



MetriStar Top Provider Award

Contact Center-as-a-Service Platforms

8x8

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Metrigy 2026 MetriStar Awards: 8x8

Category: Contact Center-as-a-Service Platforms

8x8 earned Metrigy's 2026 MetriStar Top Provider Award for Contact Center-as-a-Service (CCaaS) Platforms. The value of the MetriStar Award is that it is based on customer ratings of providers *and* quantitative metrics correlating the use of a vendor's products and services with measurable business success. Companies use 8x8's CCaaS platform to easily manage all their customer support calls, emails, and chats in a single system while keeping their agents connected to the rest of the business. AI capabilities and analytics span the entire platform.

Product Category

Contact Center-as-a-Service Platforms: CCaaS platforms, together with on-premises contact center platforms, are the communications core of customer engagement. At minimum, they provide automated call distribution (ACD) to route incoming voice calls to appropriate agents. They often include interactive voice response, as well. Providers offer artificial intelligence (AI)-based apps, such as agent assist, AI agents, and transcription, as well as workforce engagement management, analytics, and self-service. The cloud-based platforms can interact with customers over multiple, integrated channels. The emerging technologies may be the vendor's own or that of an integrated technology partner.

Award Description

MetriStar recognitions are as follows:

- **MetriStar Top Provider** – Recognizes technology providers whose customers achieved high business success *and* that received at- or above-average customer sentiment ratings
- **Top Business Success** – Highlights providers whose customers realized the most substantial business success metric improvements
- **Top Customer Sentiment** – Highlights providers whose customer sentiment scores are at or above average

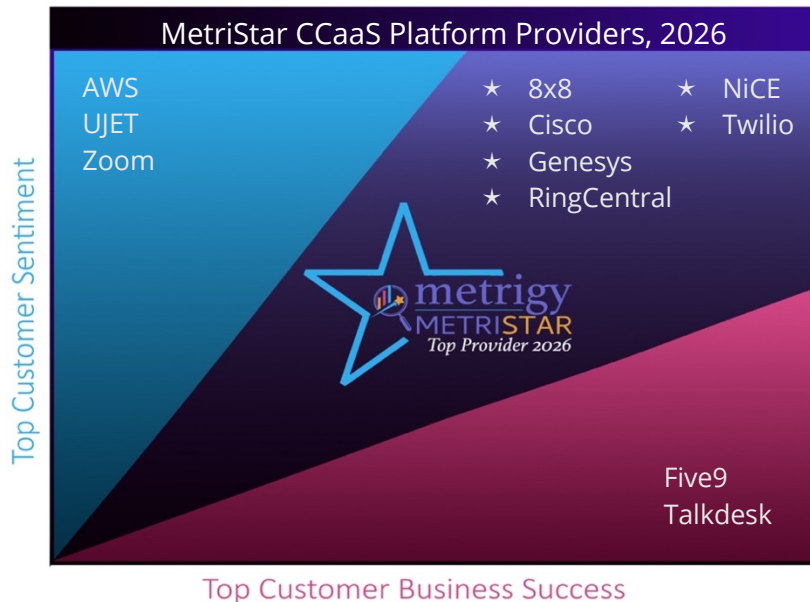


Figure 1: MetriStar CCaaS Platform Providers, 2026 (names in alphabetical order)

Research Methodology

Business Success

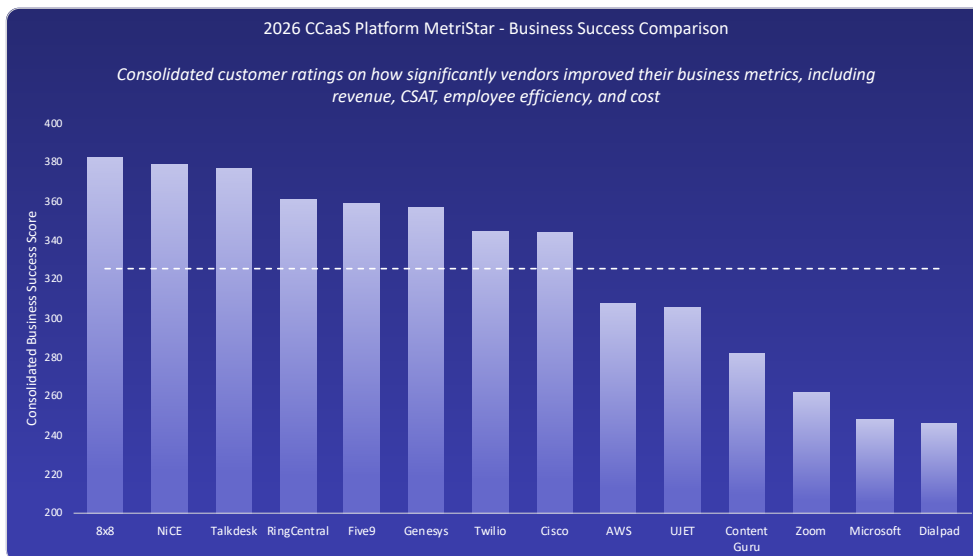
Research participants in our *Customer Experience MetriCast 2026* study provided data on before-and-after changes in business metrics, including revenue, customer satisfaction (CSAT), employee efficiency, and operational costs, resulting from the use of their CCaaS platform. They classified the impact as a significant or modest increase, no change, or a significant or modest decrease. Figure 2 below shows the average percentage response for each of the business metrics across all companies.

