



# 8x8 Intelligent Customer Assistant Voice and Digital.

Empower customers with AI-enabled self service.

Customers today expect instant and personalized service, across a variety of channels, on a 24/7 basis. Businesses that fail to meet these expectations risk customer frustration, reduced revenues, and increased costs of contact center operations. With 8x8 Intelligent Customer Assistant (ICA), businesses can offer customers a convenient way to quickly resolve routine and common customer inquiries while reducing costs through automation and reserving staff for more complex interactions.

## Personalized, context aware engagement.

8x8 ICA enables personalized, context-aware engagement by leveraging interaction history and AI insights to tailor every customer interaction. It understands intent, adapts responses in real time, and delivers a seamless experience across channels. This builds trust, reduces frustration, and drives loyalty—turning every conversation into an opportunity to exceed expectations and strengthen customer relationships.

## Key benefits

- Increase first contact resolution (FCR) rates with end-to-end automation that delivers faster, more accurate service with personalization.
- Reduced operational costs: Deflect routine and common customer inquiries with proven task automation.
- Empowered agents: Offload routine tasks to allow staff to focus on more high touch, impactful service interactions.
- Ease of use: Enable business users to easily manage ongoing changes and updates with a user-friendly, graphical, no-code designer, reducing dependence on IT.
- Powerful analytics: Take action with insights and recommendations for 360° performance optimization.
- Rapid extensibility: Connect to existing systems quickly and easily with 50+ out-of-the-box integrations.
- Minimal maintenance costs: Reduce the need for IT resources with simple admin and tuning tools.

## Faster, more intelligent resolution.

8x8 ICA delivers faster, more intelligent resolutions by combining AI-powered automation with real-time insights. It streamlines customer interactions, reduces wait times, and empowers agents with context-rich data. This leads to quicker problem-solving, higher satisfaction, and scalable support—enhancing CX while driving efficiency. With 8x8 ICA, businesses resolve issues before they escalate, keeping customers happy and operations smooth.

## Always-on support at scale

With the ability to direct customers to an always-available, intelligent virtual agent, you gain significant cost containment by freeing up live agents from repetitive interactions, your interaction quality improves, along with agent satisfaction and engagement. Plus, a single bot can be built quickly and deployed instantly across any channel—including voice, webchat, WhatsApp, SMS, etc.—with graphical scripting tools. By combining the ease of scripting with over 50+ turnkey integrations, you can deploy virtual agents without the need for intensive IT involvement.

## Automation across every channel.

Enabling automation across voice and digital channels with 8x8 Intelligent Customer Assistant (ICA) empowers businesses to unify the customer journey, reduce agent workload, and deliver seamless experiences at scale. By integrating AI and automation natively within one platform, 8x8 helps organizations increase operational efficiency, lower costs, and provide faster, more personalized service—without compromising quality or control.

## AI-powered, seamless self-service.

8x8 ICA empowers customers with AI-powered seamless self-service, delivering quick, intuitive resolutions without agent intervention. It understands natural language, automates repetitive tasks, and is always available—reducing wait times and improving satisfaction. Businesses benefit from lower costs, scalable support, and happier customers, all while maintaining control and continuity across voice and digital channels.

