8x8

Smarter CX begins here:

Reduce Burnout, Unify Systems, and Turn Conversations Into Meaningful Results.

Table of contents

Let's be honest. Keeping customers happy starts with keeping agents happy. But if your team's juggling clunky tools and jumping between apps just to get through a conversation, you've got a problem. Legacy systems? They're not just outdated; they're actively holding your CX back.

Here's what's really going on:

Climbing costs:

With agents staying just over a year on average (Forbes), turnover isn't just in-convenient—it's expensive. Constant hiring and training drain resources fast.

Unprepared agents:

Getting new agents up to speed is tough when your tech stack makes them feel like they're learning three jobs at once. Toss in app switching (agents spend 9% of their time jumping between apps (HBR), and things get messy.

Burnout on blast:

No one wants to spend their day copying notes between systems. When agents are stuck doing repetitive tasks with tools that don't talk to each other, burnout spreads fast.
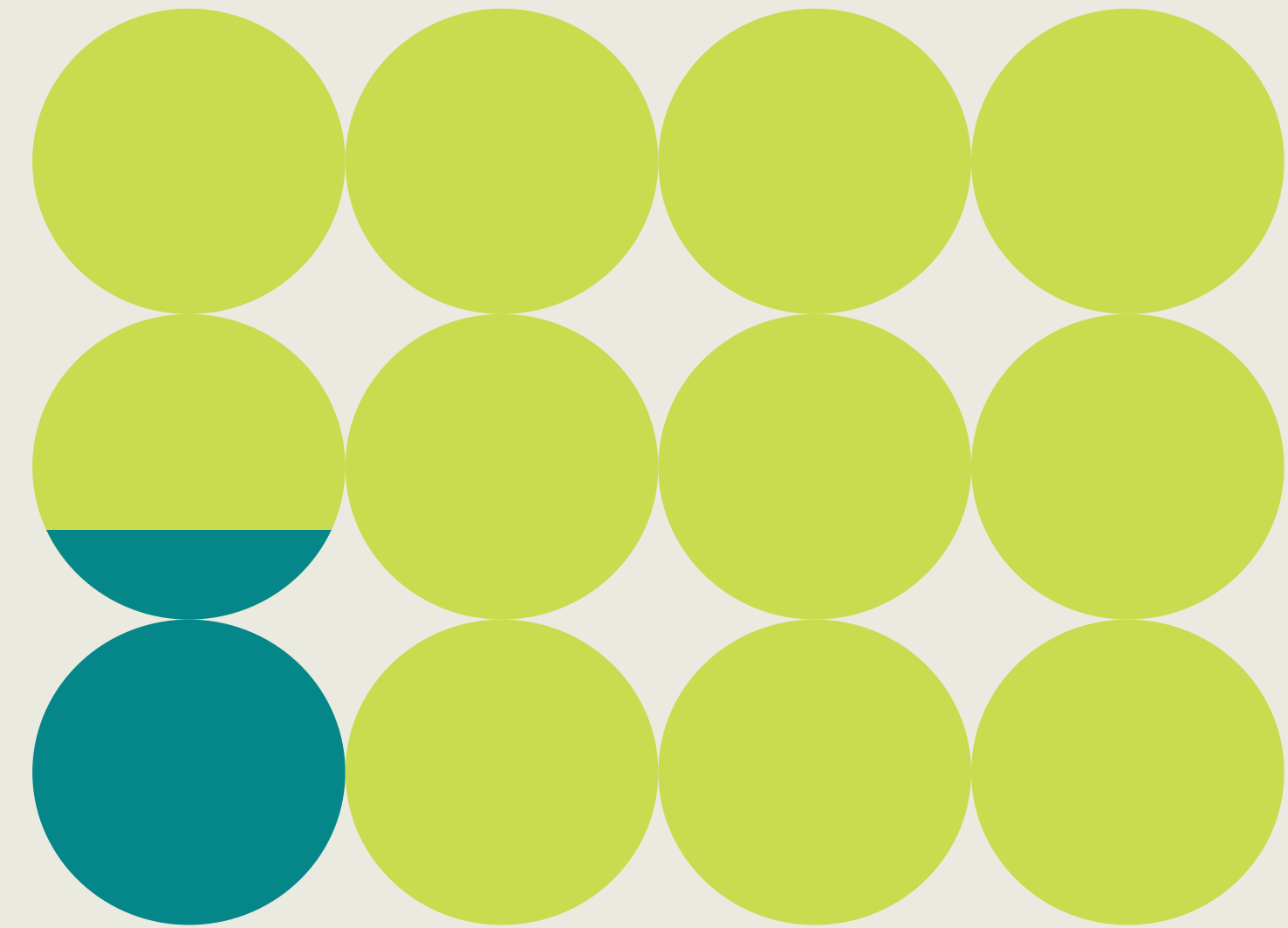
9%

The time the average digital worker spends switching between applications.

