

The logo consists of the characters '8x8' in a bold, white, sans-serif font. The background of the entire page is a photograph of a man with a white beard and glasses, wearing a green jacket, with his arms outstretched. There are also some abstract geometric shapes in orange and purple on the right side of the page.

8x8

Transforming Communication, Collaboration, and Customer Experience with AI

How AI tackles the use cases that matter most to your business

September 2025

The Value of AI for Smarter Communication and CX

Businesses today face growing pressure to deliver faster, smarter, and more secure communications. Customers expect instant responses, seamless service across channels, and personalized interactions every time. Yet many organizations struggle with inefficiency, rising costs, and legacy systems that can't keep up.

Artificial intelligence is redefining how organizations overcome these challenges. Embedded into every layer of the communications stack—from calls and meetings to contact center interactions—AI brings capabilities like transcription, summarization, and intelligent routing with enterprise-grade accuracy and compliance. This allows businesses to simplify communication, boost productivity, and elevate customer experience at scale.

Read on to learn how AI solves your top challenges



#1 Global Voice Intelligence

Proactive Network Intelligence for Crystal-Clear Calls

High-quality voice is essential, but delivering it globally is complex. Even small issues like latency or jitter can affect clarity, and endpoint-only monitoring leaves critical blind spots.

8x8 Global Voice Intelligence ensures quality at the infrastructure level. AI monitors network performance in real time and automatically routes calls over the best paths. With **35+ Points of Presence and 200+ carrier partners**, businesses gain geo-resiliency, enterprise-grade uptime, and consistently clear calls worldwide—without manual intervention.



#2 Simplify Everyday Communication

Less Noise, More Productivity in Every Interaction

Everyday communication is filled with distractions—voicemails, endless chat threads, and time-consuming replies. The average employee spends **3 hours and 43 minutes a day** across messaging, calls, email, and video—costing businesses **\$21 billion** a week in lost productivity.¹

With AI embedded into daily workflows, 8x8 makes communication simpler and faster. Voicemails become text for quick review, chats are summarized into clear takeaways, and AI-generated replies cut response time. AI companions in 8x8 Work act as intelligent assistants streamlining tasks and keeping teams focused on higher-value work.



#3 Make Meetings & Calls Work Smarter

AI That Keeps Collaboration Clear, Inclusive, and Action-Oriented

Calls and meetings are essential for collaboration, but they often drain productivity. Background noise, unclear speakers, and scattered follow-ups make it hard for teams to stay engaged. Without clear records or action items, key points are lost and decisions stall.

With AI, 8x8 makes every interaction **clearer** and more **actionable**. Conversations are easier to follow, and the right details are captured and shared—so teams stay aligned, late joiners can catch up quickly, and **collaboration drives outcomes** instead of delays.



#4 Human Touches: Presence & Inclusion

Show Up Professionally, Communicate Without Barriers

In a hybrid world, not everyone has the same setup, environment, or language skills. Distracting backgrounds, lack of privacy, and language barriers can make people feel less confident and less included in conversations—limiting participation and collaboration over time.

8x8 uses AI to make communication more **inclusive**, **professional**, and **natural**. Virtual backgrounds and blur help people show up confidently from anywhere, while real-time translation removes language barriers. And it works: **74%** of respondents in a UC Today survey said AI improves participation equity in meetings—creating a level playing field where everyone feels seen, heard, and included.²



#5 Support Customer Experience

Smarter Journeys, Stronger Relationships at Scale

Customers expect quick, personalized service on any channel, any time. Meeting those expectations isn't easy—agents handle a steady stream of requests, customers want faster answers, and leaders need clearer insight into churn risks.

8x8 brings AI into every step of the journey. Virtual agents resolve everyday requests instantly, while intelligent routing **eliminates delays** by connecting customers to the right resource. Post-call intelligence captures themes and sentiment for stronger follow-up, and predictive insights **flag churn risks** early so leaders can step in. Companies adopting AI are already seeing the difference, with **47%** reporting higher satisfaction (NPS, CSAT).³

Sources: [Gartner Peer Community, Elevating Experiences: The AI Revolution in Customer Engagement](#)



#6 Help Leaders Coach & Manage

Turn Every Conversation Into Coaching Intelligence

Leaders need better visibility into customer and employee interactions. Without it, it's harder to spot coaching moments, track performance trends, or address recurring issues in time to guide improvement.

