8x8 CX Transformation Drives Continued Customer Adoption and Momentum

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Sales of New Products in FY25 Q2 Increased More Than 60% Year-Over-Year, Led By AI-Powered Solutions; Launched New Brand to Support Next Phase of the Company's CX Transformation, Drive Momentum and Unlock the Potential of Every Interaction

CAMPBELL, Calif.--(BUSINESS WIRE)--Nov. 25, 2024-- 8x8, Inc. (NASDAQ: EGHT), the industry's most integrated Platform for CX that combines Contact Center, Unified Communication, and CPaaS APIs, today announced the company's CX transformation continues to drive adoption of its AI-powered 8x8 Platform for CX. Sales of new products in FY25 Q2 increased more than 60% year-over-year, led by AI-based solutions.

"8x8's CX transformation journey focuses on delivering AI-powered, platform innovations that empower organizations through seamless communication and engagement to unlock the potential of every interaction," said Samuel Wilson, Chief Executive Officer at 8x8, Inc. "We are experiencing the results of what happens when customer experience leaders are the heartbeat of their organization, all employees and teams are empowered, and customers feel heard. Our market momentum is being driven by the 8x8 Platform for CX which is resonating with customers, and enabling organizations to conquer complexity, drive sustainable growth, and create a lasting impact."

Recently, 8x8 also unveiled the next evolution of its brand, another 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*. Experience the new 8x8 brand by reading the blog post by Bruno Bertini, Chief Marketing Officer at 8x8.

In addition to 8x8's CX-driven brand transformation, the company continues to attract new organizations looking to adopt an AI-powered, integrated business communications, contact center, and communication APIs platform to enhance their customers' journey across every touchpoint.

Business highlights as of September 30, 2024, the end of 8x8's FY25 Q2, included:

- Increasing traction with companies with 250 or more contact center agent seats resulted in nearly 16% year-over-year growth in customers in this segment.
- The number of standalone 8x8 UCaaS customers adding 8x8 Contact Center more than doubled quarter-over-quarter.
- The total number of CX interactions on the 8x8 platform was more than 94 million, an increase of over 12% year-over-year.

Continuing growth of AI-powered solutions in FY25 Q2 included:

- Sales of AI-powered new products in addition to the native AI capabilities across the 8x8 Platform for CX increased more than 50% quarter-over-quarter and more than 200% year-over-year.
- The number of customers using the AI-powered 8x8 Intelligent Customer Assistant has increased more than 200% year-over-year and 25% quarter-over-quarter, with the associated volume of AI interactions growing more than 155% year-over-year and 30% quarter-over-quarter.

Recent 8x8 customer wins in FY25 Q2, demonstrating continued adoption and momentum included:

- Coronis Health, a healthcare revenue cycle management solutions company with more than 11,000 employees across 26 global locations, chose to upgrade from Fuze to the 8x8 Platform for CX after an extensive proof of concept period that required tight integration with their third-party CX solutions. They chose 8x8 UCaaS and 8x8 Contact Center with Voice for Microsoft Teams to support 2,500 employees, including 800 contact center agents, and address their unique business requirements.
- Scandinavian Designs, a national furniture brand with 40+ showrooms across 16 states, chose 8x8 Contact Center with 8x8 Operator Connect for Microsoft Teams to migrate to a single

cloud platform. Key factors in their decision to go with 8x8 was Teams chat federation and presence visibility in 8x8 Agent Workspace as well as robust analytics and dashboards, with call transcriptions and evaluation capabilities.

- Buchanan Technologies, a leading managed IT services provider focused on midmarket and enterprise organizations, not only signed up as an 8x8 Elevate value-added reseller partner, but also selected 8x8 Contact Center to migrate from a legacy on-premises system to the cloud in support of their 300 contact center agents.

Recent 8x8 CX Cloud Platform AI-powered innovations released in FY25 Q2 optimizing key customer touchpoint included:

- Significant advancements to language support and real-time accuracy powered by the latest OpenAI Whisper model, delivering best-in-class accuracy for select languages and stronger performance with different accents. 8x8 also doubled the number of supported languages for live web chats, extending real-time chat translation to a broader global audience to foster more seamless multilingual interactions. Expanded text-to-speech capabilities offer support for over 40 languages, unlocking enhanced analytics, interaction insights and performance metrics that span the 8x8 platform, and empower a wide range of users to drive increased efficiency, boost employee productivity, and elevate customer satisfaction.
- Announced the availability of 8x8 Active Assessor, an AI-powered housing association solution that supports landlords to proactively engage with tenants, meet legal requirements, and ensure homes are compliant with health and safety standards.
- Announced expanded availability of Video Elevation capabilities for 8x8 Contact Center, including new digital engagement capabilities that enable contact center agents to convert a phone call into a video interaction to visually diagnose and resolve issues, such as property damage or product assembly, reducing the need for onsite technical support and improving the customer experience.
- Announced that Regal.io has joined the 8x8 Technology Partner Ecosystem, as part of the exclusive SellWith8 tier. The partnership combines Regal.io's sophisticated sales dialing capabilities with 8x8's comprehensive cloud contact center and unified communications platform, enhancing outbound communication services, such as calls and SMS capabilities, to facilitate better employee and customer experiences.

The 8x8 Platform for CX seamlessly unites contact center, unified communications, and communication APIs to help organizations connect customers and teams globally, empowering CX and IT leaders with AI-powered performance and insights to make smarter decisions, delight customers, and drive lasting business impact.

Visit 8x8 at Booth CC-F40 at Call & Contact Centre Expo at the ExCeL Exhibition Centre in London on November 27-28 to see the new 8x8 brand identity.

Recently, 8x8 was named a Leader in the 2024 Gartner Magic Quadrant for Unified Communications as a Service[1]. This is the thirteenth consecutive year 8x8 has been recognized as a Leader in this report. 8x8 was also recognized in the 2024 Gartner® Magic Quadrant™ for Contact Center as a Service[2]. This is the tenth consecutive year 8x8 has been recognized in this report.

[1] Gartner Magic Quadrant for Unified Communications as a Service, Pankil Sheth, Megan Fernandez, Christopher Trueman, Rafael Benitez, October 7, 2024. This Magic Quadrant report name has changed from 2015 onwards- 2015-2023: Magic Quadrant for Unified Communications as a Service, Worldwide, 2014: Magic Quadrant for Unified Communications as a Service, North America With Additional Regional Presence, 2012-2013: Magic Quadrant for Unified Communications as a Service, North America.

[2] Gartner® Magic Quadrant™ for Contact Center as a Service Drew Kraus, Pri Rathnayake, Megan Fernandez, Pankil Sheth, Jason Bridge, October 28, 2024.

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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) 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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