



8x8 Proactive Outreach

Customer Satisfaction: An Evolving Journey

Customer expectations have evolved. Generic messages no longer capture attention or build loyalty. In today's digital-first world, businesses must proactively engage customers through the channels they prefer, delivering communication that feels timely, relevant, and personal.

Introducing Proactive Outreach

8x8 Proactive Outreach enhances messaging for 8x8 Contact Centre and UC solutions. Built on 8x8's CPaaS infrastructure, it enables businesses to shift from reactive service to proactive engagement.

With SMS and WhatsApp add-on capabilities, organisations can run both one-to-many and two-way messaging campaigns at scale. This keeps customers informed, connected, and supported with the right message at the right time. Proactive Outreach adapts as your business grows, ensuring every interaction strengthens trust and improves the overall customer experience.

Key benefits

- **Timely engagement** with real-time interactions such as updates, service reminders, and two-way support.
- **Higher impact** through superior open rates (98% SMS vs 20% email).
- **Personalised campaigns** with 1:1 or bulk messaging across preferred channels.
- **Operational efficiency** via automation, a single platform, and centralised information.
- **Data-driven insights** to understand behaviours and optimise campaigns.
- **Flexible growth** with pricing bundles designed to scale with your business.

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

Empower your business with 8x8 Connect, an omnichannel platform for automation, pre-scheduled bulk messages, and centralised dashboards. Drive contextual, on-demand conversations and messaging campaigns at scale.

One-to-Many Outbound Messaging

Launch large-scale campaigns with impact and efficiency. With 8x8 Proactive Outreach, you can instantly reach thousands of customers through channels with proven open rates, ensuring your message is seen and acted on. Real-time delivery and personalised bulk messaging help drive conversions, build brand loyalty, and keep your audience informed. Ideal for:

- Announcing new products or features to a broad customer base.
- Sending reminders for upcoming events or appointments to reduce no-shows.
- Promoting discounts and limited-time offers to boost sales.

Two-Way Conversations

Move beyond one-way messaging and create opportunities for dialogue. Customers can reply through their preferred channel, and responses are routed seamlessly to automated bots or live agents. This ensures fast, convenient support while gathering insights that help you better understand customer needs and expectations. Two-way communication strengthens relationships by making interactions feel responsive and personal. Ideal for:

- Sales consultations that provide instant answers and guidance.
- Customer support interactions that resolve issues quickly.
- Feedback surveys that capture real-time customer sentiment.

Time-Sensitive Alerts

Deliver urgent notifications when timing is critical. Whether reaching customers, employees, or partners, mass alerts ensure key information is received quickly and reliably. Active Directory integration, automated workflows, and pre-built templates simplify the process, helping teams act decisively and maintain business continuity. By keeping people informed, you reduce disruption, improve safety, and build trust. Ideal for:

- Severe weather alerts that keep customers and staff safe.
- Maintenance updates that minimise inconvenience.
- Facility closure notices that ensure smooth communication during disruptions

