



8x8 Omnichannel Routing

Improve your CX and modernize your legacy systems with omnichannel.

8x8 Omnichannel Routing allows contact centers to meet customers' escalating expectations for effective service across an ever-increasing array of communications channels. Because both voice and digital channels are provided natively through a single routing engine, you're able to deliver consistent and personalized experiences, regardless of how customers choose to contact you.

Retain your competitive advantage.

Meeting your customers' shifting channel preferences is no longer optional, but a critical business priority. At the same time, the need for personalized service is not disappearing, and is especially valued for complex issues. The answer to meeting this challenge is to add digital channels while preserving the option of escalating to voice, and even video. That's where the power of the 8x8 Omnichannel Routing comes in.

8x8 Omnichannel Routing leverages the holistic reporting capabilities of the 8x8 Contact Center solution to capture customer insights and deliver a powerful single source of truth. By providing agents with access to customer data via 8x8 Agent Workspace, you're able to personalize the customer journey across all channels.

Key benefits

- Match customers with the right agent using a routing engine that natively supports voice and digital.
- Connect on customers' preferred digital channels for fast, personalized service.
- Quickly launch new channels to meet rising customer expectations.
- Reduce sales friction with web chat, co-browsing, and video for visual engagement.
- Boost productivity with blended agents handling voice, email, chat, and SMS—up to 13 interactions at once.
- Monitor, route, and respond to social media @mentions and DMs from platforms like YouTube, LinkedIn, Instagram, and X.
- Serve diverse audiences with multilingual messaging and web chat support.
- Equip agents with a unified, intuitive interface across all channels.
- Gain insights and enhance cross-channel experiences with advanced analytics.

Each 8x8 Contact Center channel provides advanced capabilities:

Feature	Capability
Chat	• Customizable and proactive chat on your website • Real-time translation available in over 22 languages • Send attachments like videos, pictures, and files • Validate and pre-authorize customers to securely receive support from your business • Provide custom agent avatars with agent bios and pictures to build customer trust
Chatbot	• Full contextual handover during customer escalations from bot to live agent • Out-of-box templates • Graphical, click & add scripting tools • Built-in, comprehensive analytics solution • Prebuilt connectors to 25+ channels/applications • Rich media content widgets • Real-time translation with over 130 supported languages • Customizable dashboards • Customer journey insights through every step in the virtual agent experience • NLU flags for performance recommendations
Co-browse	• Agents can share screens and collaborate with online customers in real-time • Provide live online support and guided assistance • No customer installation required for a frictionless experience • Secure solution with flexible control mode
Email	• Route by context, agent skill, and priority • Support for pre-built and custom workflows • Integrated CRM routing • Send secure payment links via email
Messaging apps	• WhatsApp & Viber available natively • WhatsApp inbound, customer-initiated messaging free of charge • Flexible APIs so you can customize your workflows • Automate system messaging for intelligent interactions
RCS	• First cloud contact center with native two-way RCS routed to contact center agents • Accept/respond within Agent Workspace • Send/receive text, images, videos, and documents • Trusted brand verification and approved agent labels
SMS	• One-way and two-way SMS messaging • Bulk messaging available for campaigns and high volume communications • Send knowledge base article & secure payment links via SMS • Inbound follow-up to outbound campaigns
Social media	• Monitor, route, and reply to @mentions and DMs on YouTube, LinkedIn, Instagram, X, and more • Collect customer data automatically using easy scripting tools • Assign rules and logic to route social media interactions to the best possible agent
Video elevation	• Elevate customer interactions from voice to one-way video • Enable agents to take still screenshots & extract exact geolocation data
Voice	• Skills based routing • Conditional routing • Service-level routing • Analytics enabled routing • Value based routing • CRM data based routing • Post call surveys
Blended interactions	• Agents can manage up to 13 interactions across voice, email, chat, and SMS • Quick view of active interaction status for prioritizing urgent cases, especially those past SLA • "Stop New" button for focusing on current chat interactions • Dynamic task routing based on real-time demand and agent availability