



Reach Customers Everywhere

Engage Customers on Every Channel, Without Losing the Thread

Customer communication has undergone a structural shift toward digital, real-time, and conversational engagement. The channels customers use to reach businesses have multiplied — and their expectations have shifted with them. SMS, messaging apps, voice, and digital interactions are all part of a single customer journey now. Organizations that treat each channel as a separate system are already behind.

The challenge is not simply adding more channels. Customers move fluidly across touchpoints within a single journey, and in most organizations these interactions are handled in disconnected systems — forcing customers to repeat themselves. 8x8 connects messaging, voice, and service operations in a single platform so conversations continue naturally across every channel.

Connected Engagement That Moves With Your Customers

[Gartner](#) reports that 93% of customers experience high satisfaction when there is a seamless transition between channels, and that customers with seamless transitions spend 27% less time in assisted channels. By maintaining conversation history and delivering consistent service regardless of entry point, 8x8 enables organizations to reduce customer effort and improve first contact resolution across every interaction.

One Platform. Every Channel. No Lost Context.

8x8 unifies messaging, voice, automation, and service interactions into a single operational environment. Businesses can initiate conversations through messaging, send proactive notifications, automate routine interactions, and route complex inquiries to live agents — with full interaction history maintained across every channel.

Key benefits

- Engage customers across every major messaging channel — SMS, WhatsApp, RCS, Viber, Facebook Messenger, and voice — from a single platform
- Maintain conversation continuity so customers never have to repeat themselves
- Route interactions intelligently to the right agent or automation at the right time
- Enable agents to handle multiple digital conversations simultaneously, improving productivity
- Launch new messaging workflows quickly with no-code tools and developer-friendly APIs
- Reduce operational costs by shifting routine interactions from voice to digital channels
- Scale proactive outbound engagement globally while staying compliant with regional regulations

Solution Components.

- **Omnichannel Routing:** Unified routing engine connecting voice, messaging, and digital interactions with skills-based, priority, conditional, and AI-assisted routing strategies.
- **8x8 Connect:** A communications platform that brings messaging, voice, and automation together in one place — so organizations can embed engagement into any customer journey without managing separate systems.
- **WhatsApp Business:** Native two-way integration enabling notifications, support, and rich messaging conversations within the platform customers already use.
- **RCS Messaging:** The first cloud contact center provider to offer native two-way RCS messaging — delivering branded, interactive experiences with verified sender identity, buttons, carousels, and actionable in-message responses. No app download required.
- **Voice Interactions:** Programmable voice with advanced routing, seamless escalation from digital to live voice, and global infrastructure.
- **Auto Dialer:** Automated outbound engagement with embedded global compliance controls for campaigns, reminders, and proactive follow-ups.

Vertical Fit

- **Retail and E-commerce:** Proactive messaging for orders, promotions, and updates, combined with contact center routing that ensures customers can always reach a knowledgeable agent when needed.
- **Financial Services and Fintech:** Timely alerts and secure notifications through trusted messaging channels, with contact center support available for sensitive interactions that require human judgment
- **Healthcare:** Convenient digital engagement for appointments and care coordination, connected to intelligent routing that gets patients to the right person quickly when live support matters most
- **Logistics and Transportation:** Real-time delivery updates through messaging, with contact center agents ready to manage exceptions and keep customers informed when things do not go to plan
- **Travel and Hospitality:** Seamless traveler communication from booking to boarding, with contact center capabilities ensuring fast, human support during disruptions and itinerary changes

Customer Proof

"It appears that those customers who don't like to call, found their voice through SMS." — Gary Boucher, Partner Manager, Acer. After activating SMS on 8x8's unified platform, Acer saw total bot-to-chat volume increase 15%, reaching customers through a channel they simply preferred over voice.

Meet Your Customers Where They Already Are

Customer expectations have already shifted. The question is whether your communication infrastructure has kept up. 8x8 gives organizations the platform, channels, and intelligence to engage customers seamlessly — from first message to final resolution.

Talk to an 8x8 expert to see how ReachCustomers Everywhere can work for your business.

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