



High Volume SMS

Drive Instant Connections with SMS

When you need to reach customers quickly and with impact, nothing works quite like SMS. It's immediate, personal, and highly effective, whether you're confirming an appointment, sending a secure code, or sharing a limited-time offer. SMS gives your business a direct line to customers, cutting through the clutter and ensuring your message gets seen.

Introducing 8x8 SMS Messaging

8x8 makes it simple for organizations to put SMS at the center of their customer engagement strategy. With options to send messages through our intuitive campaign manager 8x8 Connect, or integrate directly via API, you can choose the approach that best fits your workflow.

Backed by global reach and proven reliability, 8x8 SMS helps you deliver the right message at the right moment, at scale

Key benefits

- **Global Reliability:** Intelligent routing ensures messages are delivered wherever your customers are.
- **Flexible Access:** Use our Campaign Manager for quick sending or integrate via API for full automation.
- **Scalable Messaging:** From one notification to millions, scale effortlessly as your needs grow.
- **Two-Way Engagement:** Support one-way alerts or two-way conversations to match customer expectations.
- **Actionable Insights:** Track performance with built-in reporting and analytics.
- **Number Lookup:** Improve deliverability and reduce fraud by verifying phone numbers and their locations before you send.
- **Sender ID Self-Provisioning:** Quickly register and manage Sender IDs across multiple countries with full transparency into the approval process.

Real Use Cases, Real Impact

- **One-time passwords (OTP):** Strengthen security with instant verification codes.
- **Notifications & alerts:** Keep customers informed on orders, shipping, and service updates.
- **Customer support:** Resolve inquiries swiftly, send prompt updates, and automate timely reminders to boost satisfaction and foster loyalty.
- **Customer feedback:** Capture insights instantly with two-way SMS, using interactive forms to track responses and improve performance.
- **Impactful marketing:** Share promotions, product launches, and special offers.

Product Highlights

- Global SMS gateway with intelligent routing for reliable delivery
- Automated scheduling for seamless workflows and reminders
- Intuitive web-based sender, no coding skills required
- Custom sender ID to keep your brand front and center
- Easy API integration with detailed developer documentation

The screenshot shows the 8x8 Connect web interface. On the left is a sidebar with navigation links: Overview, Sender (selected), Campaigns, Automation, Contacts, Templates, Omnishield, SMS, Sender ID, Messaging Apps, Verif8, Video, Voice, API Keys, Webhooks, Numbers, Pricing, Users, Billing, and Support. The main area is titled 'Create new campaign' and has a progress bar with four steps: 'Select a channel' (active), 'Add recipients', 'Compose a message', and 'Send'. Below the title, there's a section 'Select a channel to send your messages' with four options: 'SMS' (selected), 'SMS Engage', 'Messaging Apps', and 'Voice Message'. Each option has a brief description. To the right of these options is a 'SAMPLE MESSAGE CONTENT' preview showing a mobile phone screen with a message from '8x8' that says 'Hello {{ FirstName }} {{ LastName }}! Thank you for signing up to our summer sale promo! Further updates will be sent to your phone # {{ Mobile }}.' Below the preview, it shows 'SMS Parts: 1' and 'Encoding: GSM7 (learn more)'. At the bottom of the main area, there's a 'Subaccount:' dropdown menu with 'companySubAccount_ID' selected. At the very bottom, there are 'Cancel' and 'Next: Add recipients' buttons.