

8x8®

Building the Ideal Agent Workspace for Omnichannel Support





The Hidden Cost of Fragmented Agent Tools

Agents still toggle between three to five separate applications to handle different channels, losing context and time with every switch.

Each switch forces a mental reload: where was I, what did the customer say, which channel was that conversation in?

This fragmentation is a recognized, structural problem. Organizations rank system integration as the top barrier to scaling unified agent experiences, [with 46%](#) citing it as their primary challenge.

It hits customers directly, too: someone who messages on WhatsApp, then emails the next day, often meets an agent with zero visibility into the earlier conversation.

Why Regional Channel Parity Matters in APAC

A team serving Southeast Asian customers might handle WhatsApp in one market, LINE in another, Zalo in a third, and SMS everywhere.

If the workspace treats regional chat apps as bolt-on integrations with limited functionality, agents revert to checking separate inboxes anyway.

At that point, the unified workspace becomes a label without substance. Real parity means every channel – including WhatsApp, LINE, Zalo, and SMS – behaves as a first-class citizen, with the same features and the same conversation history behind it.



8x8 Converse: A Workspace That Gets Out of the Way

[8x8 Converse](#) is built around what support teams actually need: one inbox, full context, and AI that assists rather than replaces. These requirements are not abstract ideals; they show up in the design decisions agents touch every shift.

- **Unified inbox**

Every channel sits in one view with equal functionality, so agents never switch applications to answer a different platform.

- **Persistent context**

Customer profile, history, VIP tags, and internal notes stay beside the active conversation, so a transferred ticket needs no re-explaining.

- **Intelligent queue management**

Conversations route automatically by channel, topic, priority, and workload, sending urgent cases to senior agents and distributing the rest fairly.

- **AI that assists**

Smart assist and AI-suggested responses surface options and next steps in real time, with the agent always in control of what gets sent.

- **One-tap voice escalation**

When a WhatsApp chat needs more than text, agents escalate to a voice call without leaving the workspace or losing the thread.

- **SLA tracking**

Supervisors are alerted when response times are at risk, before a delay becomes a customer problem.

Build the Workspace Behind Every Great Support Experience

8x8 Converse gives your agents one place to work, no matter the channel, so they spend less time switching tools and more time actually helping customers.

For the full evaluation checklist and a deeper look at effective workspace design, continue reading the full article: [Agent Workspace Design: What Support Teams Actually Need.](#)

