



# Proactive Outreach Interact

Message, engage, resolve - All from one platform

## Proactive communication that drives real conversations

Today's customers expect more than answers, they expect action. When businesses reach out before issues escalate, and do so on channels customers already use, they create smoother, more satisfying experiences. Whether it's flagging a missed payment, checking in after a service interaction, or confirming delivery details, proactive messaging keeps customers informed, confident, and in control. But the real value lies in enabling two-way conversations.

By inviting a response on SMS or WhatsApp, organizations not only solve problems faster, they also strengthen relationships, reduce support load, and operate more efficiently.

## What is Proactive Outreach: Interact?

8x8 Proactive Outreach: Interact is a two-way messaging solution that enables real-time conversations between businesses and customers over SMS and WhatsApp. Designed for cross-functional teams, Interact combines proactive messaging with intelligent reply handling, routing customer responses to the right agent or bot automatically. Fully integrated with 8x8 Contact Center, it empowers teams to manage both outbound messages and inbound replies within a single, unified platform.

## 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.
- **Seamless Contact Center integration:** Connects directly to 8x8 Contact Center for a unified agent experience.
- **Frictionless two-way messaging:** Customers can reply on their terms, no need to call or wait on hold.
- **Reduced support volume:** Address questions before they turn into tickets - deflecting calls, not delaying help.
- **Actionable analytic:** Gain insights into responses, engagement rates, and campaign effectiveness.
- **Reliable at scale:** Built on enterprise-grade infrastructure with high deliverability and compliance built-in.

## Real-time updates with two-way messaging

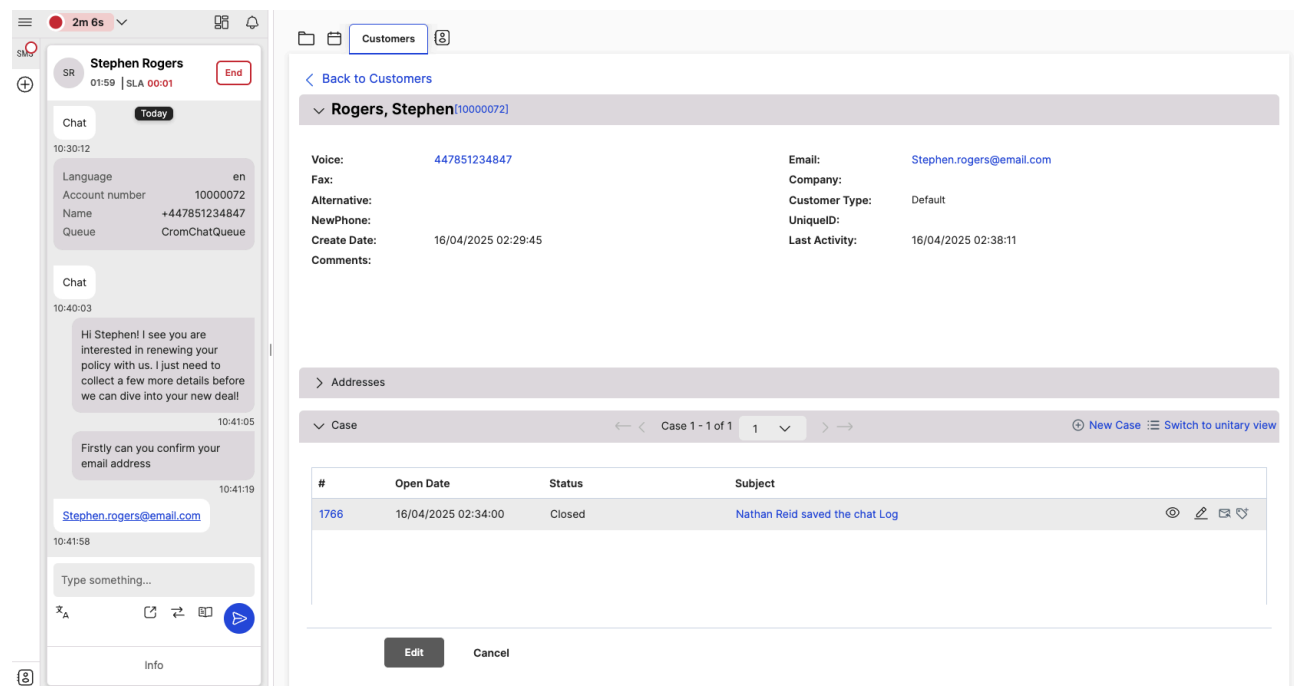
When something urgent happens, like a service outage, system failure, or critical IT disruption, customers don't want to be left guessing. Silence leads to confusion, frustration, and a spike in support requests. With Interact, businesses can instantly send high-priority updates via SMS and WhatsApp and give customers the ability to respond with questions or concerns. These replies are automatically routed to the right agent or bot, enabling fast follow-up and reassurance. It's a proactive, responsive way to manage incidents while maintaining trust and reducing the pressure on support teams.

## Appointment scheduling & rescheduling

Managing appointments shouldn't require back-and-forth calls or long wait times. But when customers can't easily confirm or adjust their schedule, it leads to missed appointments, no-shows, and unnecessary administrative work. Interact simplifies this by enabling businesses to send timely reminders with built-in reply options. Customers can confirm, reschedule, or ask a question right from their phone, while agents manage responses within the same platform they already use, streamlining the entire process.

## Sales campaign follow-up

Mass marketing campaigns often fall flat when they rely solely on email or web ads, with low open rates and no easy way for customers to engage. With Interact, marketing teams can send personalized SMS or WhatsApp messages as part of a campaign, whether it's a limited-time offer, new product launch, or event invitation. Customers can respond directly with questions, requests, or interest, and their replies are instantly routed to the right sales agent inside the 8x8 Contact Center. It's a faster, more convenient experience for customers and a powerful tool for sales teams. With open rates up to 98% and the ability to continue the conversation instantly, Interact helps convert interest into action, and action into revenue.



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