



8x8 Analytics for Contact Center

Unlock full customer journey visibility and actionable insights.

8x8 Analytics for Contact Center provides a unified view across every touchpoint in the customer journey. From first contact to final resolution, our platform captures and correlates interaction data across voice, chat, video, and more—giving leaders deep insights into agent performance, customer sentiment, and process bottlenecks. By surfacing patterns and trends in real time, contact center supervisors can make faster, more informed decisions that directly impact customer satisfaction and business outcomes.

Drive real business outcomes,
not just metrics.

Analytics isn't about dashboards for dashboard's sake—it's about outcomes. 8x8 Analytics for Contact Center is built to empower leaders to measure what truly matters: cost to serve, customer effort scores, conversion rates, and operational efficiency. With easy-to-use visualization tools and customizable reports, leaders can quickly connect agent behavior and customer experience to business goals like churn reduction, upsell potential, and NPS growth.

Key benefits

- Unify all customer interaction data into a single platform to eliminate silos and deliver a 360° view of the customer journey
- Empower supervisors and agents with real-time insights to make smarter, faster decisions that enhance CX
- Optimize performance with actionable analytics that identify trends, root causes, and improvement opportunities across teams
- Demonstrate ROI with shareable links to dashboards that tie contact center activity directly to business outcomes
- Reduce operational costs by streamlining reporting and replacing manual processes with automated intelligence
- Forecast more accurately using AI-driven models that surface predictive insights for staffing, demand, and customer behavior

Performance coaching and agent optimization at scale.

Contact center leaders are under pressure to coach better and retain talent. 8x8 Analytics for Contact Center enables a data-driven coaching culture with built-in tools that spotlight coaching opportunities, track agent improvements over time, and highlight best practices from top performers. AI-powered sentiment analysis and call scoring also help identify under-the-radar coaching moments that can uplift team morale and performance.

Single source of truth for strategic CX transformation.

8x8 Analytics for Contact Center is the connective tissue of a truly integrated CX ecosystem. Aligning data across departments—from IT to operations to marketing—creates a holistic foundation for customer-centric transformation. CX leaders can break silos and leverage quick shareable links to align KPIs across teams and share insights to build trust, elevate their strategic role, and become true growth drivers in their organizations.

Enable proactive and predictive contact center management.

Beyond reactive troubleshooting, 8x8 Analytics for Contact Center empowers proactive contact center management. Predictive trend lines help forecast spikes in volume, identify root causes of escalations, and optimize staffing models for peak efficiency. With customizable alerts, CX leaders can intervene earlier—mitigating risks, reducing handle times, and creating seamless, stress-free customer experiences.

