Why is CPaaS a Game-Changer?

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"

By 2020, 30% of enterprises will be using some flavor of CPaaS — up from less than 5% in 2017.

Gartner

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Customers	Use-Cases	Solutions	Products

E-commerce / Retail Manufacturing

Banking / Insurance Fintech / Others

Travel / Transportation Logistics / Delivery

Telcos Public actors

Fraud prevention

Customer service

Shipping

Notifications

OTP / Authentication

Deliveries

KYC

Marketing

COD

Claims

Reminders

Account management

Scheduling

Confirmations

Documents

Enquiries

Opt-Out

Field service

FRONTENDS
FOR
HUMAN AGENTS

PROGRAMMABLE BLOCKS
FOR
AUTOMATION

ANALYTICS
FOR
OPTIMISATION

MESSAGING

CHAT APPS

VIDEO INTERACTION

VOICE

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Empower Engagement Across All Channels

SMS
Use SMS API & Campaign Manager to send messages to your customers around the world

Chat Apps
Programmatically send richer messages and content to your users' channel of choice (e.g. **WhatsApp**)

Live Video Support
Redefine the customer experience by integrating video interaction into your mobile apps or website

Voice Messaging
Generate interactive text-to-speech (TTS) phone calls and give your applications a voice

SMS

- 98% open-rate

- Read within 3 minutes

- No need for data access

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Primary use cases

1 **Order / delivery confirmation and notification**

Promptly notify customers of their ordering, shipping, delivery updates and more in real-time.

2 **SMS Engage and customer engagement**

8x8/Wavecell SMS Engage feature enhances customer experience and engagement through embedding links in SMS message campaigns.
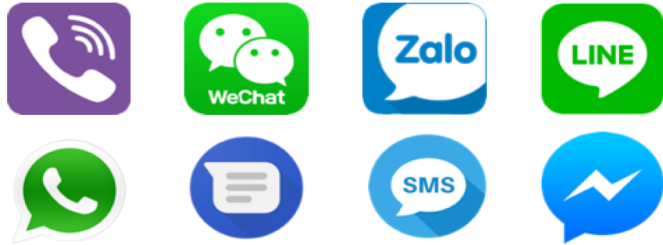
3 **Mobile verification**

8x8/Wavecell enhanced Mobile Verification API features layering the code generation, delivery, and verification all in a single package.
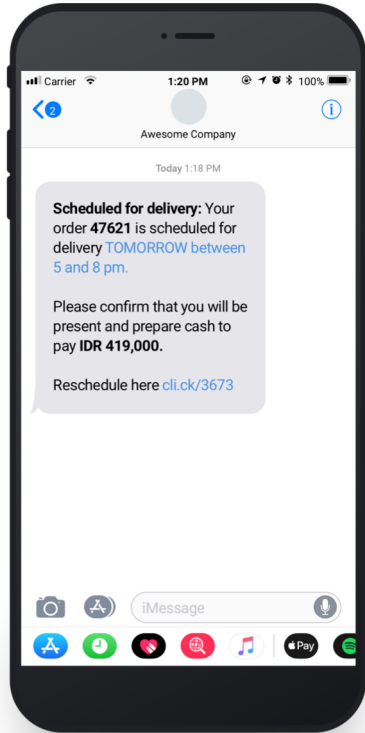
Chat Apps

Deliver photos, videos, location tags or files directly to your customers' phones and inboxes
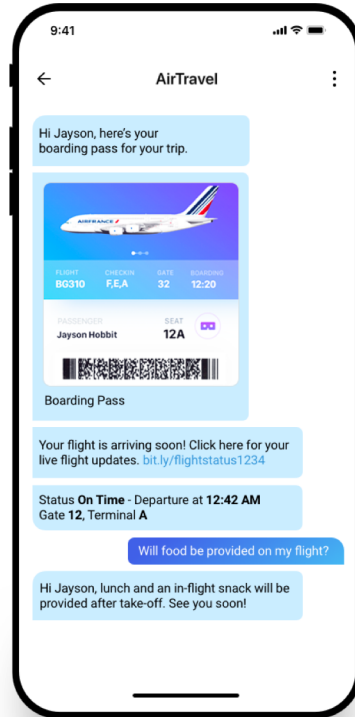

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Chat apps deliver a richer messaging experience

SMS

Chat Apps

Chat apps versus SMS:

- Richer content (photos, videos, localisation, files..)
- Higher conversion rate, more engaging
- Better delivery information (read...)
- Conversational: upsell and cross-sell

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Live Video Support

Use Video Interaction instead of traditional phone calls, emails or sending screenshots.

Revolutionise the customer experience with the next level of personalisation.

