



Empower customer engagement across the entire organization

While organizations recognize the importance of consistent, high-quality interactions, many overlook a crucial reality: 60% of customer interactions happen outside the traditional contact center. Teams across sales, field service, finance, and customer success are increasingly engaging directly with customers — yet only 6% of organizations report a truly consistent CX across all departments. The tools available to these frontline teams often fall short, creating gaps that disrupt the customer journey and erode trust.

That's where 8x8 steps in. 8x8 Engage delivers a right-fit, AI-powered customer engagement platform for expert workers — empowering every customer-facing team, not just contact center agents, to deliver exceptional, consistent experiences at every touchpoint.

Why a unified approach works

8x8 Engage™ brings together communication, data, and intelligence in a single platform for every customer-facing role. It's scalable, flexible, and built for real-world complexity — offering seamless collaboration and meaningful customer engagement on the go. Teams can engage with customers on any channel and access real-time customer sentiment, shared context, and unified internal collaboration tools — ensuring quicker, more effective responses. Whether resolving a billing dispute, managing a field

service call, or handling a renewal conversation, every employee has the power to deliver consistent experiences that build trust and drive results.

Key benefits

- **Deliver consistent CX at scale.** Ensure customers enjoy a connected, high-quality experience—whether they're speaking with sales, finance, or frontline teams.
- **Empower expert workers with flexible, mobile tools.** Give teams the autonomy they need with collaboration capabilities combined with advanced customer engagement features, all without the complexity of a traditional contact center
- **Break down silos and accelerate resolution.** Equip all teams with shared context and integrated workflows to speed up handoffs, reduce friction, and improve first contact resolution.
- **Turn every interaction into a growth opportunity.** Enable all teams to contribute to revenue by surfacing customer health and insights, upsell opportunities, strengthening retention, and transforming CX into a measurable driver of business outcomes.

The tech behind 8x8 Engage

8x8 Engage enables expert workers outside of the contact center to deliver standout customer experiences, consistently and collaboratively.

- **Self-managed voice and digital queues:** Enable expert workers to manage customer interactions on voice and digital channels — anywhere, any time.
- **AI-powered speech analytics:** Automatically capture, transcribe, and analyze customer interactions with AI-generated summaries, sentiment insights, and key takeaways.
- **CRM and workflow integrations:** Automatically surface customer insights and enable smooth, context-rich handoffs between departments.
- **Real-time coaching and sentiment analysis:** Empower teams with AI-driven support and guidance in the moment, improving empathy and resolution.
- **Team Leader dashboards:** Real-time coaching, queue monitoring, and performance visibility built into Team Leader Workspace.
- **Embedded video elevation via SMS (no app required):** Secure SMS link enables customers to share live video from their mobile device without downloading an app.
- **Full mobile functionality:** Complete feature set including calls, queues, chat, and reporting accessible from phone or tablet.

Expand the platform

As frontline engagement needs grow, 8x8 Engage scales with additional capabilities:

- **Omnichannel:** When customers expect to reach frontline teams via chat, SMS, or social — not just phone
- **8x8 ICA:** When routine frontline inquiries are repetitive enough to automate with AI chatbots
- **8x8 Secure Pay:** When frontline teams handle payments and need PCI-compliant processing over the phone
- **8x8 AI Studio:** When the business wants to build custom AI workflows for frontline customer interactions

Key industries

- **Financial Services & Insurance:** Bankers, claims specialists, and customer support teams need seamless collaboration tools to handle inquiries efficiently.
- **Healthcare & Life Sciences:** Billing departments and patient coordinators require secure engagement tools beyond traditional contact centers.
- **Technology & SaaS:** Sales, support, and finance teams collaborate faster for improved customer retention and onboarding.
- **Field Service & Logistics:** Mobile teams gain real-time visibility into customer interactions, reducing service delays.

For more information, visit 8x8.com.

Measuring the success

Success is best measured by how quickly and effectively teams can engage customers—no matter where they sit in the organization. A unified CX approach with 8x8 improves first contact resolution (FCR), reduces average handle time (AHT), and boosts customer satisfaction (CSAT).

Companies see fewer customer handoffs, higher retention, and increased revenue through cross-sell and upsell opportunities. Internally, fewer disconnected systems mean greater productivity, easier collaboration, and streamlined workflows.

With centralized insights and AI-driven analytics, organizations can act faster, continuously improve, and deliver measurable business impact from every interaction.

Customer success

Kingspan Water & Energy: Deployed 8x8 Engage across 6 countries in under 6 months, cutting platform costs by 50% and saving an estimated £70,000 per year. [View case study](#)

Motus Commercial: Reduced parts abandonment from 19% to under 3% and grew parts revenue 8% above plan after deploying 8x8 Engage across 34 sites. [View case study](#)

Chantelle Group: Achieved 60% TCO savings and a 75% IT productivity gain after deploying 8x8 Engage across France, Germany, and Benelux. [View case study](#)

“Although CX strategy must be played as an enterprise-wide team sport, the equipment needs of each player can and should be fit for purpose.”

Liz Miller, VP and Principal Analyst
Constellation Research

For more information, visit 8x8.com.

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– 8x8 blog: CX is an enterprise wide team sport