

8x8.

One Inbox for Every Channel: The Unified Messaging Approach

From Channel Chaos to One Clear View





How 8x8 Converse Unifies Every Customer Channel Into One Workspace

Most support agents start their shift with five tabs open: WhatsApp, email, live chat, SMS, and a social inbox. By the time the first ticket arrives, attention is split six ways and context is already slipping.

When conversations live in separate platforms, agents waste hours hunting for what was said yesterday, customers repeat themselves, and resolution times stretch.

The Cost of Switching Tools All Day

Context switching is more than an annoyance; it's a measurable productivity drain. Research shows workers switch between apps and windows roughly [1,200 times each day](#), losing nearly a quarter of their workweek to toggling alone.

For support teams, that lost time translates directly into slower responses, frustrated agents, and customers who churn before their issue is resolved.



Unified Inbox: Manage Every Conversation in One Place



How 8x8 Converse Brings It All Together

[8x8 Converse](#) consolidates WhatsApp, SMS, Viber, LINE, web chat, voice and email into a single agent workspace, giving teams everything they need to respond fast and resolve in fewer clicks.

- **Threaded conversations**

Messages from the same customer across different channels appear in one continuous thread, preserving full context so agents never have to ask what was already discussed.

- **Smart routing**

Incoming queries are directed to the right agent based on skills, intent, priority, and availability, keeping resolution times short and reducing unnecessary handoffs.

- **Simplified process**

AI anticipates customer needs, accelerates every agent response, flags risks as they happen, and personalizes each interaction at scale.

- **Collision detection**

The system prevents two agents from replying to the same customer at once, an easy mistake to make in high-volume WhatsApp queues.

- **Real-time analytics**

Supervisors monitor response times, satisfaction scores, and channel performance from the same workspace, spotting trends before they become problems.

Give Your Team One Place to Work

Every hour an agent spends switching tools is an hour not spent solving a customer's problem. 8x8 Converse replaces a patchwork of disconnected dashboards with a single workspace where every conversation, customer, and channel lives in one view.

For the full breakdown of how a unified inbox transforms support productivity, [continue reading the full article](#).