8x8 uses AI to turn every conversation into coaching intelligence. Leaders gain clear opportunities for feedback by seeing how conversations are handled and how customers feel. By uncovering friction points across the customer journey and spotting patterns at scale, they can **coach more effectively**, resolve issues faster, and elevate team performance. McKinsey notes that speech analytics enables targeted coaching, helping organizations cut **average handle time (AHT)** by about **10%**—proving the impact of data-driven coaching.

Sources: [McKinsey, From Speech to Insights: The Value of the Human Voice](#)



#7: Improve Agent Performance

Real-Time AI That Guides Agents to Succeed

Agents today face rising volumes of complex questions and are expected to deliver quick, positive experiences. But disconnected systems make it harder to find information, leading to longer handle times, uneven responses, and frustrated customers.

8x8 Smart Assist acts as a real-time copilot, surfacing knowledge instantly and guiding agents with suggestions and context in the moment. This enables faster resolutions, consistent responses, and greater confidence. Research shows generative AI copilots can lift performance by **improving resolution speed** and **reducing handling time**—helping agents improve accuracy, cut costs, and deliver stronger customer experiences.

Sources: [McKinsey, The Promise and the Reality of Gen AI Agents in the Enterprise](#)





Eloquent drives service excellence

The Challenge

Eloquent's SIP-based telephony system had become unreliable, often dropping calls, failing to ring devices, and offering no routing or reporting. The clunky interface frustrated staff and left customers at risk of missed connections.

The Solution

Eloquent replaced its legacy telephony system with 8x8's all-in-one cloud communications platform. The modern, reliable solution supports employees across devices and delivers easy-to-use features that make everyday communication more seamless.

0

missed or dropped calls

Higher

CSAT scores from improved service

Increased

productivity with seamless call handling

“

8x8 has really helped us to drive our service excellence for our customer base.

Scott Marshall

Operations Director



Fred Loya Insurance drives dependability up

The Challenge

Fred Loya Insurance relied on outdated technology that demanded costly vendor changes, caused frequent system failures, and dropped hundreds of calls. IT was burdened by constant system updates and lacked reliability at scale.

The Solution

With 8x8, Fred Loya cut costs by consolidating vendors and simplifying administration, while enabling system changes in minutes. Speech Analytics and Quality Management improved compliance and coaching with better visibility into agent performance and sentiment. Backed by enterprise-grade reliability, the platform restored confidence across IT, agents, and customers.

800

locations
unified

99.999%

uptime SLA

1

year of zero
outages



There was just this sense of comfort that we got from working with 8x8. And of course, the product itself is wonderful.

Mobashir Ahmed
IT Manager



Acer delivers smart self-service

The Challenge

Acer needed to simplify support processes, move away from siloed systems, and deliver faster service across millions of products and warranty types. They wanted automation that could boost agent productivity while giving customers quicker answers.

The Solution

8x8 Intelligent Customer Assistant provided a scalable, conversational AI solution across voice and digital channels, including SMS and WhatsApp. The bot was live in just four weeks, offering natural, automated self-service while seamlessly handing off to agents with full context when needed.

15%

Increase in
bot-to-chat volume

24/7

automated
support

4-week

implementation

“Once SMS was live, total bot-to-chat volume increased 15%. It appears that those customers who don't like to call, found their voice through SMS.”

Gary Boucher
Partner Manager

Power of the 8x8 Platform

Connecting every interaction into smarter outcomes

AI is no longer just a future promise—it's already transforming how businesses communicate, collaborate, and serve customers. At 8x8, AI is built into the core of our platform, helping teams resolve issues faster, improve decision-making, and deliver more personalized experiences at scale. From everyday productivity to customer engagement and leadership insights, 8x8 empowers organizations to turn conversations into opportunities for growth.

[Ready to learn more?](#)



Conquer complexity with 8x8 Platform for CX

Say goodbye to fragmented data, siloed teams, and disconnected communication, and say hello to the 8x8 Platform for CX. Connect your teams and customers and make smarter, empowered decisions with integrated AI tools and insights to create real results.

Contact 8x8 sales or your 8x8 partner for additional information, or visit [8x8.com](https://www.8x8.com)

