8x8

Britannic

Powerful customer experiences beyond the contact centre, powered by AI

Practical AI, built for CX

8x8 brings AI directly into the customer journey—capturing insights, spotting trends, and summarising every interaction in real time. With built-in speech analytics and interaction summaries, teams across your organisation—from field teams to support—stay aligned, respond faster, and engage more meaningfully with customers. It's practical by design, enhancing the way teams already support customers while laying the foundation for deeper transformation. No toggling between tools. No playing catch-up. Just sharper context, smarter decisions, and more impactful conversations—across every call, chat, and meeting. Designed for global scale and enterprise trust, AI powers customer intelligence—without compromising control, compliance, or performance.

AI that fits your tech stack—and your strategy.

Whether it's transcription, translation, or conversation intelligence, it works out of the box and at scale. Also, with support for your preferred providers and bring-your-own (BYO) flexibility, we enable you to use the AI tools that fit your business needs—while keeping everything seamlessly integrated.

Proven accuracy. Real results.

Every great AI experience starts with clean, trusted input. That's why transcription accuracy isn't just a stat—it's a foundation. In testing by the [Tolly Group](#) (Feb 2025), 8x8 achieved the best overall performance, with an average 4.54% word error rate across 15 English-language samples featuring diverse accents. We didn't win by chasing speed—we won by prioritising fidelity. This level of precision improves every downstream capability, from summaries and sentiment to action items and LLM performance—ensuring AI reflects what was actually said, not just what it heard.

Key benefits

- **Boost productivity** with automated transcripts, smart summaries, and faster follow-ups.

- **Deliver better CX** through real-time insights, sentiment tracking, and translation support.

- **Improve coaching** by surfacing key trends, behaviours, and moments that matter.

- **Ensure accuracy and control** with reliable transcription and enterprise-grade data safeguards.

- **Align hybrid teams** using clear summaries, shared action items, and smart chat tools.

- **Simplify operations** with built-in AI across channels and flexible model integration.

Proactive visibility into customer health

AI surfaces risk, urgency, and service gaps—so you can intervene before customers churn.

- Flags sentiment shifts, escalation risk, and unresolved issues across interactions without manual searching.

- Helps team leaders scale retention and escalation workflows with more precision.

Coaching and quality insights, built in

AI highlights the patterns and performance signals that help managers coach better and act faster.

- Analyses sentiment, silence, overtalk, and trending topics to surface coaching moments.

- Integrates into CRM, and analytics tools via API to support end-to-end review workflows.

Every conversation, captured instantly

AI captures customer interactions in real time—allowing full focus on the conversation while ensuring no detail is missed.

- Transcribes live calls and meetings with speaker identification and multilingual support.

- Automatically identifies key decisions, follow-ups, and customer objections.

- Supports voice and video conversations throughout the customer journey.

Voice that drives action

Calls and voicemails are transformed into structured, searchable insight—without the need to replay a thing.

- Automatically transcribes customer calls and inbound voicemails with high accuracy.

- Enables fast follow-ups, team handoffs, and documentation without manual rework.

- Make conversation records part of your CX intelligence—not just stored recordings.

Smarter summaries, faster resolutions

AI reduces the noise, so teams can align quickly—even across shifts, locations, or time zones.

- Summarises full recorded conversations into actionable insights and next steps.

- Condenses chat threads into concise recaps—helping teams stay informed and aligned without relistening or scrolling.

Ready to unlock insights in every conversation?

Discover how AI can surface what matters most—so your teams can respond faster, coach better, and deliver more value with every call, meeting, and chat.

Visit our website to learn how AI-powered insights can elevate your customer experience.