



8x8 Pulse

Every Conversation Your Business Has Ever Had. Finally Legible.

The conversations that reveal churn risk, expansion signals, and broken commitments happen every day. None of them make it into the CRM. They live in call recordings no one replays, meeting transcripts no one reads, and emails buried across a dozen inboxes.

8x8's native data layer captures all of it, turning it into governed and actionable company memory and assembling one picture of every customer account based on every conversation had. 8x8 Pulse surfaces the right intelligence to the right person at the right time, with no API scraping, no sync delay, and no integration tax.

From Reactive Fire Drills to Proactive Intelligence.

Churn risk surfaces before customers raise it. Dark accounts get flagged before they go quiet. Every team walks into every conversation with the context they need already assembled, grounded in what was actually said, not what someone remembered to log.

Because it activates on data your organization already generates, there is no infrastructure to build, no pipeline to configure, and no setup required. The intelligence compounds with each new conversation, and the knowledge that used to walk out the door with a departing CSM stays in the platform permanently.

Key benefits

- **Native Data, Ready to Mine** – The richest interaction dataset in enterprise communications, pre-integrated, compliant, and ready to act on.
- **Complete Context, Every Meeting** – Walk into any customer meeting with open commitments, sentiment trajectory, and the full sequence of events assembled.
- **Memory That Never Leaves** – Every account has a living timeline of conversations, commitments, and key relationships. Persistent memory that stays when people do not.
- **Full Visibility, Every Level** – A single view of revenue health, account risk, expansion potential, and team performance across the entire book of business, all derived from actual conversations.
- **Coaching That Scales** – High-performing behaviors surfaced, documented, and shared as playbooks across the entire team in minutes, not days.
- **No New Vendors. No New Infrastructure** – 8x8 Pulse activates on data your organization already generates.

One Connected Picture. Built From Every Conversation.

Revenue leaders get a single view of churn risk, expansion potential, and forecast confidence across every account, all derived from actual conversations. Customer Success and contact center managers walk into every team meeting knowing which accounts moved, which reps need to act, and where performance is slipping. For Account Managers and CSMs, no more prep sessions that take longer than the call itself. They drill into specific conversations, apply AI reasoning to exactly the transcripts that matter, and surface what they need without hunting for it.

The head of the contact center and the VP of Customer Success share one interaction layer and one picture of every agent, team, and account. Every decision gets made on evidence, not instinct.

The Data Was Always There. Now You Can Act on It.

Every conversation your business generates is intelligence waiting to be used. Request a demo and see what yours has been trying to tell you.

Capabilities

- **8x8 Pulse Assistant** – Available across 8x8 Pulse, Salesforce, and 8x8 Work, it proactively surfaces Customer 360, last interactions, churn signals, and expansion opportunities the moment you open an account. Ask anything in plain language and get an answer grounded in actual conversations, traceable to the source.
- **Commitment Tracking** – Every commitment made on a call, email, meeting, or chat is captured and organized by account priority and age. Nothing dropped, nothing forgotten.
- **Dark Account and Signal Detection** – Dark accounts surface before the customer goes quiet. Churn risk surfaces before they raise it. Expansion signals appear months before renewal, giving teams time to act rather than react.
- **Competitor Intelligence** – When a customer names a competitor, it is captured, attributed to the account, and surfaced automatically. Real competitive intel from actual field conversations, not analyst reports.
- **Catch-Up Briefing** – After time away, full context is restored in minutes, covering escalations, sentiment shifts, new stakeholders, and open commitments.
- **Coaching Moment Detection** – High-performing behaviors surface automatically and are shared as playbooks across the team. The best rep in the room becomes the standard for everyone.
- **Cross-Account Pattern Detection** – When one account flags a recurring issue, every other account showing the same pattern surfaces automatically, ranked by ARR and severity.
- **Custom Signal Combinations** – Track what matters to your business, not a vendor's preconfigured defaults. Build any combination from native interaction data and tailor the intelligence to your team's specific needs.