



Banking Goes Omnichannel

One Thread.
Every Channel.
No Re-explaining.



Banking Used to Mean Waiting

Customers no longer separate digital from physical — they expect full context to follow them everywhere.

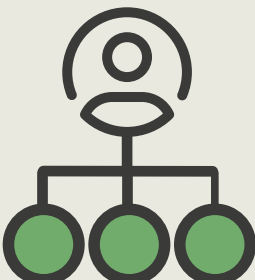
Then	Now
Visit a branch, wait in line	Tap to dispute in a WhatsApp message
Resolution in hours or days	Resolution before lunch
Re-explain at every step	Context carried across every channel

But meeting that expectation depends on how those channels are wired together behind the scenes.

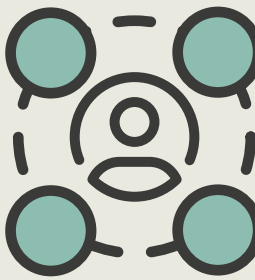
One Conversation, Every Channel

Multichannel gives customers many ways to reach the bank, each with its own siloed data. Omnichannel links them into one continuous thread.

52% of customers were forced to re-explain because of “ambiguous communication” across channels



Multichannel



Omnichannel

The Right Channel for the Job

Each channel earns its place by matching the moment. 8x8 provides you with the infrastructure behind each of these moments.



Everyday

SMS and WhatsApp for balance checks, alerts, and OTP codes



High-value

voice and video for mortgages, advisory, and fraud disputes



In-person

branch visits where the advisor already has full prior context



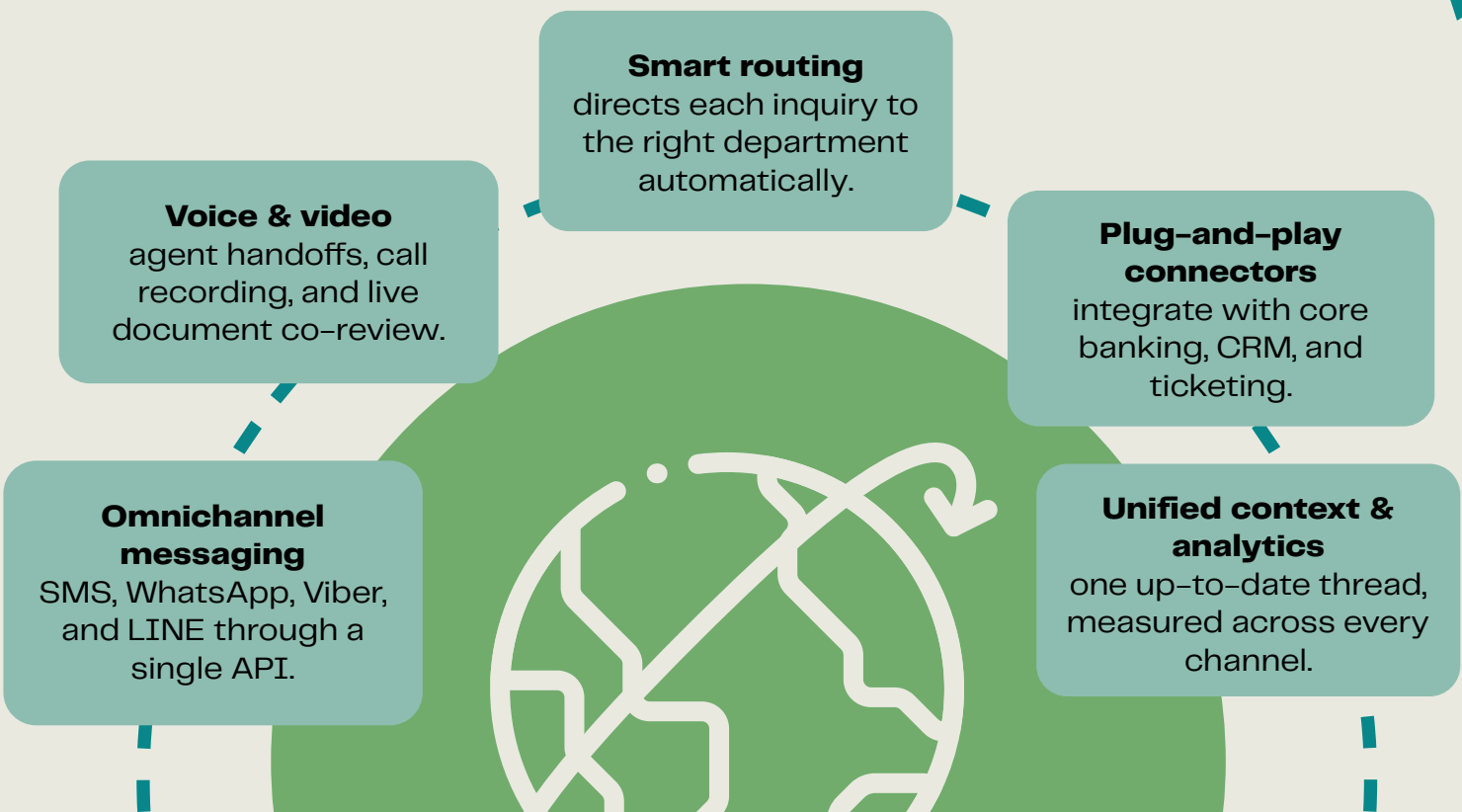
Proactive

payment reminders and fraud alerts before customers ask

How 8x8 Connects It All

8x8’s CPaaS wires every channel into a single conversation, so nothing gets lost between them.

Financial institutions that offer omnichannel customer journey continuity experience a 20% higher retention rate.



Every Gap Is a Reason to Leave. Close Them.

See How 8x8 Connects Banking Channels



For more information, contact us at hello-cpaas@8x8.com or visit cpaas.8x8.com