



# Real-time engagement from social to sale.

## Retailers are missing critical moments to connect.

When customers ask questions or share frustrations on social media, brands often fail to respond or respond too late. Without visibility, speed, or context, even high-intent comments are lost. 8x8 Social Connect helps retailers stay one step ahead by bringing social listening into the customer experience. It helps protect your brand reputation, resolve issues faster, and turn social interest into measurable results.

## Connect social moments to real outcomes.

8x8 Social Connect monitors social media channels and sends @mentions and DMs straight to your customer service team, ready for review and response. Whether it's a product question, booking request, frustrated comment, or launch-related engagement, agents can take action quickly. With the ability to share videos, store locations, promotions or payment links, your team can move each conversation from interest to resolution in one place.

### Key benefits

- **Improved customer experience.**  
Connect with customers where they already are—respond to questions, resolve complaints, and build trust through timely, helpful support.
- **Increased conversion.**  
Turn pre-purchase interest, event buzz, or promo inquiries into bookings or sales with guided, one-to-one engagement.
- **Improved agent efficiency.**  
Give agents full context and AI tools in one place—reducing back-and-forth resolving queries faster.
- **Smarter service with automation.**  
Detect intent, prioritize social signals, and keep agent messaging consistent with dynamic scripts and AI-driven prompts.

## The tech behind 8x8 Social Connect

Social Connect brings together the best of 8x8 to deliver seamless engagement across your support and sales operations, combining social listening, omnichannel routing, rich messaging, and agent assist solutions.

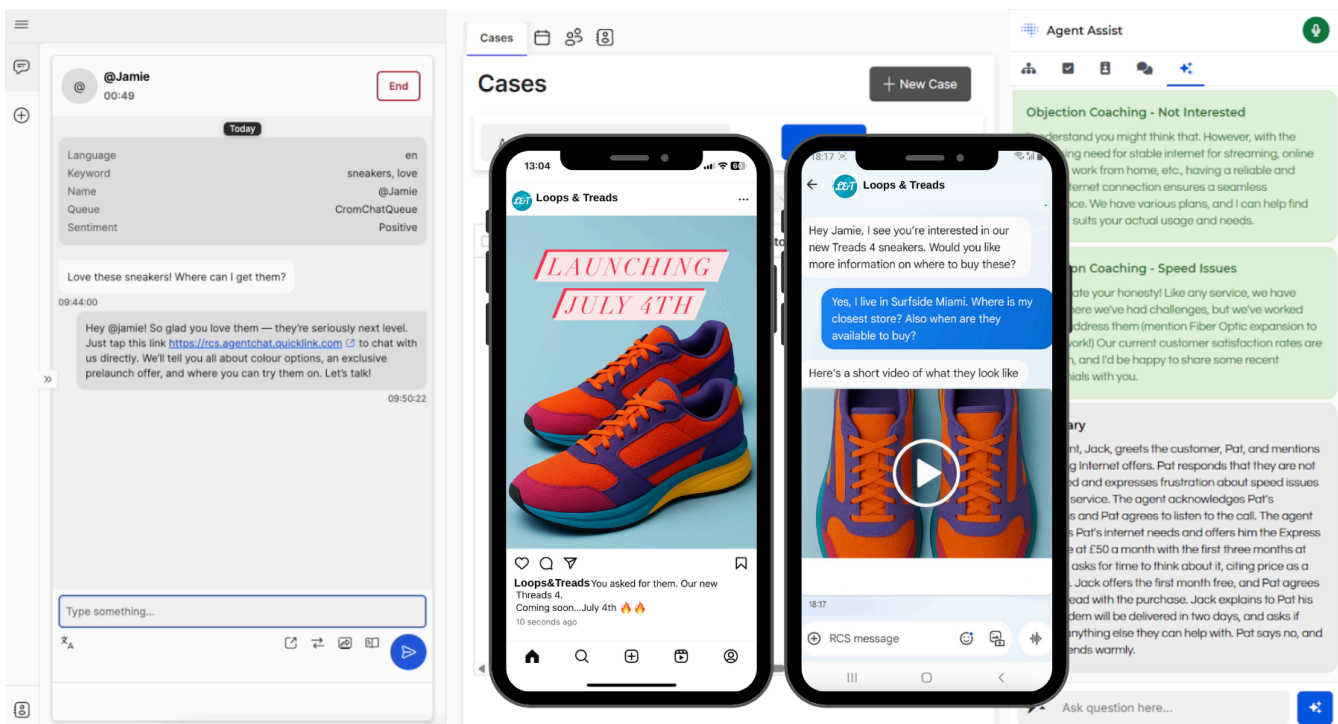
- **Meltwater Social Listening:** Monitors public social channels and identifies relevant customer intent.
- **8x8 Agent Workspace™:** One interface for managing social, chat, voice, and CRM with full conversation history.
- **RCS Business Messaging:** Move customers into rich, secure one-on-one conversations with images, links, and interaction threads.
- **8x8 SecurePay™:** Send secure payment links directly via SMS or email to complete transactions quickly.
- **8x8 Smart Assist:** AI support that suggests next-best responses and recommended actions in real time.

## How it works for your customers

1. **They comment or message your brand.**  
Whether it's a product question, interest in buying, or a complaint—they reach out on social media.
2. **You reply—fast and in context.**  
An agent sees their message and responds quickly, knowing what they said and how they're feeling.
3. **The conversation moves to mobile.**  
If it needs to go deeper, your agent shares a secure link to a private chat on WhatsApp or RCS.
4. **They get the info they need—instantly.**  
In the branded private chat, they can get more details, see videos or images, and even make a payment and take a quick survey.

With 8x8 Social Connect, you're resolving issues faster, creating personal experiences, and turning everyday social moments into brand-building wins.

Ready to see what 8x8 can do for you? [Learn more.](#)



For more information, call 1 866 879 8647 or visit [8x8.com](https://8x8.com).