**8x8**

# The Power of Voice in the Online Marketplace

Communicate and clarify with ease

# Voice Solutions for Online Marketplaces

# The lost art of voice communication

If there's one thing that accelerated during that pandemic, it was that more consumers are browsing and making purchases online. While buying has moved digital, the purpose of any marketplace is the same - to connect buyers with sellers.

Online marketplaces are realising the value of allowing your customers to communicate without leaving your app - especially when it comes to improving customer experiences and reducing fraud.

By confining communications to your app, online marketplaces are better able to protect customers' personal numbers and reduce the risk of off-platform negotiations and transactions.

**Consumers want real-time human responses**

- 90% of consumers expect a response time of less than 10 minutes for customer service questions
- 82% of consumers expect a response time of less than 10 minutes for sales-related enquiries

Source: Hubspot Research

**Key benefits of Voice SDK**

- Keep users on your platform for longer
- Greater cost efficiency
- Improved customer service and satisfaction
- Increased privacy and personal data protection
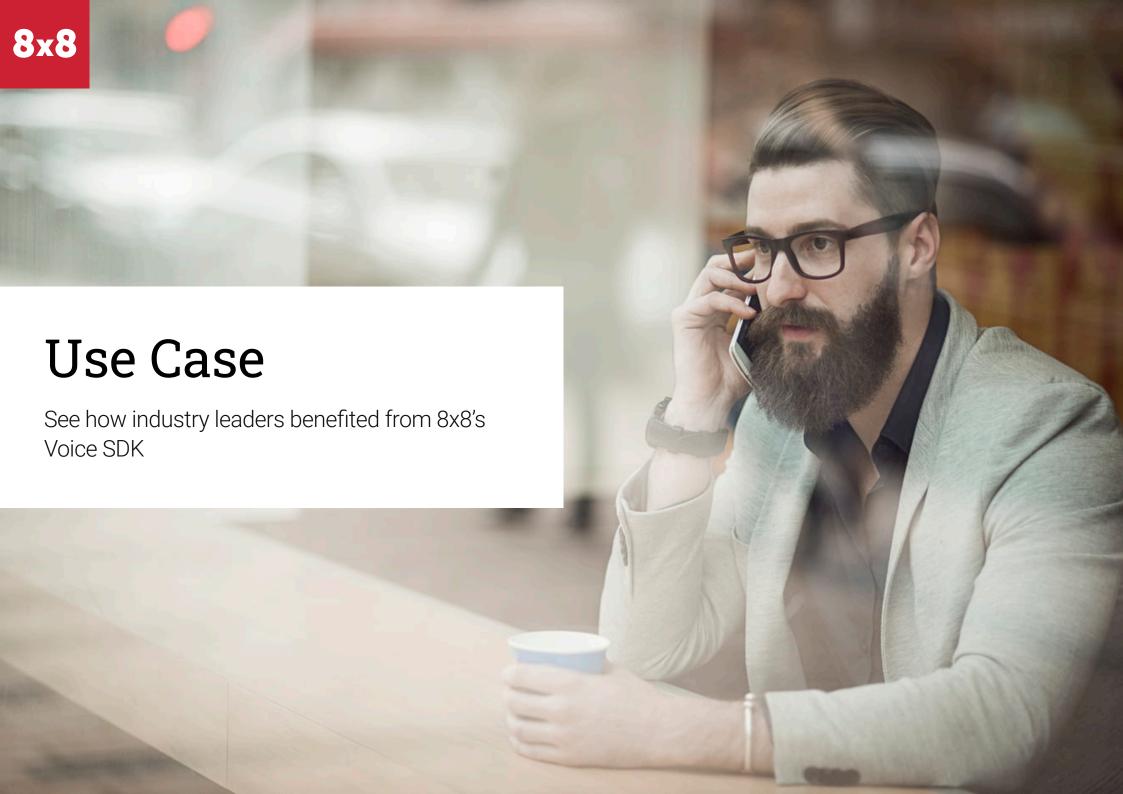- Stronger security and reduced risk of fraud

# How Voice SDK works

# How Voice SDK works:

Voice SDK is a convenient, installable package of software development tools consisting of everything developers need to easily activate app-to-app or app-to-phone calling on their platform.

The package usually includes tools, libraries, relevant documentation, code samples, processes, and guides. The 8x8 App to App Calling voice SDK also generates Dynamic Display Names that protect your users' personal information, allowing them to communicate safely with other app users while allowing you to comply with personal data protection laws.

## The 8x8 Advantage

- Simplified workflows with easy account setup for developers to customize their setting
- Scalable APIs that can be embedded directly into your app code without the complexities of building a solution from scratch
- A private VoIP for reliable connections and exceptional call quality, whether it's app-to-app or app-to-phone

# Use Case

See how industry leaders benefited from 8x8's Voice SDK

# 8x8 App to App Calling for your business

A leading online marketplace in Southeast Asia wants to develop an omnichannel solution that would make communication more convenient for their customers, which included both merchants and end consumers.

They can implement 8x8's App to App Calling onto their platform so that users could quickly and easily clarify transactions, resolve disputes, and receive customer service support without having to leave the app.

## The Requirements

- Easy-to-use in-app calling that enhances the customer experience
- Reliable, high-quality connections for clear audio
- Private and secure voice calling with the option to record calls for quality management purposes

## Why 8x8

- Strict platform security standards and multiple certifications for privacy and complianceCalls built on
- VoIP technology with patented Global Reach Technology for reliable and secure two-way voice communications
- AI-enhanced speech-based collaboration and analytics for improved customer service insights

Learn more about 8x8's App to App Calling

[Learn more]

Thanks for reading:

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