



Proactive Outreach Notify

From reactive to proactive: Rethinking customer engagement

A new standard for customer experience

In today's fast-moving world, customers expect more than just reactive service - they want to be informed, supported, and engaged before problems arise. That's where proactive messaging shines. By identifying key moments, whether it's a service disruption, a shipping delay, or a renewal deadline, and reaching out first on the channels customers prefer, businesses can transform potential friction into trust-building opportunities. Not only does this elevate the customer experience, it also boosts operational efficiency. Proactive communication reduces support tickets, prevents confusion, and ensures teams spend less time firefighting and more time delivering value.

What is Proactive Outreach Notify?

8x8 Proactive Outreach Notify is a ready-to-launch messaging solution designed for organizations that need to send one-way communications at scale. Built on 8x8's trusted CPaaS infrastructure, Notify enables SMS and WhatsApp outreach through an intuitive campaign management portal - no complex integrations or coding required.

It's ideal for businesses looking to broadcast timely alerts, promotions, updates, or reminders to large audiences, without the need for inbound responses.

Notify helps you stay visible, relevant, and effective, whether you're sharing service updates, launching a new offer, or nudging customers to take action.

Key benefits

- **Reach customers where they are:** SMS and WhatsApp messages are seen fast - up to 98% open rates mean your messages are noticed and acted upon quickly.
- **Faster Time-to-Value:** With no-code setup and pre-approved templates, you can launch your first campaign in days, not weeks.
- **Reliable at Scale:** Built on enterprise-grade infrastructure with high deliverability and compliance built-in.
- **Drive Measurable Results:** Whether it's a promotion or an update, Notify helps increase campaign success and customer action rates.
- **Lower Operational Load:** Easily manage contact lists, templates, and delivery timing without needing IT or engineering support.

Real-time updates

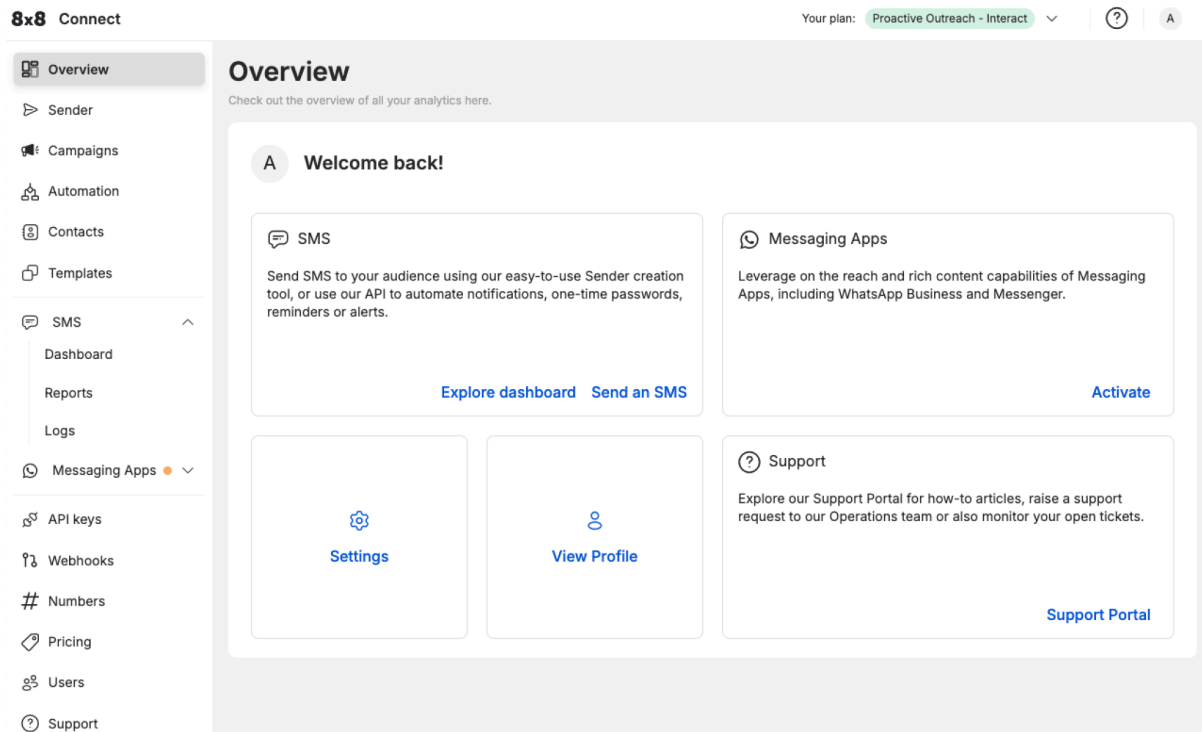
When something urgent happens, like a service outage or a critical IT disruption, customers don't want to be left guessing. A lack of timely communication not only erodes trust but also floods support channels with avoidable inquiries. With Notify, you can instantly broadcast high-priority updates across SMS and WhatsApp, ensuring your customers get the information they need, when they need it. This reduces inbound volume, prevents frustration, and reinforces your reputation as a responsive, reliable brand.

Promotions and campaigns

Email alone often isn't enough to cut through the noise, especially for time-sensitive campaigns. Many promotional messages go unopened, limiting reach and reducing marketing ROI. Notify solves this by delivering promotional updates directly to customers' mobile devices, where open rates exceed 90%. Whether launching a new product, sharing a limited-time discount, or announcing an exclusive event, Notify helps you drive faster engagement and generate measurable results, all with minimal friction.

Reminders and confirmations

Missed appointments, unpaid invoices, and overlooked renewals create inefficiencies and lost revenue across nearly every industry. Manual follow-ups waste internal resources, while impersonal systems can leave customers confused. Notify lets you automate friendly reminders and confirmations across preferred channels, so customers stay informed and take action. From appointment reminders to billing notices and policy renewals, you'll reduce no-shows, streamline workflows, and improve customer satisfaction without lifting a finger.



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