8x8 | SMS-Magic

SMS Magic for 8x8 Contact Center

Multi-channel CRM-driven messaging across the customer engagement lifecycle

SMS Magic for 8x8 Contact Center centralizes multi-channel customer interactions with popular CRMs.

In turn, this helps deliver personalized messaging—both manual and automated—at critical engagement touchpoints across the customer lifecycle.

With this integration, users can use 8x8 phone numbers for both calls and multi-channel messaging.

SMS Magic for 8x8 Contact Center maps inbound and outbound messages to standard and custom objects and records within CRMs, turning them into a single source of truth for all customer interactions.

If a user doesn't have a CRM, they can also unify interaction data directly into SMS Magic, which is mapped to multi-channel contact information.

Key benefits

- **Unified Business Communication:** Unify communications with a single platform to manage and sync all customer interactions with your CRM data to analyze preferences over time and boost efficiency.

- **No Code Automations:** Set and forget automated messages and nurture sequences based on standard and custom CRM-events.

- **Customer-Preferred Channels:** Reach customers through SMS/MMS, RCS, WhatsApp, Facebook Messenger, and Instagram.

- **Consent and Compliance:** Safeguard brand reputation and consumer trust with built-in controls to manage messaging consent, regulatory compliance with TCPA, GDPR, CASL, and CCPA, sensitive data, spam, and more.

- **Targeted Marketing Campaigns:** Use CRM-data to create and run recurring or one-off marketing campaigns. Measure and optimize campaign performance with analytics and reports.

- **Conversational Messaging:** Enable agents to respond to incoming messages efficiently with individual and shared inboxes, mobile apps, canned responses, and more.

Customer engagement, reimagined.

Automate post-call surveys

After every call to your 8x8 phone number, automatically deploy post-call surveys to collect service ratings and feedback and log responses against the contact records within your CRM to optimize service. You can also redirect incoming calls to your 8x8 number to text channels or chatbots and set up guided conversation flows to automatically capture inquiries or support requests when your agents are all busy.
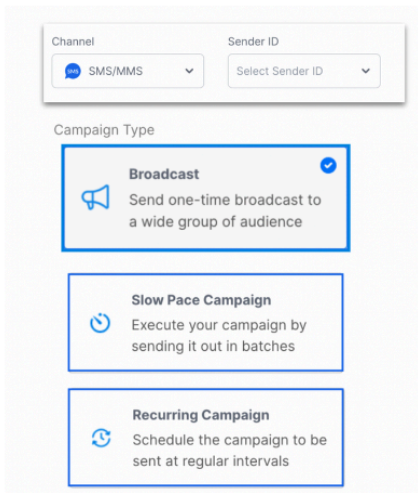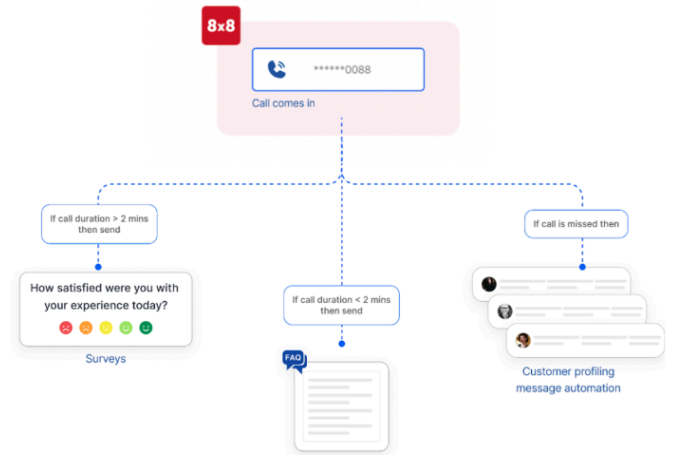
Drive effective marketing campaigns

Create targeted marketing campaigns using CRM-data and run them using SMS Magic for campaign controls. Control outbound message pacing and route inbound leads from these campaigns to 8x8 Contact Center or SMS Magic Converse Desk for efficient personal qualification across customer-preferred channels.

| 15+ Years of Experience | 190+ Countries Covered | 59+ Mobile Carriers |
| 4.8 Average Support Rating | 1,000+ Reviews on App Exchange | 5000+ Customers Served |

Learn more at 8x8.com/ecosystem