More Tools Won't Solve the Problem. But Smarter Ones Will.

That's why this guide breaks down how a unified, AI–powered CX platform from 8x8 can clean up the chaos, make your agents' lives easier, and drive results that actually matter.

1.

Smarter Tools, Empowered Agents.

Your agents are the front line of your brand, and if they're bogged down by copy–paste chaos and app overload, your CX suffers before it even starts. Customers feel it, you feel it, and everyone loses.

That's where 8x8 steps in with a much-needed assist. Tools like the Intelligent Customer Assistant (ICA) and AI-powered call summaries don't just shave minutes off a call wrap—they give agents their sanity back. Instead of spending five minutes logging every conversation, they're jumping straight into the next one with clarity and context.

Think about it: what if your agents didn't have to toggle between six apps just to answer one question? What if every channel—voice, chat, email—lived in one smart, seamless interface? With 8x8, that "what if" is a reality.

The result? Agents who:
· Focus on customers, not clutter.
· Deliver faster, more consistent service.
· Actually like the tools they use.

Yes, it's more efficient. But more importantly, it makes your people feel supported, not stretched. And that's where great CX begins.

ICA and AI-powered call summaries give agents their sanity back.

2.

One Platform.
One Memory.
All the Right Moves.

When your systems don't talk to each other, your teams end up guessing—and your customers can tell. Every channel becomes a separate silo. Every handoff drops context. And every interaction is a little less effective than it could be.seamlessly, resolve issues faster, and deliver a consistently smooth experience.

With 8x8, you get more than a contact center solution—you get a single, intelligent platform that unifies your contact center and business communications into one seamless experience. Every call, message, and meeting happens on the same foundation, so nothing gets lost in translation and every team, from the front line to the back office, stays connected, informed, and aligned. One place where your agents, supervisors, and systems can work from the same set of facts, in real time.

What does that look like in practice?

- Calls, chats, and emails are all connected in one smart workspace.
- Customer context that carries through every interaction.
- Real-time visibility into team performance and customer sentiment.

Let's say a global retailer moves from a patchwork of tools to 8x8. Suddenly, they're operating with multilingual support, live analytics, and instant access to customer histories. No more repeated questions. No more "start from scratch" moments. Just smarter, smoother service—and cost savings that can be reinvested in growth.

When your platform keeps the whole picture in focus, your team doesn't just move faster—they move with purpose.

3.

AI that Works for You.

Let's talk about AI (everyone is). When AI is intentionally and well–integrated, it becomes a force multiplier for your entire CX operation. With 8x8, it's built into our foundation, not bolted on as an afterthought.

Need Proof? See it in Action:

Enhanced Self–Service

A technology manufacturer uses a chatbot powered by 8x8 to handle routine support requests on its website. Customers get instant answers 24/7, while agents stay focused on solving the more complex issues that actually require a human touch.

AI–Driven Recommendations

A financial services firm uses AI to analyze past interactions and communication preferences. During live calls, the platform suggests tailored solutions in real time, boosting customer satisfaction and creating new upsell opportunities during a call. This not only improves customer satisfaction but also increases upsell opportunities.

And for teams that want to stay ahead of the curve, real–time insights can make all the difference. Supervisors can spot issues as they unfold, guide agents in the moment, and make smarter decisions on the fly. It's not just reactive support; it's proactive CX leadership at scale.

This isn't just automation for automation's sake. This is AI that:

- Reduces repetitive, manual tasks.
- Tailors responses with insight from past interactions.
- Delivers service that feels personal, at scale.

The result? Agents are more confident, customers feel understood, and your CX goes from reactive to reliably remarkable.

The Future of CX is Unified.

Customer expectations are rising fast, and siloed systems simply can't keep up. Delivering great service is no longer enough—you need a connected platform that does more, with less effort, across every touchpoint.

That's where the 8x8® Platform for CX comes in. It unifies business communications and the contact center into one seamless solution, so every call, chat, meeting, and message occurs on the same intelligent foundation—one that connects every conversation, all the data points, and real-time insights your teams need to move quickly, work smart, and deliver experiences that truly land.

Here's What That Unlocks:

Maximize efficiency.

AI–driven automation takes the grunt work out of scheduling, training, and reporting—so teams can focus on what matters.

