



Customer Support

Unify Every Conversation. Eliminate Unnecessary Effort.

VPs of Customer Support are under pressure to transform their function into a growth engine — but fragmented systems, manual work, and disconnected tools make effortless customer experiences nearly impossible. You're no longer measured solely on cost containment. You're accountable for customer loyalty, retention, and experience — and in many industries, support is the brand.

The only way to eliminate unnecessary effort is to unify every conversation and every signal — internal, external, human, and bot — on a single communications intelligence platform. With 8x8, you gain the visibility, simplicity, reliability, and AI-driven intelligence to empower your agents, delight your customers, and scale with confidence.

Build the Foundation for Connected, Effortless Customer Support

Unnecessary effort taxes your business with blind spots across three dimensions: operational overhead from manual processes, human cost from agent burnout and attrition, and strategic drag from scattered data that blocks transformation. When these go unaddressed, the consequences are measurable — customer churn, rising replacement costs, and vendor sprawl that erodes TCO. 8x8 eliminates this invisible tax by unifying UC, CC, and CPaaS on one platform with a financially backed 99.999% SLA.

For more information visit 8x8.com.

Key benefits

- Eliminate operational drag with a **single platform for UC, CC, and CPaaS** — no stitched-together systems.
- See and act on the complete customer journey with **unified interaction data across all channels**.
- Amplify agent performance with **AI-guided experiences** that surface the right context instantly.
- Run support on a platform you never have to second-guess — **99.999% SLA, global compliance, and hardened migration**.
- **Scale support and innovation without rebuilding your foundation** — future-proof by design.

Portfolio Context

8x8 is the only provider that delivers UCaaS, CCaaS, and CPaaS natively on a single communications intelligence platform — alongside built-in workforce engagement, proactive outreach, and analytics that others bolt on or upsell. This use case sits at the center of 8x8's broader CX portfolio, making Customer Support a strategic entry point for enterprise-wide transformation.

One Platform. Four Pillars. Zero Unnecessary Effort.

8x8 delivers customer support transformation through four integrated capability pillars: Connect, Simplify, Trust, and Future-Proof. Together, they eliminate the fragmentation, manual work, and data silos that drive unnecessary effort — and replace them with a unified, intelligent, and reliable operating model for modern support teams.

From real-time journey analytics and AI-guided agent experiences to global compliance and a deep partner ecosystem, every capability is built natively into the platform — not bolted on. This means faster deployment, lower TCO, and a data foundation that makes AI strategies actually work.

Results / Proof Summary

8x8 customers have achieved up to 90% fewer abandoned calls, 69% improvement in average speed of answer, 80% decrease in agent attrition, and 83% reduction in call queue time — all on a single unified platform.

Solution Components.

- The Customer Interaction Data Initiative unifies all interactions — internal, external, human, and bot — across UC, CC, CPaaS, and third-party systems, enabling end-to-end journey visibility that improves FCR
- Award-winning connected interfaces reduce training time, minimize errors, and help agents reach full productivity faster — with AI-guided experiences that surface the right actions and context instantly
- Financially backed 99.999% platform-wide SLA, native global telephony and outbound calling compliance across 50+ countries covering ~90% of global GDP, and one-click voice channel rerouting for business continuity
- The only Microsoft Operator Connect provider with a Teams-certified contact center, plus native proactive outreach, automated quality management, speech analytics, and workforce management
- Native voice, email, webchat, AI voice and digital assistants, SMS, RCS, video, WhatsApp, Facebook Messenger, and Viber — reducing repeat explanations and lowering agent burnout
- Platform-Native AI that was reported as 2x more accurate than leading competitors, trained on unified, high-quality interaction data — enabling advanced support use cases without adding headcount
- Native telephony and compliant outbound calling in 50+ countries, meeting regional requirements while enabling consistent service delivery at scale
- - **Business Value Consulting** - Long-term support through BVC, service management, and TAMs provides a single point of contact for optimized adoption and measurable ROI

