CX goals and ambitions to new heights," said Bruno Bertini, Chief Marketing Officer at 8x8, Inc. "Brands, much like technology, must evolve to stay relevant in a rapidly changing world. Today, the CX landscape has evolved to include every employee in customer-facing roles, as digital transformation, mobile-first strategies, and AI reshape how organizations interact with customers. Expectations have never been higher and organizations need to partner with a forward-looking vendor to help them take CX to the next level and elevate their business."

### CX and IT Leaders are the Heroes of Transformation

The force behind every customer experience are CX and IT Leaders—part strategist, part problem-solver, and part innovator. These are the visionaries who turn fragmented interactions into seamless experiences; so businesses not only meet but exceed customer expectations. These leaders are the heroes of transformation, and 8x8's rebrand is a declaration of what it means to be a true partner to these CX and IT leaders, empowering them to deliver seamless, impactful experiences with the 8x8® Platform for CX.

The rebrand is supported by the next phase of 8x8's platform, advancing and evolving from the first XCaaS® platform that combined cloud unified communications and contact center capabilities, into the industry's most complete platform for CX. By integrating contact center, unified communications, CPaaS APIs, AI, Microsoft Teams and 8x8 Technology Partner Ecosystem solutions into one platform and eliminating data silos across these solutions, customers can stretch and empower every employee across the organization, turning every team into a customer facing team and every customer interaction into fully integrated journeys.

In an overhyped space where it's all about the shiny new next feature and the next buzzword, 8x8 believes organizations need not only the best technology but more to be successful. That's the core belief behind the Company's vision to help customer experience leaders become the heartbeat of their organizations, empowering them to unlock the potential of every interaction—with one platform, one ecosystem, and one data model. Helping CX and IT leaders unify their CX to conquer the complexity.

### Where is 8x8 Going? - Activating Our Purpose at Every Level

Today marks the first step into a reimagined 8x8. The Company is transforming systems, processes, and technology to better track and accelerate business outcomes and empower stronger, strategic partnerships.

"This rebrand reinforces our commitment to solving the real challenges our customers face while driving measurable business outcomes. We are making significant strides into high-value markets which paves the way for mid-market and enterprise growth," said Samuel Wilson, Chief Executive Officer at 8x8, Inc. "Like never before, we are showcasing our investments in AI, automation, and technology integration which are things that we know make a tangible difference for our customers."

Experience the new 8x8 brand by:

- Exploring new branding on [8x8.com](#).
- Reading 8x8 Chief Marketing Officer Bruno Bertini's [blog post](#).
- Visiting 8x8 at Booth CC-F40 at Call & Contact Expo at the ExCeL Exhibition Centre in London on November 27-28, 2024.
- Registering for 8x8's [CX Mastery Webinar Series](#).

### About 8x8 Inc.

8x8, Inc. (NASDAQ: EGHT) connects people and organizations through seamless communication on the industry's most integrated platform for Customer Experience—combining Contact Center, Unified Communication, and CPaaS APIs. The 8x8® Platform for CX integrates AI at every level to enable personalized customer journeys, drive operational excellence and insights, and facilitate team collaboration. We help customer experience and IT leaders 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](#).

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