



8x8

Cash In On AI-powered Insights

Earn a **1X spiff** as your 8x8 customers upscale their analytics with Conversation IQ.

1X MRR of Conversation IQ

When your New and Existing 8x8 customers purchase a minimum of 25 Conversation IQ licenses. New customers must be on a minimum 24 month contract. Existing customers must have a minimum remaining 12 month contract term and must have not purchased Conversation IQ prior to this spiff.

What is Conversation IQ?

8x8 Conversation IQ packages quality management and speech analytics capabilities, that have long been reserved for contact center staff, into a powerful add-on solution that can be used anywhere in an organization to deliver insights and professionalism for any employee, in any role.

[Find out more](#)

For more information, contact your 8x8 Channel Account Manager.

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SPIFF Terms & Conditions

1. Applicable to current 8x8 direct agents under an active agreement, and agents under an 8x8-approved master agent / TSD.
2. Eligible countries are United States and Canada.
3. Effective for orders closed between February 15, 2023 and June 30, 2023.
4. Available for NEW and existing 8x8 customers. A 24 month contract term minimum is required for new 8x8 customers. For existing customers, a minimum contract term remaining of 12 months applies. In addition, existing customers must have not purchased Conversation IQ prior to the launch of this spiff.
5. The order must include a minimum of 25 Conversation IQ user licenses. Spiff eligible licenses are:
 - a. VOSVC0230-02 - Quality Management and Speech Analytics - UC User License.
 - b. VOSVC0230-03 - Quality Management and Speech Analytics - UC System License. 1x system license must be purchased for each block of 100 users.
6. Conversation IQ add-on only applies to X-Series X1, X2, X3, X4 users. Different licensing applies to Quality Management / Speech Analytics for Contact Center (X6/X7/X8).
7. Conversation IQ licenses may be discounted up to a maximum of 20% off of the 8x8 list price.
8. SPIFF award is earned at the time the customer order is booked with 8x8. SPIFF awards are payable within 45 days of being earned. Payment follows the same process/method as partner residual commissions.
9. MRR is defined as monthly recurring revenue related to the Conversation IQ license purchase of:
 - a. VOSVC0230-02 - Quality Management and Speech Analytics - UC User License
 - b. VOSVC0230-03 - Quality Management and Speech Analytics - UC System LicenseEquipment charges, deployment, services, training, third-party products, shipping, and other applicable fees and taxes are not included in MRR. Average MRR for the life of the contract will be used to calculate SPIFF award for all deals. Average MRR is based on the total contract value expected to be collected by 8x8 (considering any concessions, credits, or other provisions), divided by the number of months in the contract (excluding trial period).
10. SPIFF awards with payouts greater than or equal to US \$300,000 are subject to review and will be considered on a case-by-case basis. Deals with special customer terms, including but not limited to free or discounted licenses, delayed billing, step-up contracts, extended payment terms, contingencies (e.g. POC), and downturn clauses are subject to review
11. SPIFF awards are subject to pro-rated chargeback by 8x8 in the event that the customer cancels 20% or more of the original order within 6 months after the original order date and the application of promotional credits or free months. SPIFF is subject to full or partial chargeback until the customer has submitted three full payments (does not apply for annual payment frequency) and in any situation in which fraud is confirmed on a customer account.
12. This sales promo is stackable with other 8x8 active SPIFFs.