

8x8®

Unified Customer Support: Going Beyond Multichannel

How to Build Truly Unified Omnichannel Customer Support



The Multichannel Illusion

Most businesses claim to offer omnichannel support. In reality, they run multiple channels in isolation, and customers feel every gap.



- Repeating the same issue to every new agent
- Restarting conversations after switching devices
- Waiting longer than expected for resolution
- Losing trust with every disconnected handover

The Cost of Disconnected Support

Disconnected support drains revenue, loyalty, and operational efficiency. The numbers tell the story:

73%
of customers
expect to start on one channel and finish on another without repeating themselves

89%
customer retention
with strong omnichannel strategies, versus only 33% for those without

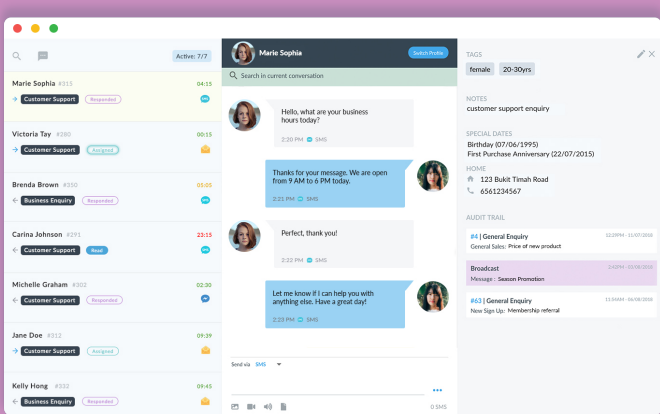
35%
cost reduction
and 39% shorter wait times for omnichannel operations

Today's customers use an average of
9
different channels to communicate with businesses

The Four Foundations of Unified Support

A real omnichannel experience needs more than a shared inbox. Four foundations make it work:

- 01 Shared Customer Identity**
Every channel recognizes the same profile, status, and ticket history
- 02 Persistent Conversation Context**
Agents continue exactly where the last interaction left off
- 03 Channel-Agnostic Routing**
Queries reach the right agent by skill and intent, not channel
- 04 Real-Time Data Sync**
Updates flow instantly so every channel shows the same answer



How 8x8 Converse Unifies Every Channel

8x8 Converse pulls WhatsApp, SMS, web chat, and voice into a single workspace built for omnichannel customer support.

- Unified Context**
Full conversation history and customer profile visible the moment a new message arrives
- AI Assist**
Predicts customer intent, suggests responses, and flags high-risk sentiment in real time
- Unified Insights**
Surfaces SLA, response-time, and agent productivity across every channel
- Smart Omnichannel Routing**
Matches each conversation to the right agent by skill, intent, priority, and availability
- WhatsApp Business Calling**
Escalate from chat to voice inside the same WhatsApp thread without losing context

Where to Start, Not Where to Stall

48% of companies cite siloed organizational structures as the biggest barrier to omnichannel adoption. Technology alone won't fix it; strategy does.

- Step 01** Identify the channels customers actually use most
- Step 02** Audit ticket logs and rank channels by volume and query urgency
- Step 03** Map the handoff points where context gets lost today
- Step 04** Fix the highest-friction points first for the quickest CX win



Ready to Connect Every Channel?

[Explore 8x8 Converse](#)

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