



Smart Routing for Customer Support: Matching Queries to Agents



The Wrong Agent Costs the Customer

A failed-payment message lands with sales, gets transferred twice, and reaches billing only after the customer has one foot out the door.

1 in 4

support operations uses dedicated omnichannel routing; the rest rely on manual queues

Three Ways to Route a Conversation

Not all routing works the same way. Three models cover most operations.



Round-robin

spreads conversations evenly. Simple, but ignores agent expertise.



Skills-based

matches by language, product, or technical skill. Better quality, needs accurate tagging.



AI-powered

reads content, history, and performance to assign in real time. Scales past rigid rules.

The Numbers That Move

The link between routing quality and outcomes is direct and measurable.

62% to 78%

first-contact resolution lift for teams using smart routing

1% = 1%

every point of FCR gain returns a point of CSAT gain

49% of

consumers call first-contact resolution the most important part of support

From Setup to Optimization

Smart routing doesn't require a platform overhaul. Start small and iterate.

01

Audit how conversations reach agents today and where mismatches happen.

02

Define routing rules — skills, intent, priority, availability — and tag agents accordingly.

03

Connect your channels, starting with one or two and expanding over time.

04

Measure FCR, handle time, and transfer rate, then refine the rules.

Smart Routing in 8x8 Converse

8x8 Converse brings routing, unified messaging, and analytics into one platform for multi-channel, multi-language teams.



Skill, language, workload, and channel matching across voice, WhatsApp, SMS, email, web chat, and more



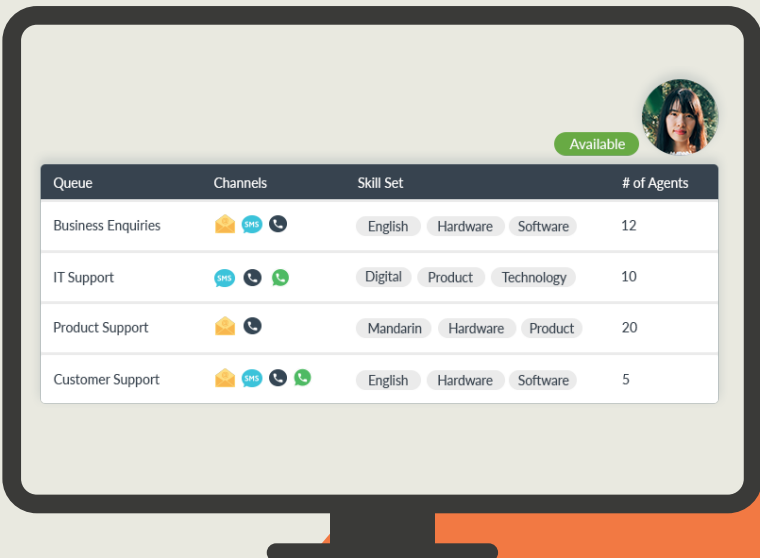
AI intent prediction routes “my card keeps getting declined” straight to a payments specialist



Chatbot-to-agent handoff that preserves the full thread and suggested next steps



Built-in analytics track routing effectiveness: average assignment time, FCR by agent and channel, and queue depth in real time



See Smart Routing Work for Your Team

Explore 8x8 Converse



For more information, contact us at hello-cpaas@8x8.com or visit cpaas.8x8.com