Lower cost–to–serve.

A unified platform eliminates redundant tools, slashes overhead, and simplifies operations without sacrificing service quality.

Drive real results.

With every team working from the same platform and the same customer context, you get faster resolutions, smarter decisions, and higher satisfaction—at scale.

Modern CX isn't about patching things together. It's about designing for impact from the start.

Let's bring that vision to life—and make every customer moment count.

8x8
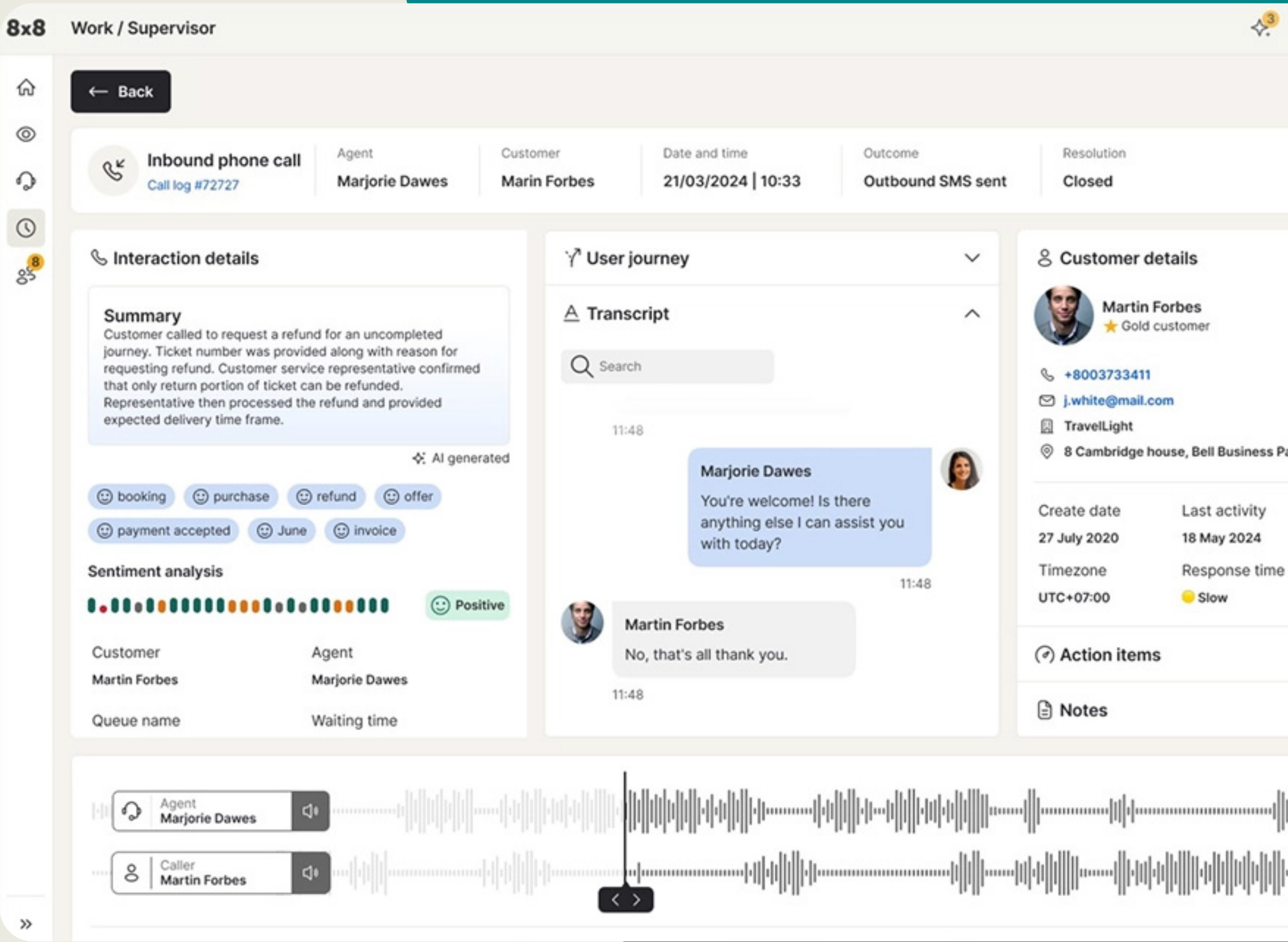
Now is the Time to Lead.

Commit to modernizing your CX operations with 8x8—and turn every customer interaction into a competitive advantage.

Let's bring your vision for CX to life.