

8x8.

Modern Voice Self-Service: The Cloud IVR Advantage

Where Cost
Savings Meet
Better Caller
Experience





Routine calls shouldn't cost like complex ones. But for most contact centers, they do.

A typical mid-sized contact center handles thousands of calls a day – account balances, order status, password resets. Each one ties up an agent for the few minutes it takes to resolve. Multiply that across a month, and the cost of answering simple questions with live agents becomes impossible to ignore.

Why the Cost of Routine Calls Adds Up Fast

The gap between human and automated handling is stark. A live-agent interaction costs [\\$6 to \\$12](#), while a self-service interaction costs around \$0.10, and that difference repeats on every routine call you take.

Demand is moving the same way. [81% of customers](#) try to resolve issues themselves before contacting a live representative, so the queue you are paying agents to staff is the channel many callers would rather skip.

Why Legacy Systems Hold You Back

On-premises IVR served its purpose for decades, but it comes with fixed capacity, manual updates, and high maintenance costs. When traffic spikes, you either over-provision hardware that sits idle or watch hold times climb.

Cloud IVR flips that model. Capacity scales on demand, the provider handles patches and compliance, and updating a menu flow takes minutes through a web console instead of weeks of vendor involvement.



How 8x8 Voice IVR Powers Self-Service

[8x8 Voice IVR](#) is a programmable cloud IVR platform that lets you build flexible call flows without managing telephony hardware. Key capabilities include:

- **Global language support**

Speech synthesis and recognition across 60 local languages, so multilingual customer bases hear local-sounding prompts.

- **Call action webhook**

Real-time triggers to external systems during a live call for CRM lookups, fraud checks, and authentication.

- **Session summary webhook**

Post-call event data pushed to your analytics or contact platform for reporting and quality assurance.

- **Advanced speech control**

SSML tuning for pronunciation, pacing, and emphasis across every prompt.

- **DTMF input and recording**

Classic keypad entry for callers who prefer pressing numbers, plus call capture for compliance and dispute resolution.

- **Cost-effective billing**

Pay-as-you-go pricing with no capital outlay and no idle-capacity charges.

Start Building Smarter Voice Self-Service

8x8 Voice IVR gives your team programmable call flows, real-time scaling, and native integration with the broader 8x8 stack. The result: fewer routine calls reaching agents, lower costs, and a better experience for every caller.

For a deeper look at how video verification rescues failed onboarding, [continue reading the full article here](#).