2026 CCaaS Platform MetriStar: Business Success Average Change					
	Significant Increase	Modest Increase	No change	Modest Decrease	Significant Decrease
Revenue	27.7%	50.7%	18.1%	3.2%	0.3%
CSAT	35.9%	45.5%	16.3%	2.0%	0.3%
Employee efficiency	37.3%	38.5%	22.7%	0.9%	0.6%
Operational costs	14.9%	6.7%	25.9%	31.8%	20.7%

Figure 2: 2026 CCaaS Platform MetriStar: Business Success Average Change

For each provider individually, we used a diffusion index calculation, subtracting the negative from positive results, with a higher weighting assigned to “significant” responses on either end of the spectrum. For revenue, CSAT, and employee efficiency, we subtracted the decrease percentages from the increase ones and did the opposite for operational cost (and then multiplied by 100 to remove the percentage). Using that formula, the average score is 325. Providers that were above average won a Business Success MetriStar.

Figure 3 below illustrates each provider’s Business Success score, with the average line noted.



All companies deliver some improvement to their customers’ business metrics. As noted on the chart, though, some do so more significantly than others. Overall, for CCaaS, vendors’ top-performing area is CSAT improvement, which accounts for 100 of the 325

points making up the average score. Vendors improve revenue and efficiency almost equally, making up 93 and 92 points of the average score, respectively. Cost savings is at the bottom. *8x8’s overall Business Success score of 382 is the highest among all companies’ scores. Across the four*

categories, it ranked highest in cost savings with 82 points (compared to the 37-point average) and was also among the top for CSAT improvement.

Customer Sentiment

In addition to business success, we asked research participants to rate provider performance on a variety of areas, as noted in Figure 4 below. The rating scale is 1 to 10, where 1 = Extremely Poor and 10 = Outstanding. For CCaaS platform providers, overall average customer sentiment score is 8.38, with individual provider scores ranging from 7.51 to 8.88. *8x8 rated an overall 8.71 overall customer sentiment score, receiving the highest rating (8.86) among all companies for value (bang for the buck). Other strong spots for 8x8 are technical features (8.79), analytics capabilities (8.71), and integrations with key platforms/apps (8.71).*

Figure 4 also shows how each individually rated provider scored relative to the average across each of the categories measured.

2026 CCaaS Platform MetriStar: Customer Sentiment Ratings vs. Average, by Provider									
Vendor	Service reliability	Integrations with key apps & platforms	Analytics capabilities	Technical features	AI capabilities	Security capabilities within the service	Value (bang for the buck)	Customer service	Average score
8x8	▲	▲	▲	▲	▲	▲	▲	▲	▲
AWS	▲	▲	▲	▼	▲	▼	▲	▲	▲
Cisco	▲	▲	▲	▲	▼	▲	▼	▼	▲
Content Guru	▼	▲	▲	▼	▼	▼	▲	▼	▼
Dialpad	▼	▼	▼	▼	▼	▼	▼	▼	▼
Five9	▼	▼	▼	▼	▲	▼	▼	▼	▼
Genesys	▲	▲	▲	▲	▲	▲	▲	▲	▲
Microsoft	▼	▼	▼	▼	▼	▼	▼	▼	▼
NiCE	▲	▲	▲	▲	▲	▲	▲	▲	▲
RingCentral	▲	▼	▲	▲	▲	▲	▲	▲	▲
Talkdesk	▼	▼	▼	▼	▼	▼	▼	▲	▼
Twilio	▲	▼	▲	▲	▲	▲	▲	▲	▲
UJET	▲	▼	▲	▲	▼	▲	▲	▲	▲
Zoom	▲	▼	▲	▲	▼	▲	▲	▼	▲
Average	8.51	8.34	8.28	8.35	8.34	8.49	8.24	8.48	8.38
Other providers were rated but didn't garner enough scores to be counted individually or to be included in average scores.									
LEGEND ▲ = Above average ▼ = Below average ● = Average									

