



8x8 AI Adoption More Than Doubles as CX Demand Accelerates

AI Solution Adoption More Than Doubled Year-Over-Year; Engage Customer Base Grew 247%; Communication API Interactions Accelerate Across Every Channel

CAMPBELL, Calif.--(BUSINESS WIRE)-- The pressure on customer experience teams isn't letting up: more interactions, tighter staffing, higher expectations. First quarter results from 8x8, Inc.'s fiscal year 2027 show organizations are responding by deploying AI that reduces interaction volume, meets customers on their preferred digital channels, and consolidates communications on a platform built to scale. Usage-based revenue, which includes communication APIs, AI solutions, digital channels, and telecom, continued its strong growth trajectory from Q4 FY26 with a 63 % year-over-year increase in Q1 FY27.

8x8, Inc. (NASDAQ: EGHT), a leading global business communications platform provider, released Q1 FY27 momentum metrics for its AI-powered customer experience and communications API solutions.

In Q1, customer adoption of AI solutions – including **8x8 AI Studio** and **8x8 Intelligent Customer Assistant** – grew 121% year-over-year. **8x8 Engage**, 8x8's purpose-built solution for frontline and non-desk workers, expanded its customer base more than 247% year-over-year. The pattern is consistent: customers are deploying these tools, and they're using them.

"AI adoption more than doubled, and it's showing up in live customer conversations, not pilots," said **Hunter Middleton**, Chief Product Officer at 8x8, Inc. "We're investing on both sides: the AI our customers deploy, and the infrastructure underneath that routes, processes, and governs every interaction in real time. That combination is what lets them run AI-first CX at enterprise scale, and the numbers reflect it."

AI adoption continues to climb

Demand for AI-driven customer experience tools continued to accelerate in Q1 FY27, with significant growth in both adoption and usage across 8x8 Intelligent Customer Assistant, 8x8 AI Studio, and 8x8 Engage solutions:

- Customer adoption of AI solutions, including 8x8 AI Studio and 8x8 Intelligent Customer Assistant, increased 121% year-over-year and 68% quarter-over-quarter.
- The number of customers adopting 8x8 Engage grew more than 247% year-over-year and 33% quarter-over-

quarter.

- Total 8x8 Intelligent Customer Assistant interactions – across digital, voice, and auto attendant channels – grew more than 88% year-over-year from Q1 FY26 to Q1 FY27.
- Voice AI interactions grew more than 106% year-over-year from Q1 FY26 to Q1 FY27.

Communication API growth by channel

Organizations are expanding their use of 8x8 communication APIs to reach customers across SMS, voice, and messaging channels:

- Total 8x8 communication API interactions across messaging, voice, and video channels grew 24% year-over-year from Q1 FY26 to Q1 FY27 and over 18% quarter-over-quarter.
- 8x8 communication API SMS interactions increased nearly 20% quarter-over-quarter from Q4 FY26 to Q1 FY27.
- 8x8 communication API messaging interactions – including WhatsApp, RCS, Viber, Zalo, and LINE – grew more than 112% year-over-year from Q1 FY26 to Q1 FY27.
- 8x8 communication API voice interactions increased more than 151% year-over-year from Q1 FY26 to Q1 FY27.

Customer validation

As of July 1, 2026, 8x8 has an Overall Rating of 4.6 out of 5 across the Unified Communications as a Service, Contact Center as a Service, and Communications Platform as a Service markets, based on 60 reviews on Gartner Peer Insights™.

8x8 continues to build on that customer response with product updates that expand access to AI, automation, and communications capabilities across the organization.

Platform innovations in Q1 FY27

- Recent product updates extend the **8x8 Platform for CX** to every corner of the organization, bringing enterprise-grade intelligence and automation to every team:
- 8x8 Pulse, available now for select 8x8 customers, captures and indexes interactions across calls, meetings, emails, and support tickets, making conversation data searchable and actionable across the organization rather than siloed to individual teams.
- 8x8 Resolve, available now for select 8x8 customers, is a new critical communications solution that delivers incident and emergency alerts to frontline workforces through the same platform they use for daily work, reducing the need for separate alerting tools.
- 8x8 AI Routing, available now for select 8x8 customers, dynamically matches customers to the best-qualified expert across the organization – not only agents in the contact center – and uses interaction data, including

transcripts, sentiment, and historical patterns, to automate skills configuration so teams can begin realizing value at deployment rather than after months of manual setup.

- 8x8 AI Studio now supports multiple AI models, voice-powered agent building, and one-click connectors to 11 third-party business applications, enabling teams to deploy AI agents with minimal additional vendors or custom development.
- The new 8x8 App Store provides self-serve capability extensions.
- A native integration with Synthflow extends AI voice capabilities for joint customers within the existing platform.
- 8x8 Workforce Management received forecasting and scheduling enhancements available at no additional cost to existing [8x8 Contact Center](#) customers.

The 8x8 Platform for CX integrates contact center, unified communications, and CPaaS capabilities into a single platform. Organizations use it to reduce the operational complexity of managing multiple point solutions while meeting customers across whichever channels they prefer.

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 performance and market acceptance of our products and services. Forward-looking statements involve risks and uncertainties that may cause actual results to differ materially from those expressed or implied, including 8x8's ability to effectively sell and support our products and services, and macroeconomic conditions affecting small business technology investment. For a more complete description of these and other risk factors, please refer to 8x8's filings with the Securities and Exchange Commission. 8x8 undertakes no obligation to update these

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