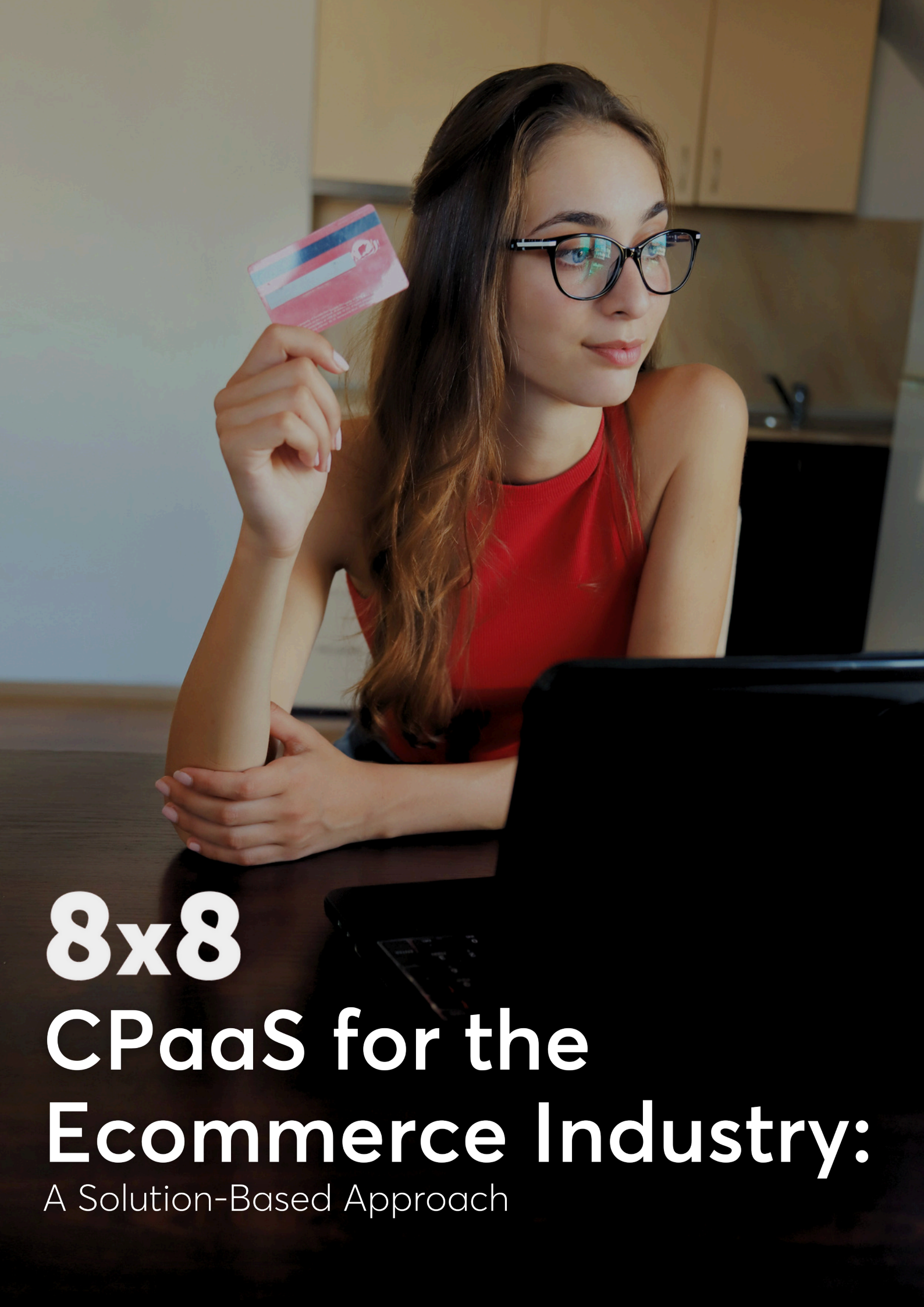

8x8

CPaaS for the Ecommerce Industry:

