



Rich Communication Services (RCS) for 8x8 Contact Center

Transform SMS into rich, trusted customer conversations.

8x8 is the first cloud contact center provider to natively support two-way RCS outbound messaging with the ability to route back into the contact center. RCS goes beyond traditional SMS, letting organizations connect with customers using rich media, interactive elements, and branded trust signals—all directly in the phone's default messaging app. It's messaging reimagined for engagement, ROI, and customer experience.

With RCS, businesses elevate everyday interactions. From immersive product promotions to secure account updates and appointment confirmations, every message is more dynamic and meaningful. Backed by 8x8's carrier-grade platform, RCS also offers brand verification to safeguard your reputation and build customer confidence.

Key benefits

- Elevate CX with native, two-way messaging in 8x8 Contact Center.
- Build trust with verified senders.
- Engage visually with branded media.
- Highlight offers using swipe carousels.
- Drive action via quick replies.
- Track results with read analytics.
- Always deliver through SMS fallback.

Modern messaging that drives measurable impact.

RCS combines the familiar ease of texting with rich visuals, carousels, quick replies, and branded trust marks. Unlike fragmented apps, RCS works natively across Android and Apple devices (AT&T support coming in summer 2025) without downloads—delivering seamless, high-impact conversations that customers welcome.

Capabilities that elevate every customer conversation.

Integrated natively with the 8x8 Contact Center, RCS empowers agents to receive and respond to interactive messages, share attachments, and track real-time delivery, read receipts, and engagement—turning your contact center into a true revenue and loyalty engine.

8x8 RCS revolutionizes contact center messaging by bringing interactive, multimedia-rich experiences directly into standard text conversations. Whether notifying customers of appointments, promoting new products, or verifying secure transactions, RCS ensures your message cuts through the noise.

Start redefining your customer messaging.

Ready to boost engagement, build loyalty, and power richer customer journeys? Let 8x8 help you elevate your communication with RCS—right inside your contact center. Connect with us today to explore tailored pilots and see how easily you can transform standard SMS into interactive brand experiences.

