



# AI & Human, Working Together

Customer experience is now the battleground for brand loyalty and revenue. But with rising expectations and high interaction volumes, traditional support models can't keep up. Generative AI promised help—but often delivers content without action, leaving customers repeating themselves and agents overwhelmed.

Agentic CX changes that. By embedding outcome-driven AI across both customer and agent workflows, 8x8 transforms how service is delivered—resolving issues faster, preserving context across channels, and driving measurable results at every step.

## Why Agentic AI works better

Unlike generative AI, which produces content, 8x8's Agentic AI is built for outcomes. Intelligent Customer Assistants (ICA) resolve issues across voice and digital, while Smart Assist empowers agents with real-time guidance and automation.

Every interaction is orchestrated with purpose—reducing handle time, improving resolution rates, and boosting CSAT. It's AI that acts, not just reacts—creating experiences that are faster, smarter, and built on trust.

## Key benefits

- **Resolve issues faster.** 8x8's Agentic AI orchestrates workflows, preserves context, and acts with purpose ensuring customers resolve issues faster, agents work smarter, and organizations see measurable improvements.
- **Strengthen satisfaction.** With Agentic CX, customers feel heard and supported, while agents feel confident and less stressed.
- **Future-ready your operations.** Agentic CX is scalable intelligence that grows with the business, adapting to new channels and customer expectations.

## The tech behind 8x8's Agentic CX

8x8 delivers Agentic CX by embedding purpose-driven AI across the full customer journey:

- **ICA Voice & Digital:** Resolves routine inquiries across voice, chat, and web—then escalates with full context when needed.
- **ICA Voice Intelligent Directory:** Uses natural language understanding to route callers instantly—no menus, no friction.
- **Smart Assist:** Provides real-time coaching, knowledge surfacing, and post-call automation for agents.

## Key verticals that thrive

- **Retail:** Automate order updates and returns, reduce queue times during seasonal peaks, and escalate complex issues without repetition.
- **Healthcare:** Route sensitive enquiries securely, deflect FAQs, and support compliance through deterministic, auditable workflows.
- **Financial Services:** Handle routine account queries via self-service, while ensuring secure, compliant escalation for high-value transactions.
- **Education:** Deflect common queries around admissions and scheduling, and support diverse student needs with multilingual AI.

## Measuring the success of Agentic CX

8x8's Agentic AI delivers measurable results where it matters most. First Contact Resolution improves as more inquiries are handled instantly by ICA or guided efficiently by Smart Assist. Average Handle Time drops through automation of wrap-up tasks and real-time guidance, while queue abandonment decreases as self-service deflects low-value contacts.

At the same time, CSAT and NPS scores rise—customers avoid repetition and enjoy faster outcomes, while agents feel supported and confident. With a single, integrated platform, businesses also reduce cost per contact and gain full visibility into performance across channels. Unlike generative AI, Agentic CX drives outcomes, not just interactions—making it a true engine of operational efficiency and customer loyalty.

“Once SMS was live, total bot-to-chat volume increased 15%. It appears that those customers who don't like to call, found their voice through SMS. We are delighted to assist more customers and hopefully that will pay off in terms of repurchase and customer experience”

Gary Boucher, Partner Manager

Acer

For more information visit [8x8.com](https://8x8.com).

Copyright 2025 8x8, Inc. or its affiliates. Unless otherwise specified, all trademarks identified by the ® or ™ are trademarks of 8x8, Inc. or its affiliates. All rights reserved.