

Battle Card

8x8 Voice Analytics vs. CXEX AutoInsights



"While 8x8 provides foundational tools for transcription and keyword spotting, AutoInsights delivers a comprehensive, GenAI-powered platform that transforms raw conversation into deep, multi-layered business intelligence."

Critical Feature Comparison

Capability	8x8 Voice Analytics	CXEX AutoInsights
Categorization	Topic matching based on manual phrases.	✓ Deep hierarchy: Category → Subcategory → Topic.
Call Summaries	✗ Not available.	✓ Contextual GenAI summaries with intent and next steps.
Quality Assurance	Manual evaluations; lacks automated scoring.	✓ 100% Automated QA (CX, Business, Compliance).
Sales Insights	✗ Not available.	✓ 6-score model for Rapport, Closing, and more. Compliance QA)
Sentiment	Text and acoustic-based emotion detection.	✓ Contextual analysis: tone, resolution, and escalation.
Integration	Native within 8x8 ecosystem.	✓ API-ready for CRMs, dashboards, and WEM tools.

Why AutoInsights Wins

Automated Consistency

Reduce manual effort with QA aligned to industry standards (COPC), ensuring 100% call coverage.

29+ OOTB "Listeners"

Deploy immediately with pre-configured use cases for Compliance, CX KPIs, and Voice of Customer.

Transparent Pricing

Enjoy cost predictability with flat-rate \$/hr pricing, unlike bundled models with obscured costs.

Sales Effectiveness

Utilize specialized models to assess and improve sales interactions—a feature missing in 8x8.

