When to Build vs Buy AI Service Agents

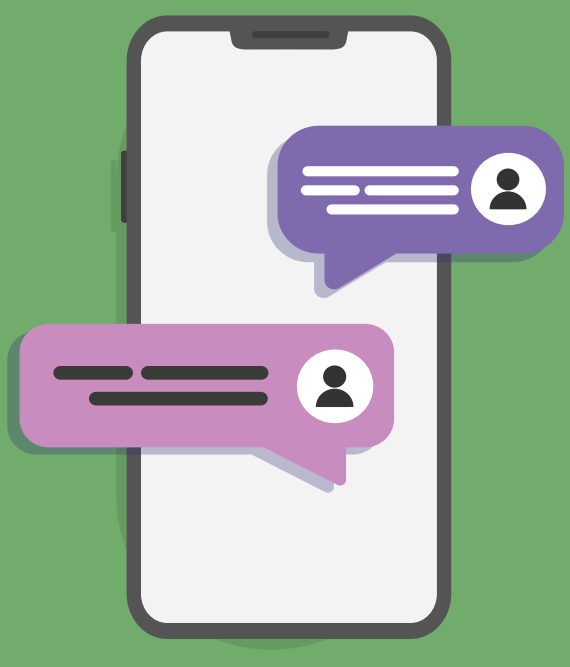


When the Queue Starts Winning

Support volume climbs and wait times stretch, but headcount cannot scale to close the gap. Legacy chatbots stall on anything unscripted.

- **Queues outlast shifts** — inquiries arrive around the clock, staffing does not.
- **Scripted bots dead-end** — decision trees cannot interpret intent or carry context.
- **Repetitive work dominates** — resets and status checks consume skilled agent hours.

The result: every delay costs twice, eroding satisfaction and sending the customer straight back into the queue.



The Pressure Is Already Here

Executive expectation and technical capability converged in the same year. The question is no longer whether to deploy AI, but how.

91%
Of service and support leaders face executive pressure to implement AI this year.

80%
Of common service issues will be resolved autonomously by agentic AI by 2029, cutting operational costs by 30%.

20-30%
Reduction in cost to serve from AI-powered customer service.

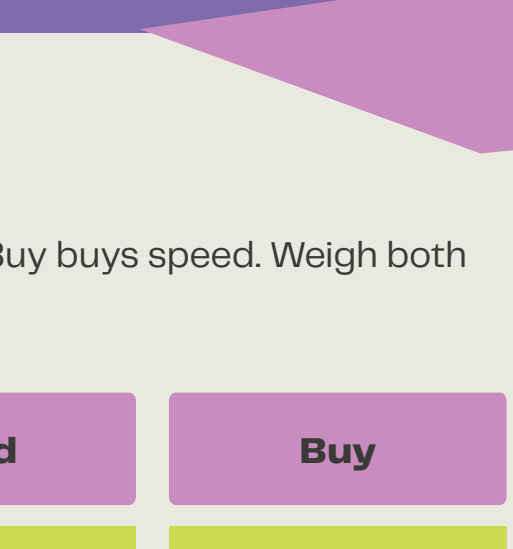
Two Paths, Five Criteria

Build buys control no vendor roadmap can match. Buy buys speed. Weigh both against the five criteria that decide the outcome.

Criterion	Build	Buy
Time to value	12–18 months to production	4–8 weeks to production
Channel coverage	Built channel by channel	WhatsApp, Viber, LINE, SMS ready
Integration depth	Full control of every connection	API and connector-based
Scalability	You fund every capacity increase	Managed infrastructure absorbs spikes
Total cost	ML engineers, infrastructure, upkeep	License fees and configuration time

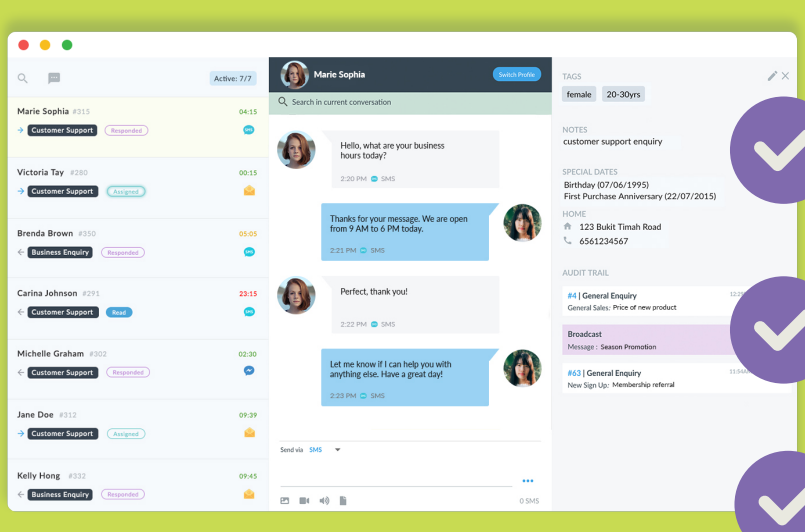
Weighting shifts by industry. Regulated teams rank integration depth and total cost first; retail and travel invert that order.

That urgency compounds regionally: AI spending across Asia-Pacific is growing 33.6% annually – the fastest of any region – so the build-vs-buy decision is happening on a shorter clock here than elsewhere.



One Workspace, Every Channel

8x8 Converse closes the gap the scripted bots above couldn't: AI that reads intent and carries context across a single workspace, measured against those same five criteria.



- **Live in weeks** — models, channel connections, and infrastructure already running.
- **One thread** — WhatsApp, Viber, LINE, SMS, web chat, voice, email and more.
- **Profiles travel with the conversation,** so a return is verified without leaving it.

Phase the rollout: start with your highest-volume requests, set escalation triggers, then measure resolution rather than deflection.



Decide Before the Queue Decides

Build what your customers already expect

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

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