

8x8.

App-to-App Calling in Last-Mile Delivery





The True Cost of Communication Failures

Last-mile delivery accounts for [53% of total shipping costs](#) globally, up from 41% in 2018, making it the single most expensive segment of the delivery chain.

Within that cost, failed deliveries stand out as the most controllable expense. Each failed attempt costs roughly \$17 to \$18, and a reattempt the next day doubles it.

These failures do more than waste money. When a driver cannot confirm access instructions or reach a recipient, satisfaction drops, and customers switch to competitors who get it right.

Why Traditional Phone Calls Fall Short

The default fix is a personal phone call, but it creates three problems. Exchanging personal numbers exposes both drivers and customers to spam and unwanted contact long after delivery.

High call volumes pile up telephony charges that eat into thin margins. And a call from a personal number leaves no record tied to the order, so nobody can resolve a dispute over what was said.

Across Southeast Asia, these gaps cost more. Addresses in Indonesia and the Philippines can be incomplete, dense areas like Bangkok and Manila leave narrow delivery windows, and language diversity makes text-based coordination harder than a quick voice call.



8x8 App-to-App Calling and Number Masking: A Complete Communication Stack

[8x8 App-to-App Calling](#) embeds voice straight into your delivery app using WebRTC, so drivers and customers connect with one tap and no exposed numbers. Paired with [8x8 Number Masking](#), logistics platforms get a privacy-first communication stack built for scale.

- **Privacy by design**

Neither driver nor customer sees the other's personal number, cutting spam and privacy complaints.

- **Call context**

Every call is linked to a specific delivery order, creating an audit trail for dispute resolution.

- **Lower cost per call**

VoIP-based calls cost a fraction of traditional telephony, which matters at high volume.

- **Resilient coverage**

Calls run over low-bandwidth data and fall back to PSTN with masked numbers when data drops out.

- **Easy integration**

A Voice SDK drops into native iOS and Android apps, with hooks into existing CRM and dispatch systems.

- **Built-in compliance**

Call recordings transfer automatically to FTP or S3, with metrics on connection rates and failed-call patterns.

Close the Last-Mile Communication Gap

For a deeper look at how in-app calling reshapes last-mile delivery, continue reading the full article: [The Communication Gap Costing Last-Mile Logistics Millions.](#)