



8x8 Smart Assist

Empower every agent to perform like an expert.

8x8 Smart Assist delivers real-time, AI-powered guidance and automation directly within the 8x8 Agent Workspace. Powered by 8x8 Technology Partner Creovai, it equips contact center agents with dynamic scripting, next-best-action prompts, and workflow automation to navigate complex customer interactions confidently and accurately.

By providing step-by-step intelligent coaching, summarization, sentiment analysis, and CRM updates during live conversations, Smart Assist reduces handle time, improves accuracy, and ensures compliance. With omnichannel support, agents stay focused on customers—not their tools.

Smarter support, right when it matters.

This intelligent assistant integrates seamlessly into existing workflows, automatically generating conversation summaries, guiding agents through compliance checklists, and offering proactive prompts based on customer sentiment and intent—across both voice and digital channels.

The result? Shorter onboarding time, greater agent confidence, better consistency, and reduced escalations and transfers for an improved customer experience. 8x8 Smart Assist lets you scale excellence across your entire frontline team while reducing operational complexity and cost.

Key benefits

- Reduce average handle time (AHT) and boost first contact resolution (FCR) with guided interactions
- Deliver consistent, compliant service across all channels
- Eliminate post-call work with automated summaries that can immediately integrate into your CRM
- Accelerate onboarding and lower attrition
- Increase CSAT and unlock upsell opportunities.

Drive performance and increase efficiency with proactive management.

8x8 Smart Assist gives your team superpowers—from real-time prompts and scripting to automated wrap-up summaries and CRM updates. By embedding AI directly into the agent workspace, it removes friction and guides agents through even the most complex or emotionally charged calls with precision.

This is more than just transcription and insights. Smart Assist dynamically responds to live conversations, adjusting scripts, suggesting next steps, and populating fields on the fly. With support for omnichannel workflows, agents get what they need, when they need it, no matter how customers reach out.

Capabilities:

- Dynamic scripting and checklists tailored to each interaction
 - Real-time next-best-action guidance and sentiment insights
 - Auto-generated post-call summaries and CRM dispositioning
 - Seamless integration into 8x8 Agent Workspace
 - Omnichannel support: voice, chat, SMS, and more
 - Knowledge base and CRM search integration
 - Multilingual support for global teams
- Low-lift implementation with scalable architecture

Give your agents an assist.

Give your frontline the real-time guidance and automation they need to perform at their best. With 8x8 Smart Assist, every agent becomes more confident, more capable, and more consistent—from day one.

