

COMPANY	8x8	INDUSTRY	SaaS / Cloud Communications
EMPLOYEES	55,000 (3M+ end users)	USE CASE	Incident management + public status page, Xurrent IMR

How 8x8 turned incident communication into a trust signal

A global communications provider gave 3 million end users a single, reliable view of service health, on Xurrent IMR

There is a particular bind that comes with being a communications company. When your own services hit a snag, the channels you would normally use to tell people are sometimes the very channels that are down. For 8x8, a global provider of cloud voice, contact center, and messaging, that meant incident communication had to work independently of its own infrastructure, and it had to reach a customer base that ranges from single users to enterprises with thousands of stakeholders.

8x8 already cared deeply about customer experience. What it needed was a way to make service health visible to more than three million end users, the moment something changed, without drowning anyone in noise. It built that on Xurrent IMR.

Results with Xurrent IMR

10 million

status page views

22,000

notifications sent per month

2,000

status page subscribers

Reaching a base of 55,000 customers and more than 3 million end users, with fewer redundant support tickets and IT freed to focus on resolution.

About 8x8

Based in Campbell, California, 8x8 is a leading SaaS provider of integrated cloud communications: contact center, voice, video, chat, and SMS on one global platform. The company unifies what the industry usually splits into separate categories, unified communications and contact center, so that every employee across an organization can work together to deliver a better customer experience. Serving 55,000 customers and more than three million end users worldwide, 8x8 operates at a scale where even small gaps in communication multiply quickly.

The challenge: an out-of-the-box tool that got in the way

One of the largest hidden costs of any outage is lost employee productivity, and 8x8's existing incident management tool was making that worse rather than better. It came out of the box with no real room for customization, carried design flaws, and used formatting that made it genuinely difficult to use. For a company whose whole business is communication, an incident process that obscured information instead of surfacing it was untenable.

8x8 needed something that would raise awareness across all of its global locations and let IT simplify and accelerate incident resolution, while communicating openly with customers about ITSM incidents. The requirements were specific: separate views for each geographical region, a component structure deep enough to list sub-components by service and product, and subscriptions that let users follow only what affected them.

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During onboarding we had very few issues, but when there was an oddity the customer service we received was above and beyond.

Jasmine Kot

NOC Project Coordinator, 8x8

The solution: one platform, built around the customer's world

8x8 used a trial period to gather data and design its new approach to incident management, and two factors quickly rose to the top: flexibility and customization. Its infrastructure supports many services and products, each with its own elements and dependencies, so the platform had to model that complexity rather than flatten it.

Xurrent IMR supports multiple levels of nested components, which let 8x8 give customers a detailed, accurate view of dependencies and service availability. Onboarding was a close, hands-on collaboration. Through design sessions, wireframes, and creative concepts, 8x8 shaped the look, feel, and functionality of its portals, with branding and formatting consistent with the experience customers already trusted.

The result is a public status page where every end user can see the status of 8x8's full set of products and services at a glance, while subscribers who log in get more comprehensive views and curated, personalized notifications. Transparency for everyone, a first-class experience for power users.

Because 8x8 runs voice services, one capability mattered more than for most companies: the page works as a third-party channel, independent of 8x8's own systems. Even when organizational communication is disrupted, 8x8 can still get the word out.

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The platform gives us a mechanism to notify our ever-changing client and vendor base with up-to-the-minute updates across several applications that would otherwise involve heavy maintenance and clunky tracking. As a global VoIP company, having a third-party channel means we can get the word out even when our own communication systems are down.

Alex Machuca

Critical Response Director, 8x8

The result: a single source of truth at global scale

8x8's customers are no longer left in the dark about the availability of critical IT services. The public status page is information-rich and tailored to individual customers, with specific views and data for different subscriber accounts. Access to historical performance over time gives customers proof of how reliable 8x8's services are, and that transparency builds the kind of trust that supports retention.

The page also works as a single source of truth that spares both sides a flood of redundant tickets. When a disruption hits, customers can immediately see whether it sits with 8x8's infrastructure or their own environment, which means 8x8's support team spends far less time answering the same question and far more time on normal operations. Customer IT teams save real time too, kept in the loop automatically by status updates and subscriber notifications.

The reach speaks to adoption: more than 10 million status page views, around 22,000 notifications a month, and 2,000 subscribers who rely on the page for the incidents that matter to them. On the response side, Xurrent IMR's incident management reduced complexity and improved workflow efficiency for 8x8's IT team, cutting productivity loss and keeping the business running during incidents. In-app support on mobile and desktop delivers the right status information in real time, right where users already are.

Transparency as a competitive advantage

For a communications company, being open about service health is not a risk. It is a differentiator. 8x8 turned incident communication from a back-office chore into visible proof of reliability, available to every one of its three million end users. The platform keeps that promise even on the days 8x8's own systems cannot, which for a VoIP provider is exactly when it counts most.

Get started with Xurrent today.



See how Xurrent IMR keeps your customers informed and your IT team focused on resolution.



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