8x8

Contact Center Buyer's Checklist

The best cloud contact centers offer a range of transformative capabilities, from sophisticated call management functions to game-changing analytics and a full choice of engagement channels. Use this checklist to benchmark the most important features against your own requirements. Features are for 8x8 X6 service plans and above unless otherwise stated. Also, see our Voice and Telephony Buyer's Checklist for voice-specific features, and our Collaboration Buyer's Checklist for video and audio conferencing features.

AI & Conversational Intelligence					
Feature	**Description**	**8x8**	**Vendor 1**	**Vendor 2**
Native & Third-Party AI Integration	Integrate both native and external AI, including support for custom LLMs and chatbots.	■		
Bring Your Own AI	Enables customers to use their existing AI technologies within the 8x8 platform.	■		
Custom Dictionary	Supports industry-specific vocabulary for more accurate AI understanding.	■		
AI Summarization	Generates real-time and post-call summaries using native and partner AI tools.	■		
8x8 Intelligent Customer Assistant™	AI-powered virtual assistant for voice and digital customer interactions.	■		
8x8 Intelligent Customer Assistant™ - Voice Directory	AI powered, speech-enabled solution that allows customers to speak the name of the person, department or service they wish to reach within an organization and instantly connect.	■		
Real-Time Chat Translation	Supports over 20 languages for multilingual customer engagement.	■		
Text-to-Speech Translation	Supports over 40 languages for voice interaction.	■		
Outbound Predictive AI Dialer	Dial multiple numbers simultaneously and connect any answered calls to your team. Unanswered calls are automatically flagged for another time.	■		
Agent & Supervisor Workspaces				
Agent Workspace	Provide your agents with an intuitive, design-led interface that transforms the contact center agent role by delivering a tailored experience that uniquely blends contact center and unified communications capabilities in a single application.	■		
Smart Assist	Smart Assist, directly accessible inside 8x8 Agent Workspace, focuses on delivering relevant information, guidance, and support to employees in real-time.	■		

Agent Interaction History	Provides agents instant access to recordings, transcripts, and interaction data.	■		
Agent Softphone with Noise Suppression	WebRTC support for softphone option with noise suppression available directly within the workspace.	■		
Supervisor Workspace	A personalized, performance-centric workspace with the tools, intelligence and insights supervisors need to ensure their teams deliver exceptional customer service	■		
Supervisor Workspace Mobile App	Allows real-time supervision and SLA management on the go.	■		
Interaction Retrieval Widget	One click access to all interactions from calls, voicemails, AI summaries and more with the ability to playback, bulk download, and retrieve archived interactions.	■		
Drag-and-Drop Widgets	Widgets can be arranged with drag-and-drop functionality - no code required.	■		
Omnichannel Routing				
Blended Interactions	Support for up to 13 blended interactions per agent (voice, email, chat, SMS).	■		
Rich Communications Services (RCS)	Send high-quality images, videos, carousels, and branded elements to enhance engagement beyond traditional SMS.	■		
Video Elevation	Support for one-way video escalation.	■		
Email	Email route by context, agent skill, and priority with support for pre-built and custom workflows.	■		
Web Chat	Live, webcat with customizable agent webchat avatars and real-time translation of over 20 languages.	■		
Messaging Apps	Facebook, WhatsApp & Viber available natively. WhatsApp inbound, customer-initiated messaging free of charge.	■		
Social Media	Filter and route @mentions and DMs to agents across social media platforms like YouTube, Instagram, LinkedIn, and more.	■		
SMS	One-way and two-way messaging, bulk messaging, knowledge base articles and secure payment links via SMS, and inbound follow-up to outbound campaigns.	■		
Voice Routing	Skills-based routing, conditional routing, service-level and analytics-enabled routing, as well as value-based and CRM data-driven routing, with the option to conduct post-call surveys."	■		
Co-Browse	Allow agents to see exactly what a customer is looking at online, helping them to find relevant information, clarify any queries and fill out forms.	■		
Queued Callback	Reduce your customers' wait time with a great alternative to call queueing. Instead of staying on hold, callers can leave their number and receive a callback when their turn in the queue comes round.	■		

