



## 8x8 Extends 8x8 Platform for CX with AI, Analytics, Authentication, and Integration Capabilities

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*New Capabilities Address the Gaps that Stall AI Deployments, Limit IT Visibility into Queue Performance, Create Friction at Customer Login, and Limit CRM Integration for Unsupported Platforms*

CAMPBELL, Calif.--(BUSINESS WIRE)--May 5, 2026-- [8x8, Inc.](#) (NASDAQ: EGHT), a leading global business communications platform provider, has released a set of platform updates to the [8x8 Platform for CX](#) targeting the operational gaps that most commonly stall organizations: AI deployments that require months of integration, queues IT can't monitor in real time, customers abandoning at login, agents stretched across simultaneous digital interactions with no visibility into where attention is going, and CRM integrations limited to natively supported platforms.

The updates – spanning AI agent development, analytics, mobile authentication, and managing frontline teams – are available within the 8x8 Platform, without new infrastructure or additional vendor relationships.

"These updates didn't come from a roadmap exercise – every capability that we introduce exists because a customer hit a wall," said [Hunter Middleton](#), Chief Product Officer at 8x8, Inc. "They couldn't see what was happening in their queues, or they couldn't get AI off the ground without a six-month integration project, or they were losing customers at login. We build because customers need it, and these gaps were actually costing people."

New capabilities include:

### AI agent development

[8x8 AI Studio](#), now in Early Availability for new and existing customers, removes the integration bottleneck that stalls many AI deployments. Teams describe what they need in plain language; the AI Builder builds, tests, and deploys voice and digital AI agents directly on the 8x8 Platform for CX – all on the channels they already use, without standing up new infrastructure or adding vendors.

### Integration flexibility

The 8x8 Integration SDK is now generally available, enabling technology partners and customers to build, deploy, and scale CRM integrations – including homegrown and industry-specific platforms – directly into the 8x8 Platform for CX without requiring a standard professional services engagement.

### Analytics improvements

New dashboards in 8x8 Work Analytics give IT teams live visibility into call queues, call quality, unreturned calls, and device health, replacing static reports that showed problems after the fact.

### Frontline management

[8x8 Engage](#) is now generally available. It brings the queue visibility, accountability, and workflow structure to frontline and expert teams that have never had those tools – field teams, back-office specialists, branch staff – without requiring a separate deployment.

### Contact Center insights

When agents are handling multiple digital interactions at once, supervisors have no reliable way to know where attention is actually going. 8x8 Focus Time Metrics tracks how agents distribute focus across simultaneous interactions, including duration and frequency per conversation, so supervisors can coach on actual behavior rather than guesswork, and staff appropriately for digital volume.

### Mobile authentication

One-time passcodes create drop-off, and they don't stop SIM-swap or phishing attacks. [8x8 Silent Mobile Authentication](#) verifies users in the background using carrier network intelligence, GSMA Open Gateway. There's nothing for the end user to do: no code to enter, no step to complete. Helping reduce login abandonment and credential exposure, while the capability scales globally through 8x8's carrier network.

All capabilities are available now or through Early Availability on the 8x8 Platform for CX. Additional details are available at [8x8.com/products/release-highlights](#).

8x8, Inc. is committed to the responsible use of artificial intelligence and the protection of customer data. The 8x8 Platform for CX is developed and operated in accordance with established security standards, applicable compliance frameworks, and internal governance policies, including privacy-by-design principles that safeguard personal data on the 8x8 platform. Full details are available at [trust.8x8.com](#).

### About 8x8, Inc.

8x8, Inc. (NASDAQ: EGHT) connects people and organizations through seamless communication on one of the industry's most integrated platforms for Customer Experience – combining Contact Center, Unified Communications, and CPaaS solutions. The 8x8® Platform for CX integrates AI to enable personalized customer journeys, drive operational excellence and insights, and facilitate team collaboration. As a business communications leader, the company helps customer experience and IT leaders around the world become the heartbeat of their organizations, empowering them to unlock the potential of every interaction. For additional information, visit [www.8x8.com](#), or follow 8x8 on [LinkedIn](#), [X](#), and [Facebook](#).

## Caution Concerning Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements include, but are not limited to, statements regarding the expected capabilities and availability of 8x8 AI Studio and its AI agent development and deployment features; the anticipated benefits of the 8x8 Integration SDK for technology partners and customers building CRM integrations; the expected performance and continued expansion of 8x8 Engage with frontline and expert teams; the anticipated benefits of 8x8 Focus Time Metrics for supervisors and digital contact center operations; and the expected global availability and effectiveness of 8x8 Silent Mobile Authentication in reducing login abandonment and credential exposure. All statements other than statements of historical fact are forward-looking statements. Forward-looking statements involve known and unknown risks, uncertainties, and other factors that may cause actual results to differ materially. For a discussion of these risks and uncertainties, please refer to 8x8's filings with the Securities and Exchange Commission, including its most recent Annual Report on Form 10-K and Quarterly Reports on Form 10-Q. 8x8 assumes no obligation to update any forward-looking statements to reflect events that occur or circumstances that exist after the date on which they were made.

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