



Improve your CX with omnichannel experiences

Customers expect seamless service across every channel, and the pressure is on for businesses to deliver. With 8x8 Contact Center, organizations can unify interactions, eliminate data silos, and personalize every step of the customer journey with omnichannel. Whether it starts with chat, escalates to video, or ends with a secure payment link, 8x8 ensures every interaction feels connected—because that's what modern CX demands.

Powering better CX with omnichannel experiences

Today's customer journeys are complex—crossing chat, voice, video, social, and messaging apps. But too often, these channels are disconnected, leading to frustration, repetition, and agent burnout. 8x8 solves this by delivering true omnichannel engagement, where agents and customers stay connected through one consistent conversation.

Customers get fast, intelligent, and personalized service wherever they reach out. Agents get a single view of each customer, across all channels, within one intuitive workspace. CX leaders get actionable insights and the ability to scale digital support—without the usual deployment headaches. The result? Faster resolutions, happier customers, and more empowered teams.

Key benefits

- **Unify the customer experience.** Deliver context-based support with a connected customer experience across interaction types, legacy third-party applications and even across Unified Communications, Communication APIs, and Contact Center platforms.
- **Safeguard sensitive data.** Provide freedom of channel choice for processing payments without allowing sensitive customer data from entering the contact center.
- **Drive hyper-personalization.** Simple but powerful workspaces enable agents to deliver hyper-personalized experiences fast.

The tech behind 8x8's omnichannel capabilities

8x8's cloud-native omnichannel platform is built to improve CX at every level:

- **Voice routing options:** Including skill-based, value-based, and SLA-aware routing for optimal agent matching.
- **SMS, RCS, Webchat, email and messaging:** Engage across your website, WhatsApp, SMS, and Facebook with customizable, real-time conversations and media sharing.
- **Blended interactions:** Support up to 13 concurrent voice, chat, or messaging interactions—prioritized dynamically by SLA and urgency.
- **Co-browse and 8x8 Contact Center™ Video Elevation™:** Collaborate visually with customers, resolve complex issues faster, and reduce the need for follow-ups.
- **Native knowledge base and CRM:** Arm agents with contextual answers and customer records for quicker, more personalized service.

Key verticals that thrive

- **Retail:** Streamline order inquiries, returns, and promotions across digital channels with one platform.
- **Healthcare:** Reduce operational burden with speech-enabled appointment scheduling and omnichannel appointment management.
- **Housing authorities:** Resolve tenant issues remotely with video elevation and proactive outreach for faster service delivery.
- **Insurance:** Automate policy renewals and payment links through WhatsApp or SMS for high-touch, low-effort CX.

Measuring the success of omnichannel

With 8x8's omnichannel platform, organizations consistently see uplift across core KPIs. Customer Satisfaction (CSAT) improves with faster, more seamless journeys. First Contact Resolution (FCR) climbs as agents access full context across every channel, while video and co-browse eliminate guesswork.

Internally, Agent Satisfaction (ESAT) increases as tools become easier to use and less fragmented. Training time goes down, and productivity goes up. Leaders gain access to real-time analytics across all channels, while IT appreciates the reduced vendor complexity and secure, centralized platform. The bottom line? Happier customers, empowered agents, and a smarter, more resilient CX operation.

“Everyone now has a single form of communication across the company. This has improved our efficiency and ensures we can provide the best level of service to our clients at all times.”

For more information, call 1 866 879 8647 or visit 8x8.com.

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