

8x8

8x8 Voice Solutions

Secure, real-time communication between you and your customers.

Build customer trust with private, simple, and secure voice solutions

8x8 makes it easy to keep personal information private while improving traditional communication experiences. With our scalable and highly customisable **Voice API and SDK** solutions, businesses can enable secured customer conversations while building engaging voice experiences.

Voice Messaging

Keep communication human-centric with text-to-speech messaging in over 80 local languages to reach your end-users, regardless of language differences, disabilities, or literacy levels.

- Deliver sensitive data, including authentications and one-time passwords
- Increase delivery and answer rates by including customers with no internet access
- Create inclusive communications and reach people with reading disabilities or visual impairments

Key benefits

- **Reach:** Engage larger audiences in new markets with more than 8 languages and 200 voice profiles
- **Engagement:** Utilise 8x8 Connect for reports and better insight into your customers' journey and create customised marketing campaigns
- **Quality:** Ensure consistent call quality with 8x8's proven technology and robust private VoIP network
- **Reliability:** Provide service to customers who may not have access to a smartphone or may lack internet connectivity
- **Accessibility:** Reach customers who may have difficulty reading text-based messaging.
- **Security:** Improve delivery rates of one-time passwords, notifications, and alerts



For more information, contact us at hello-cpaas@8x8.com or visit www.8x8.com/products/apis/voice.

Call Masking

Call masking, also known as number masking, is a solution which keeps your customers' identity safe. It prioritises privacy by enabling voice communication between two unknown parties within an application without exposing their real phone numbers.

- Build trust and respect customer privacy by keeping their phone number and personal identity secure
- Improve efficiency in your customer journey and enable direct connections with the right person who can help
- Meet data privacy and security regulatory requirements

App-to-App Calling

Allow your users to connect with each other – and you – over cost-effective VoIP without forcing them to leave your app, and while maintaining their privacy. Our app-to-app calling feature uses 8x8's IP network to connect two smartphone devices via the app interface. With this feature, any native mobile application can have secure voice calling capabilities.

- Reduce customer attrition as your customers can use data to conduct voice calls instead of using their valuable call minutes
- Get an added layer of privacy and protection by using dynamic display names to protect your users' personal information
- Avoid off-platform conversations and prevent revenue leakage by hosting all communications on your own platform

