



## Realise the full potential of **SMS Communications**

Automate SMS notifications, One-Time Passwords, reminders and alerts at every stage of your customers' journey with 8x8's flexible SMS service.

Reinvent the way your customers engage with your brand by leveraging our SMS service to send and receive messages in minutes. There are two ways to start using the 8x8 SMS service – either through our API or with our web-based Campaign Manager.

## Reimagine your customer engagement with the 8x8 SMS Service

**Fully supported, multi-function gateway** to ensure global SMS message delivery

**Programmatic scheduling** for fully automated workflows and campaigns

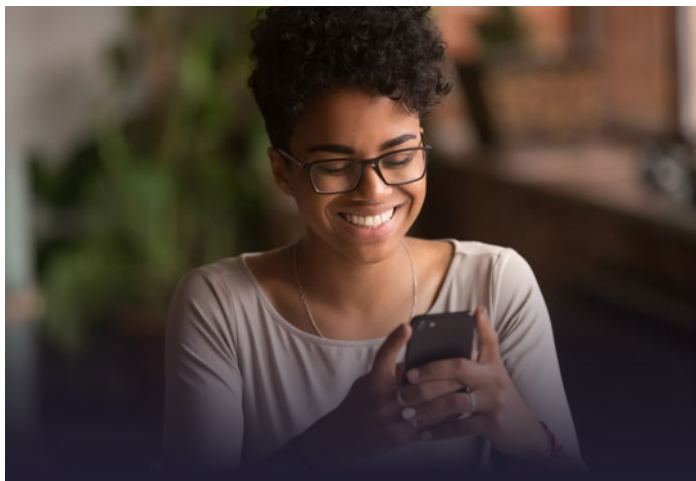
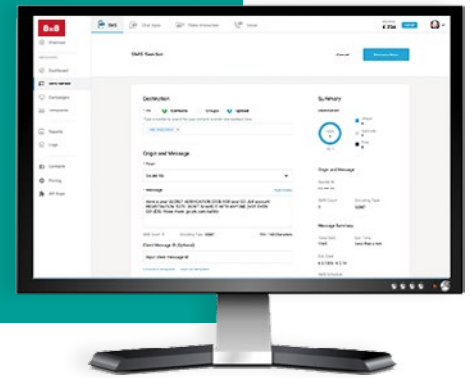
**Flexibility to send and receive messages** in the way that suits customers best

**Scalable service** with unlimited number of messages

**Intuitive web-based SMS sender** allows you to message your database instantly with a few clicks (no coding or integration skills needed)

## Two ways to get started!

Access the SMS service directly through our **Campaign Manager** or via a simple **API integration** with your apps.



### SMS in action

All of the following become easy with the 8x8 platform...

- ✓ **One-Time Passwords (OTP):** enhance data security by sending customers an OTP to authenticate their access to online apps.
- ✓ **Delivery notifications:** ensure your customers are aware and ready for an impending or update them on the status of an order.
- ✓ **Customer feedback:** make it easy for customers to confirm deliveries or offer feedback with a click.
- ✓ **Real-time marketing:** make sure customers are the first to know about your latest offers, products and services the moment they go live.



### Benefits

- ✓ **Intelligent message routing** automatically selects the best SMS routes to ensure that your messages are delivered.
- ✓ **Auto adaptation** adapts messages, phone numbers, and Sender ID formats to ensure successful delivery.
- ✓ 1 way or 2 way **individual and bulk SMS messages** can be sent out quickly and easily, anywhere in the world.
- ✓ **Advanced reporting and analytics:** track your SMS performance and expenditure, as well as delivery receipts for all messages.
- ✓ **Easy integration** using detailed documentation as a guide.
- ✓ **Custom sender ID** keeps your brand top-of-mind when you send messages from your company name.



Learn more at [8x8.com/uk](https://8x8.com/uk) call us on 0333 043 8888  
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