8x8

8x8 App-to-App Calling

Build customer conversations and trust, all within your app

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

Embed real-time, secure voice calling capabilities into any mobile application or web browser quickly and conveniently. 8x8's App-to-App Calling protects your personal information while building engaging voice experiences on traditional communication channels.

Connect users on your platform, securely

Allow your users to connect with each other—and you—over cost-effective VoIP without forcing them to leave your app, all 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.

Key benefits

- **Privacy:** Guarantee user anonymity while complying with personal data protection laws thanks to built-in phone number masking.

- **Cost optimization:** Save on costs by making calls with VoIP, and pay only for what you use.

- **Quality:** Enjoy reliable connections and exceptional call quality with 8x8's proven technology and robust private VoIP network.

- **Security:** Guarantee security due to strict platform security standards and multiple certifications for privacy and compliance.

- **Easier implementation:** Integrate 8x8 App-to-App Calling easily and instantly with apps and web browsers.

- **Reporting and analytics:** Gain better insights with reports and statistics on call delivery, success rates, and duration from each session.

Provide the safest and most convenient customer experience

Delivery services: Provide your delivery fleet and customers with a private, high-quality call within your app.

Ride sharing services: Prioritise safety and anonymity by allowing both drivers and passengers to communicate easily via the app.

Freelancing and recruitment platforms: Minimise job-hunting hassles and off-platform communications by directly connecting applicants and freelancers with recruiters or other HR staff.

eCommerce: Reduce costs, improve the customer experience, and boost sales by connecting buyers to sellers, allowing them to communicate without leaving your platform.

Online dating platforms: Assure your users of their safety and privacy while deepening their connection with in-app voice calls.

Financial services and fintech: Establish safe transactions and provide immediate assistance to your customers through in-app voice calls on fintech platforms.