



8x8 Voice, Text, and Sentiment Analytics

Unlock the voice of every customer interaction.

8x8 Voice, Text, and Sentiment Analytics empowers contact center supervisors or managers to extract meaningful insights from every customer interaction—across voice and digital channels. With advanced transcription, sentiment detection, and keyword tracking, this solution enables teams to identify trends, flag risk, and capture customer intent at scale. Supervisors or managers can finally listen at scale—not just to the loudest complaints, but to the subtle signals that shape experience, loyalty, and retention.

Drive high agent performance and provide continuous coaching.

With 8x8's built-in AI-driven analytics, supervisors can monitor performance in real-time, track behavior patterns, and automate coaching triggers based on conversational quality metrics. By replacing subjective reviews with data-backed insights, contact center leaders can move from sporadic QA to continuous agent improvement. This drives a culture of excellence and accountability across in-house and outsourced teams.

Key benefits

- Realize rapid time to value by avoiding high costs of installation and setup, regardless of company size.
- Leverage machine learning and artificial intelligence to sort calls, chats, texts, and social posts that need attention, classifying the interactions that matter the most.
- Supercharge quality management and improve customer experience by zeroing in on customer interactions that can make a difference in coaching and training.
- Access instant insights quickly identify opportunities to improve and deliver more consistent service across channels, including self-service.
- Increase revenue through targeting of potential cross-sell and upsell opportunities and delivery of personalized coaching.
- Reduce risk with the ability to categorize and review regulatory terms and script adherence, such as Mini-Miranda, PCI, and HIPAA.

Accelerate resolution and reduce operational inefficiencies.

8x8 Voice, Text, and Sentiment Analytics doesn't just capture words—it delivers insights you can take action on. It identifies call drivers, repetitive issues, and friction points in real-time, helping CX and operations teams eliminate root causes and streamline customer journeys. This intelligence enables faster resolution, deflects unnecessary contacts, and supports proactive outreach—ultimately lowering handle time, reducing costs, and improving CSAT.

Turn CX data into strategic business intelligence.

Beyond the contact center, 8x8 Voice, Text, and Sentiment Analytics feed strategic planning across product, marketing, and customer success teams. By aggregating and visualizing insights from speech and text, leaders can inform roadmap decisions, prioritize investments, and tailor messaging. It's not just about better service—it's about making better business decisions rooted in the customer's voice.

Fuel compliance, risk management, and audit readiness.

Especially in regulated industries like financial services and healthcare, compliance and quality assurance are non-negotiable. 8x8 Voice, Text, and Sentiment Analytics provides automatic redaction of sensitive data, flags potential breaches, and creates a searchable archive for audits. CX leaders can ensure regulatory adherence and avoid costly penalties without relying on manual checks.

