



8x8 AI Routing

Go beyond traditional skills-based routing.

8x8 AI Routing dynamically connects every customer to the best available expert anywhere in your organization, with effortless setup, total decision transparency, and continuous AI monitoring that detects gaps and suggests improvements based on unified data.

Built as an independent, channel-agnostic platform service, 8x8 AI Routing breaks down the organizational silos that have held routing back for decades. It routes intelligently across AI bots, digital channels, and frontline workers outside the formal contact center, including customer success managers, billing specialists, and anyone else who might be an 8x8 Engage user, carrying full context through every handoff.

With a 4-factor dynamic scoring engine, progressive skill relaxation, and "one-click" AI setup, contact center leaders finally have a routing system that delivers value from day one.

Intelligent routing that adapts to the real world.

Modern contact centers generate far too much data to rely on manually built routing rules. Much like GPS navigation evolved from finding the shortest path to dynamically adjusting for live traffic, 8x8 AI Routing continuously evaluates multiple live signals to find the best destination for each interaction, adapting in real time rather than following rigid, pre-programmed path.

For more information, call 1 866 879 8647 or visit [8x8.com](https://www.8x8.com).

Key benefits

- Route to any expert, anywhere in your organization.
- Eliminate guesswork with AI-suggested skill configurations.
- Match customers to the best agent, not just the next available.
- Dynamically adapt routing when queues get busy.
- Prioritize VIP and high-value customers automatically.
- Get full audit trails on every routing decision.
- Leverage AI monitoring that continuously optimizes routing based on unified data.

Instead of routing to the first available agent, the 4-factor dynamic scoring engine evaluates every available agent across four weighted signals simultaneously: skill match (proficiency), customer priority (urgency), customer wait time (proximity to SLA), and agent idle time (workload fairness). Admins control the exact weight assigned to each factor. And when queues get busy, progressive skill relaxation automatically lowers proficiency thresholds after a set wait time, so customers always get connected to a capable agent quickly rather than waiting endlessly for a perfect match.

Capabilities that work harder for every interaction.

8x8 AI Routing connects customers to the right expert across your entire organization, including 8x8 Engage users, with full context through every handoff. A "one-click" AI setup analyzes historical IVR paths and transcripts to suggest agent skills automatically, while NLP detects customer intent so teams can go live on a single queue and scale at their own pace. Exportable audit trails show exactly why each interaction was routed to each agent, giving supervisors complete visibility and control.

CRM-driven VIP tiering, preferred agent routing, and native integration with 8x8 Contact Center, 8x8 AI Studio, and 8x8 Engage mean your team spends less time managing the system and more time delivering exceptional customer experiences.

Start redefining your customer messaging.

Ready to eliminate routing guesswork and connect every customer to the right expert in seconds? Let 8x8 help you take full control of your customer experience, with a setup that delivers value from day one. Connect with us today to explore tailored pilots and see how easy it is to go beyond traditional skills-based routing.

