lightspeed more than just talk VS. 8x8

COMPETITIVE COMPARISON

CUSTOMER SUPPORT

✓ Dedicated Support Team	$ Overseas Support Team
✓ Personal Relationships & Real Technicians	X Large Call Center & Online Resources
↑ 4.9 Google Review Rating	↓ 3.3 Trust Pilot Rating
✓ US-Based Live Support	X Automated Support Systems
↓ <30 Second Wait Time	↑ 90+ Second Wait Time

EASE OF USE

✓ Simple Set-Up with Live Support	X Web-Based & Chat-Based Support
✓ User-Friendly, Intuitive Interface	X Steep Learning Curve
✓ Personalized, Human Onboarding	X "8x8 University" Training Videos
✓ White-Glove Call Flow Configuration	X Basic Call Flow Customization
✓ Tailored Solutions for Many Verticals	X Standardized Mass-Market Solutions

FEATURES & VALUE

✓ Fully-Featured AI VoIP Platform, Mobile App, & Sales Performance Tools at a Cost-Effective Price Point	$ Key Features (Advanced Call Routing, Automatic Recording, CRM Integrations) Locked Behind Higher Pricing Tiers
✓ Sync NOVA Call Summaries & Sentiment With Supported AMS/CRM Integrations	$ Add-On Required For AI Summary CRM Insertion & Transcription
✓ Base Pricing Includes: ↑ 400 SMS/User	X Base Pricing Includes: ↓ 50 SMS/User

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