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# Benefits of Live Support

Instantly launch video interaction

Users do not need to download any app to begin a video call. A simple click on a link launches a browser to begin the interaction

Reduce resources and costs

Engage in a case immediately and resolve them within minutes instead of going through lengthy meetups, emails or phone calls

Create a trusted customer relationship

Engage customers in real-time which will improve customer satisfaction rate and create happier customers

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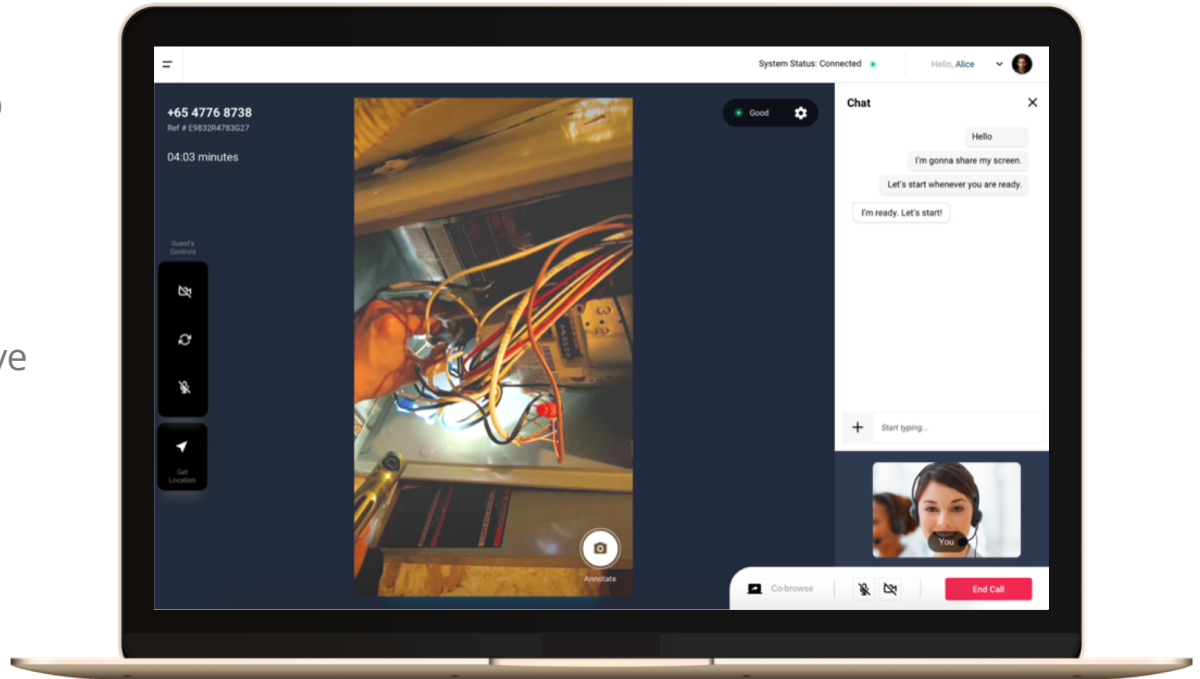
Live Support Interaction features

Annotation

Improve interactivity by annotating images, documents and directly on the video screen in real-time

Video and Audio Recording

Record your video interactions for training or documentation purposes

Remote Camera Control

Control your customer's camera features such as flashlight, zoom in or out to capture high quality photos/videos

Screen Sharing

Allow customers to interact with you on the same page (e.g. websites, documents, images, etc.)

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Primary Use Cases

Simplify **Insurance Claims** and strengthen customer engagement with Video Interaction

Empower **Customer Support** agents with Video Interaction to solve support tickets faster

Grow a high-performance Team of **Field Service** technicians with Video Interaction

Digitise **Financial Consultation** for happier customers and more sales with Video Interaction

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Voice Messaging

Leverage the Voice API to convert text-to-speech and enhance your customer engagement.

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What is Text-to-Speech?

1

You send a text content programmatically via API

2

API processes the request and generate a voice message

3

Your recipient receives your content via a phone call

20+ languages and voices available for businesses to localise
Utilise local dedicated virtual voice phone numbers
Analyse live-call status through API and analytics tools

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Voice Messaging Use Cases

"Your transaction security code is 9-1-2-4"

"The next scheduled safety inspection will happen on Monday 12th September"

"The winter sales are starting at your nearest store, do not miss them!"

"Your order 1234 has been received, to confirm, press 1, to cancel press 2"

One-time passwords and alert & notifications

Sensitive data can be delivered through Voice calls as it will not remain in users' phones

Marketing promotions and interactive voice response

Voice messages can also reach customers through landlines and usually users do not miss voice calls

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