8x8

Reimagine Your Digital Experience

With 8x8 Communication APIs

How digital experiences are shaping your business success

The importance of excellent customer service cannot be overstated. All it takes is one bad experience for customers to stop using your brand, and with more and more customers adopting digital communication channels, businesses are realising, that to ensure effective engagement and interactions, they too must follow in this journey.

The rapid adoption of digital platforms creates a great opportunity for businesses to elevate customer interactions. However, with multiple communication channels and ever growing customer expectations, many businesses are still troubled by customer support inefficiencies, low customer and employee retention, and missed sales opportunities.

Bad experiences are costing your business

Today's customers have high expectations and are not willing to give businesses a second chance when they encounter a negative digital experience.

50%

of customers will jump to a competitor after just one bad service experience[1]

6X

More expensive to secure a new customer[2]

A happy customer is a loyal customer

While there are many factors that influence a buyer's journey, nearly 80% of customers state they are more likely to remain loyal to a business that provides a consistent customer experience.

140%

More spending when a customer receives a good experience[3]

95%

Boost in revenue with a 5% increase in retention[4]

[1] Source: Zendesk
[2] Source: Marketing Metrics
[3] Source: Harvard Business Review
[4] Source: Bain & Company

The future of digital experiences

The definition of customer service has drastically changed. Customers now demand experiences that are consistent and personalised to them and their individual preferences.

76%
of customers want consistently great end to end experiences even across different departments and channels[5]

79%
of customers say that personalised service is more important to them than personalised marketing[6]

3 out of 4
customers expect a seamless pick up where they left off with a company when resolving an issue over multiple channels[7]

Enter CPaaS (Communications Platform as a Service)

Communication APIs are low-code and enable transmission of data across systems and devices. Communication APIs are often the easiest to implement and come at a price point that businesses can actually afford so they can be competitive and delight customers at the same time.

With CPaaS, businesses are able to rethink how to deliver hyper personalised experiences by streamlining multiple communication channels, such as SMS, chat apps, voice, and video, into a single dashboard. Communication APIs unlock a whole new level of fast communication with responses that are both automated, scalable, and customisable.

[5] Source: Salesforce
[6] Source: Gladly
[7] Source: Accenture

Win customer loyalty with flexible, reliable, and scalable communication APIs by 8x8

With 8x8 you can easily build omnichannel communications and create personalised and consistent customer interactions, with low-code, plug-and play APIs.

SMS

Send and receive messages with the fully supported 8x8 gateway. With a 98% open-rate, there is no better way to communicate.

Voice

Enable secure, accessible and scalable communications with ease, regardless of location or time zone.

Video

Add a human element to your interactions with live, video support with the click of a link.
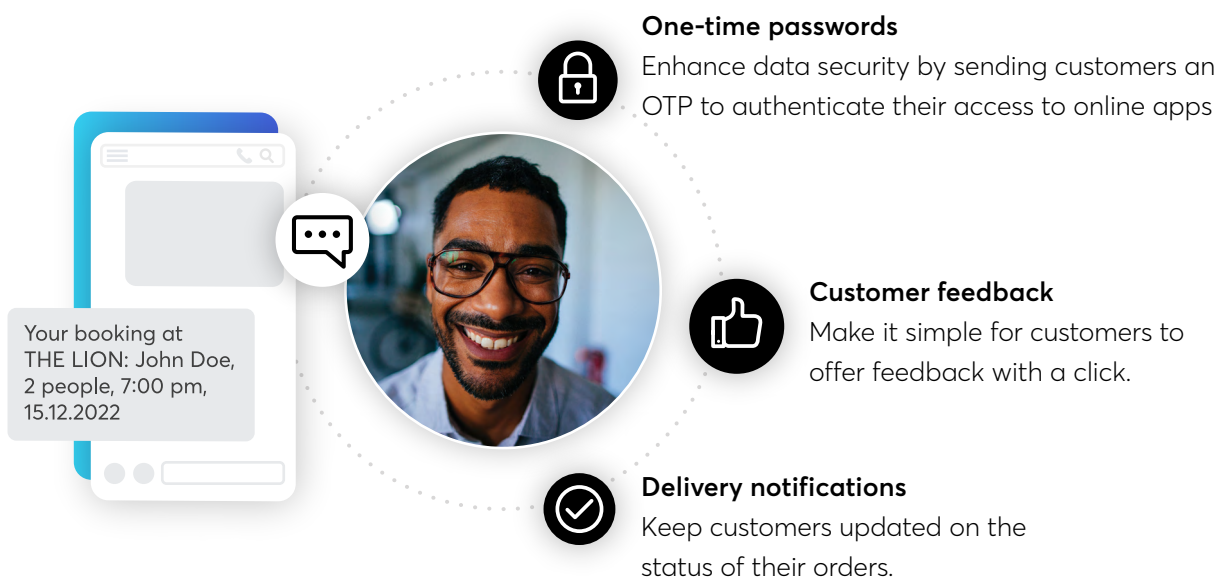
Chat Apps

Elevate your user interactions with rich messaging on the application they use every day.

SMS

Provide real-time, automated communication at every stage of your customers journey with flexible SMS by 8x8

Send 1 or 2 way individual or bulk SMS messages quickly and easily to anywhere in the world. Utilise advanced reporting and analytics to track your SMS performance and expenditure, as well as delivery receipts for all messages.

Start using the 8x8 SMS service—either through our API or with our web-based campaign manager

One-time passwords
Enhance data security by sending customers an OTP to authenticate their access to online apps

Customer feedback
Make it simple for customers to offer feedback with a click.

Delivery notifications
Keep customers updated on the status of their orders.

