



8x8 Proactive Outreach

Embrace a proactive approach to customer interactions.

Customer satisfaction: An evolving journey

As organisations worldwide adapt to the evolving digital communication era, a clear theme emerges: customer expectations have changed. Sending a generic email is no longer sufficient to engage customers, let alone foster loyalty to your company.

To make a lasting impression, companies must proactively connect with customers on their terms, reaching out via the communication channels that customers know and love.

Introducing Proactive Outreach

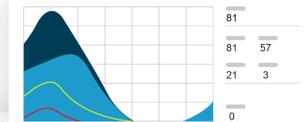
Proactive Outreach enhances 8x8's Contact Centre customer messaging capabilities, allowing businesses to eliminate the reactive nature of customer service.

Leveraging 8x8's existing CPaaS infrastructure, Proactive Outreach enables customers can utilise SMS and WhatsApp add-on packages, to send highly personalised one-to-many and two-way messaging campaigns at scale.

Be empowered to **Notify**, **Interact** and **Alert** customers throughout their journey. Whether your goal is to enhance engagement, share important updates, send timely reminders, or provide human-centric support, our tailored solutions are here to meet your needs and scale as your business grows.

Key benefits

- **Boost timely engagement** with real-time interactions including regular updates, service reminders, and two-way support
- **Drive sales** with superior open rates, surpassing dated communication channels (98% SMS open rate vs 20% email open rate)
- **Personalise interactions** with tailored 1:1 messages or customised bulk campaigns across customers' preferred channels
- **Increase operational efficiency** and simplify processes with one intuitive platform, seamless automations and centralised information
- **Gain insights** with valuable data and analytics to understand customer behaviours and optimise campaigns
- **Scale your business** with flexible pricing bundles designed to align with your growth



1507
Total SMS
44.61%

100.00%

Delivery Rate

No change

8x8 Connect: Your All-in-One Communication Hub

Empower your business with 8x8 Connect—an omnichannel communications platform. Experience the ease of automation, pre-scheduled bulk messages, a unified dashboard, and more, to drive contextualised, on demand conversations and messaging campaigns at scale.

Notify

Establish instant connections with your audience by launching impactful messaging campaigns. Harness the power of high open rates, real-time communication, and personalised bulk messaging to boost sales and build brand loyalty. Ideal for:

- New product and features announcements
- Upcoming events and appointments reminders
- Discounts and promotions

Interact

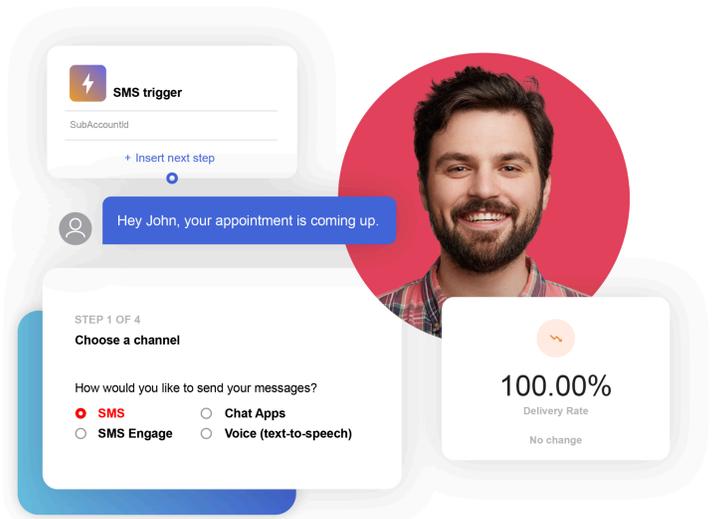
Foster meaningful two-way engagements with customers through their preferred communication channels. Launch one-to-many campaigns that lead back to your automated bots or human agents. Effectively handle inquiries, provide swift customer support, and collect valuable feedback to cultivate stronger connections. Strengthen relationships, enhance customer satisfaction, and boost loyalty..

- Talk to sales
- Customer support
- Customer feedback surveys

Alert

Keep both customers and internal teams in the loop with mass timely notifications and alerts, increasing customer trust and ensuring uninterrupted business continuity. Leverage active directory integration, automated workflows and pre-built templates to improve operational efficiency and ease staff workload, resulting in a more streamlined and effective workflow.

- Severe weather alerts
- Maintenance issues updates
- Facility closing alerts



recommend

Tripled SMS click-through rates as compared to using email

KING POWER

Saw a 30% reduction in operating costs from using SMS

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Benefitted from 95% SMS open rates

For more information, contact 8x8 sales experts, call 0333 043 8888 or visit 8x8.com

