

The 8x8 logo is displayed in a large, white, sans-serif font in the top left corner. The background of the top half of the page is a photograph of three diverse customer service agents wearing headsets and smiling, working in a contact center environment.

# 8x8

## Creovai for 8x8 Contact Center

Unlock the unlimited potential of 8x8 Contact Center with Creovai Real-Time Intelligence & Guidance.

How do you enable agents to give the best account of themselves and your business on every customer interaction?

The answer is in giving them the tools, guidance, data, and resources to do a great job.

Creovai uses Generative AI to deliver the right information at the right time to agents so they can deliver exceptional customer interactions. Going far beyond mainstream agent assistance products, it blends the worlds of agent guidance, interaction analytics, and systems interconnectivity for seamless and intuitive real-time agent support.

Deeply integrated with 8x8 Contact Center, interactions are analyzed in real-time in order to provide quick solutions and options for agents, guiding them towards a positive customer outcome.

Creovai boasts agnostic system connectivity, low-code deployment, and near-instant ROI, allowing you and your contact center to meet and exceed your ambitions.

One Assistant.

Unlimited Potential.

### Key benefits

- **Improve Efficiency:** Make training simpler, streamline agent feedback, and assist agents with navigating complex customer interactions.
- **Satisfy Customers:** Give agents everything they need to solve customers' problems and watch customer satisfaction (CSAT) scores improve.
- **Boost Agent Well-Being:** Monitor agent emotion and reduce stress by simplifying the process and connecting systems via a single user interface through 8x8 Contact Center.
- **Empower Agents:** Live captioning improves accessibility and inclusivity for all agents
- **Data Accessibility:** Real-time service turns conversations into actionable data which can then be used to guide agents, inform decision-making, or check compliance.

## How Creovai Works

### 1. Listen

A two-way interaction stream is captured live via audio service.

### 2. Understand

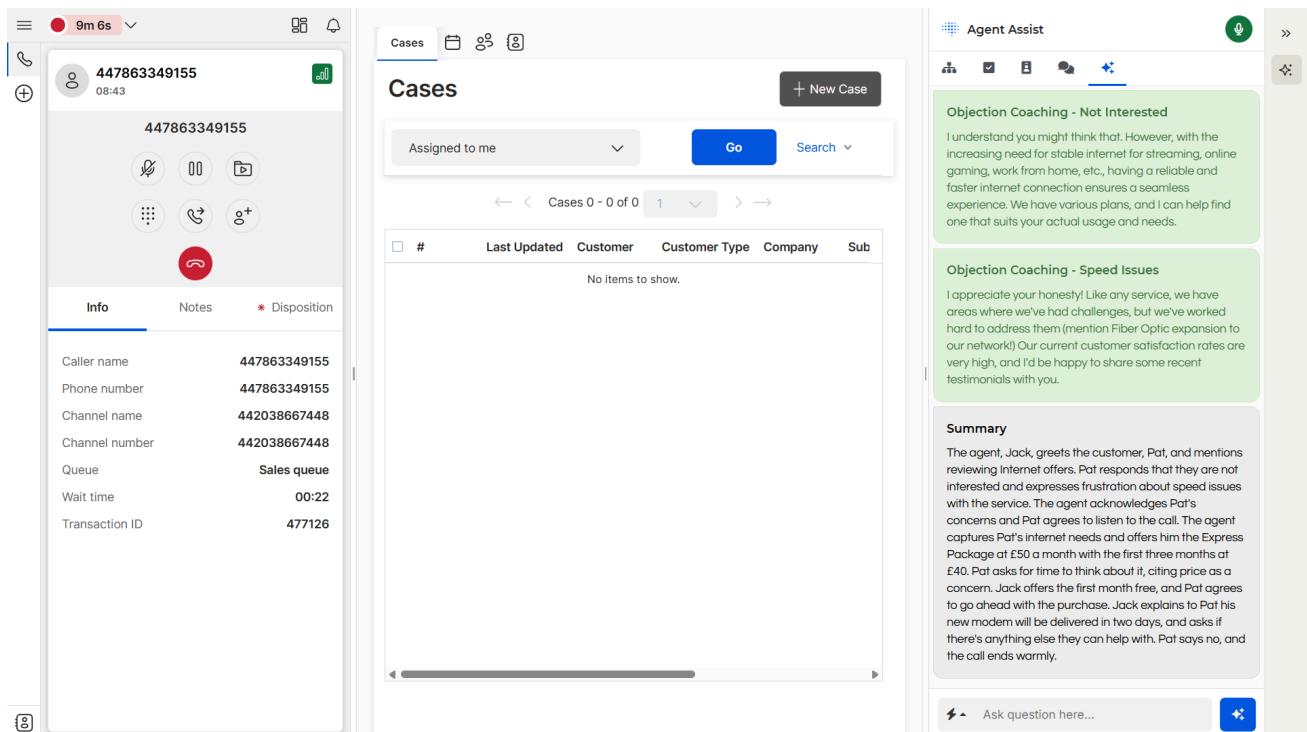
An accurate interaction transcript is created in real-time.

### 3. Act

The transcript is analyzed and GenAI is used to inform actions for the agent.

## Key Features

- **Audio Listening:** Creovai's audio service records a live feed from the agent mic and speaker to capture the best quality agent and customer audio.
- **Live Captioning:** The interaction is transcribed in real-time enabling analysis, alerts, and action.
- **Intent Analysis and Action:** Generative AI instantly understands the intent of what is being said and performs actions, such as call summarization.
- **Entity Mapping:** The system automatically identifies names, acronyms, and seeded words, highlighting key terms or phrases.
- **Emotion and Sentiment Analysis:** Detect the sentiment and emotions behind conversations so you can better understand customer experience and agent well-being.
- **Auto-Population:** Automatically populate fields in your scripted workflow based on what the customer says.



Ready to see what 8x8 and Creovai can do for your organization? [Learn more](#)