Your booking at THE LION: John Doe, 2 people, 7:00 pm, 15.12.2022

Voice

Build trust, promote accessibility, and turn text to speech

The 8x8 Voice Messaging API can call customers with the message you'd like to be converted to speech with customisable parameters, such as language (up to 45 languages available), voice profile, and phone number. Send single or bulk messages and receive call status and performance updates.

Voice messaging APIs optimise your voice messaging needs so you can enable the conversation today

Always secure
Add an additional layer of authentication through voice calls. Only the recipient of the phone call is able to access the information sent.

Accessibility
Create an accessible and inclusive digital experience and ensure all customers feel valued.

Delivery notifications
Reach users who are more comfortable receiving phone calls or may only have landlines.

Jitsi as a Service

Easily embed video calls in every touchpoint of your business

Jitsi as a Service video meeting API is made to be simple, secure, and scalable. It can be easily integrated into your existing solution or deployed on your web and mobile apps in a matter of minutes.

Build engaging video experiences at every touchpoint

Your brand
Create a video meeting experience that aligns with your brand—creating a consistent and instantly recognisable experience for your customers.

Predictable pricing
Bring predictability into your cost and reduce your monthly bills with a 'monthly active user' pricing model.
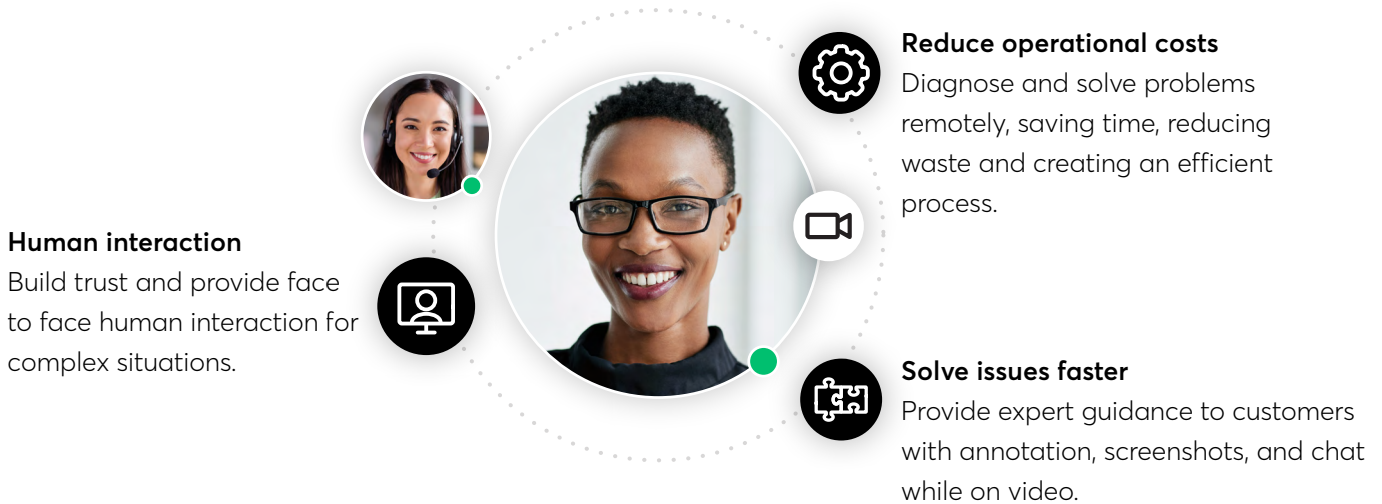
Always secure
Have peace of mind with privacy built-in. All 8x8 APIs are guarded by the principles of security by design, so customer data is protected around the clock.

Video Interaction

Video interaction API let you be there for your customers, even when you can't be

Our video interaction solution lets customers start a live video chat with agents to get real-time personalised service. Video Interaction is completely web-based and designed for mobile phones, meaning customers don't need to hassle with downloads. Once they click your link, you'll both be connected.

Get started instantly by integrating into your existing web or mobile app with our API and iFrame mechanism

Reduce operational costs
Diagnose and solve problems remotely, saving time, reducing waste and creating an efficient process.

Human interaction
Build trust and provide face to face human interaction for complex situations.

Solve issues faster
Provide expert guidance to customers with annotation, screenshots, and chat while on video.

Chat Apps API

Use a single API to have impactful and scalable conversations with your users on their favourite messaging apps.

With seamless integration to your existing CRM, access to template management, intelligent routing and detailed reporting and tracking, you can have better conversations with your customers.

Send messages using the API: Use our out-of-the-box integrations or use 8x8 Connect console

Customer support
Provide your customers a convenient avenue to reach you, with 2-way conversation support.

Customer engagement
Increase engagement and conversions with rich content such as photos, videos, and files.

Reminders and notifications
Provide up-to-date information and ensure your users are kept informed.

The 8x8 advantage

8x8's Communication APIs help business differentiate themselves by giving their customers consistent, high-quality engagement experiences.

It's simple—While other solutions in the market are low-code, 8x8's multi channel management platform is no code.

It's intelligent—Leverage reporting and analytics to gain better insights into customer preferences, and deliver more personalised and proactive services.

It's intuitive—Send programmatic messages across multiple channels on one streamlined platform.

It's reliable—Our network is backed by the first platform-wide 99.999% uptime SLA and 35+ public and private data centres worldwide.

It integrates—Transform business and CRM applications to accelerate everyday workflows.

It's secure—We practice secure coding as part of our robust DevSecOps process and carry industry-leading security and compliance certifications:

Contact us at hello-cpaas@8x8.com to learn more about how you can use 8x8 Communication APIs to build new customer experiences or visit us at 8x8.com/products/apis.