Web Callback	Invite customers to request a call via an online form, thereby saving them valuable time and enabling agents to work more efficiently.	■		

Contact Center Analytics

Graphical Call Flow Reports	Chart a customer's journey from the moment they reach the call center right through to call termination. Covers all stages of an engagement including IVR, queueing, connection to an agent and post-call survey, giving you evidence-based support for training and process improvement.	■		
Analytics for Contact Center	Easily search for and discover opportunities for improvement with a visual map of customer journey. Run targeted searches of your data to identify issues and trends.	■		
Wallboards & Dashboards	Provide a real-time view into critical contact center metrics via shareable dashboard & wallboard links with built-in role-based permissions to safeguard private data.	■		

Employee Engagement

Quality Management	Provides supervisor and agent interface for training, expert support and coaching. Includes QM screen recording and archiving available for compliance, record keeping, and training.	■		
Voice, Text, Sentiment Analytics	Surface trends and topics across voice, and text, with sentiment analytics. Visualize common conversation topics and drill down to learn and understand in greater detail.	■		
Post-Call Surveys	Capture the customer's voice with a native post-call survey to help optimize your engagement strategy.	■		
Native CRM integration	Built-in contact center and case management to keep agents supplied with essential customer information to enhance each interaction.	■		
Native Knowledge Base	Give customers a faster, smarter, and more consistent way of finding answers, via a library of frequently asked questions (FAQ).	■		
Workforce Management	Forecast staffing needed across every channel and manage staff in real-time when demands change. Improve staffing efficiency.	■		

Platform

Remotely Accessible	Create a resilient contact and support work-from-home agents with a unified cloud-enabled solution.	■		
Contact Center Calling Zone	Number of inclusive call minutes and number countries included (excluding toll calls and special numbers).	■		
Full-Stack Vendor	A single integrated UCaaS and CCaaS cloud platform with the ability to integrate with essential business applications.	■		
Resilient Infrastructure	Sixteen data centers across seven global regions strategically positioned for maximum performance and resilience.	■		

Integrations

Creovai	Native agent assist and conversational insights; fully supported and sold by 8x8.	■		

Cognigy	AI-powered self-service and routing across voice and digital.	■		
PCI Pal	Secure, PCI-compliant payments via voice and digital.	■		
CallCabinet	Compliance recording across Contact Center, Work, and MS Teams.	■		
Meltwater	Social listening and interaction directly from 8x8 for CX improvement.	■		
SpinSci	EHR integration tailored for healthcare, providing real-time patient context.	■		
Regal.io	Advanced outbound campaign management across multiple digital channels.	■		
Verint	Advanced WFM tools for scheduling, forecasting, and intraday management	■		
Calabrio	Advanced WFM for forecasting, scheduling, and intraday management.	■		
CRMs	Out-of-the-box integrations with Salesforce, Microsoft Dynamics, Zendesk, and many more.	■		
Microsoft Teams	Microsoft Teams integrated with 8x8 Contact Center.	■		
Productivity Apps	Integrate your most popular business applications into a single seamless experience with Microsoft Office 365 and G-Suite.	■		
Security, Compliance, and Certifications				
Payment Card Industry Compliance	Seamless and secure payments via DTMF, speech recognition, voice, or digital channels. Agent assisted or fully automated options available.	■		
Meeting and Call Recording Storage	At least 30 days' unlimited-capacity storage for any recordings made by a user.	■		
E911/999 Emergency Services	User-updatable E911/999 emergency services location information that verifies address information with the servicing PSAP provider.	■		
Privacy	GDPR-aligned to help your business to remain compliant with UK, EU and EEA privacy law. US/EU and Swiss Privacy Shield Compliance.	■		
W3C Web Content Accessibility Guidelines (WCAG)	8x8 Agent Workspace and Supervisor Workspace include improvements for screen readers, compliant to WCAG 2.1 AA	■		
STIR/SHAKEN	8x8 signs all calls originating on its service using STIR/SHAKEN, in compliance with the FCC Robocall Mitigation program.	■		
Health Insurance Portability and Accountability Act (HIPAA)	8x8 is third-party certified as a HIPAA-compliant business associate.	■		