Figure 4: 2026 CCaaS Platform MetriStar: Customer Sentiment Ratings vs. Average, by Provider

MetriStar Summary of Results

The results for the categories comprising the 2026 CCaaS Platform MetriStar are described here:

- MetriStar Top Provider** – Research participants gave these providers an 8.38 or above customer sentiment rating and documented better-than-average improvements in their overall business metrics. These providers—8x8, Cisco, Genesys, RingCentral, NiCE, and Twilio—have earned a **MetriStar Top Provider Award**. Each has received high sentiment scores and customers documented above-average business success improvements using their products and services.
- Top Business Success** – Two additional providers—Five9 and Talkdesk—earned recognition as having above-average improvements in their business success metrics.
- Top Customer Sentiment** – Three additional providers—AWS, UJET, and Zoom—earned at or above 8.38 for overall customer sentiment score.

Companies Rated

Metrigy received input for a total of 17 CCaaS platform providers. Of those, we received enough ratings for 14 companies. Providers that did not receive enough ratings to be counted individually are Nextiva, Sprinklr, and Vonage.

Metrigy's Take

8x8 made a significant impact in the 2026 CX MetriStar Awards, securing Top Provider recognition for CCaaS alongside its CPaaS win. This dual victory highlights the power of 8x8's unified platform approach for addressing customer interactions. CX leaders utilizing 8x8's CCaaS solutions reported exceptional business success, driving substantial improvements across vital metrics including CSAT, operational costs, revenue generation, and overall efficiency.

The company's ability to drive tangible business value extends directly into workforce engagement management (WEM), where 8x8 captured a Business Success MetriStar with an impressive score of 385, well above the industry average of 309. Organizations leveraging 8x8's WEM tools saw notable gains in revenue growth, cost reductions, and operational efficiency.

When evaluating 8x8's CCaaS offering, it is clear the platform serves as much more than a traditional contact center; it acts as an intelligent command center for the entire customer journey. Anchored by unified data and comprehensive AI capabilities, the CCaaS portfolio stands out through:

- Intelligent Customer Assistant (ICA) - An AI-driven self-service tool that works across digital and voice channels to handle routine requests, reduce costs, and smartly route complex issues to human agents with the full context included.
- Agent Assist & Intuitive Workspaces - Real-time, in-dashboard AI tools that offer live guidance, suggest the next best action, and automate interaction summaries (AI Wrap-Up) to significantly cut down on handle times and post-call administrative work.
- AI Orchestrator & Omnichannel Routing - A seamless integration layer connecting workflows, data, and bots across all channels to ensure consistent experiences and intelligent routing without requiring heavy coding.
- Auto Quality Management & Interaction Analytics - Built-in AI models that provide automated QA scoring, sentiment analysis, and speech/text analytics across 100% of interactions, empowering supervisors to identify trends and coach agents proactively.

Furthermore, 8x8's CCaaS platform aligns perfectly with its broader mission to democratize customer experience, moving it beyond the traditional contact center and empowering all customer-facing roles, such as field technicians and account managers. As 8x8 continues to evolve its CX strategy, its robust CCaaS foundation, combined with its powerful CPaaS integrations, will be instrumental in delivering an AI-first contact center, with technology that extends to other parts of the company.

Study Overview

Metrigy conducted our global *Customer Experience MetriCast 2026* research study from March to April 2026. We surveyed 1,437 CX leaders from organizations headquartered in 10 countries from three regions (North America, Europe, Asia-Pacific). In this study, we gathered detailed information on CX technology adoption plans, current and planned spending, provider adoption, plans for changing providers (and why), applications in use, provider ratings, business success, and more.

The MetriStar output from the study focuses on the provider ratings and associated business success for the following areas: agent assist, AI agents, communications platform as a service (CPaaS), contact center as a service (CCaaS), interaction analytics, customer relationship management (CRM), knowledge management, workforce engagement management (WEM), and voice of the customer (VoC).

To get more details on this and other research, please visit www.metrigy.com.



ABOUT METRIGY: Metrigy is an innovative research and advisory firm focusing on the rapidly changing areas of artificial intelligence, customer experience, and workplace collaboration—along with several related technologies, including knowledge management, security, and workforce engagement management. Metrigy conducts research with business leaders, consumers, and technology vendors. Our analysts deliver strategic guidance and informative content, backed by primary research metrics, indexes, and analysis, for technology providers and enterprise organizations.