A Solution-Based Approach

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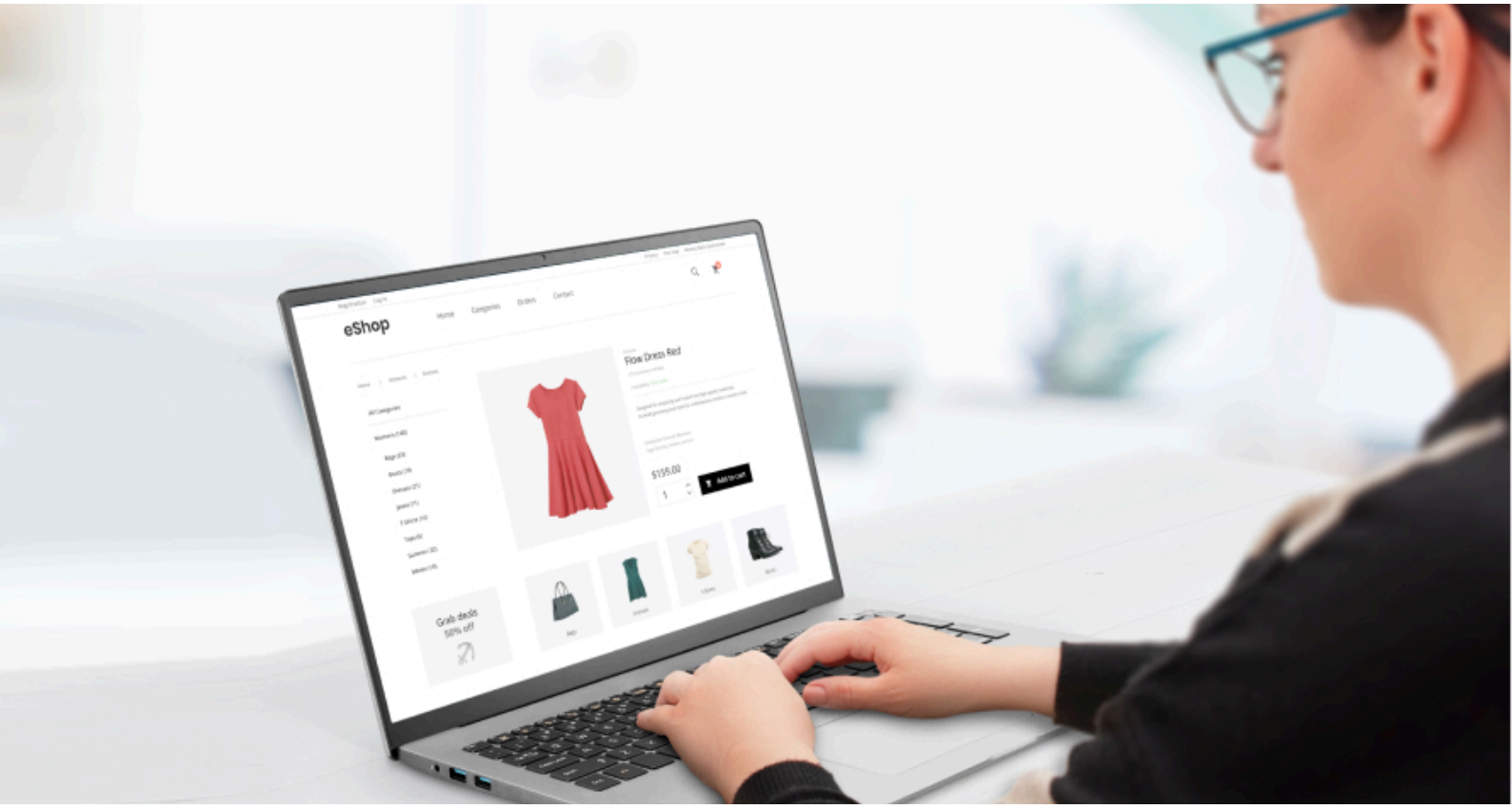


Unlocking the Power of Real-Time Communication in Ecommerce

In today's fast-paced ecommerce environment, omnichannel messaging is the key to delivering on growing customer expectations. Shoppers expect seamless, personalized experiences across every stage of their journey—whether they're browsing, making purchases, or reaching out for support. This is where a unified communication platform becomes essential, providing a consistent experience across all channels.

In today's fast-paced ecommerce environment, omnichannel messaging is critical to meeting rising customer expectations. Studies show that:

- **86% of buyers** are willing to pay more for a seamless, personalized experience across channels, emphasizing the importance of a unified communication approach.
- **73% of consumers** use multiple channels during their shopping journey, underscoring the need for consistency and real-time interactions across platforms.
- Companies that implement omnichannel strategies achieve a **91% higher year-over-year increase** in customer retention compared to those that don't.
- **75% of consumers** expect a consistent experience across every stage of their journey, whether browsing online, making purchases, or contacting support.

A unified communication platform is essential to delivering this seamless experience, ensuring that customers receive timely, personalized messaging at every touchpoint.

8x8's platform enables businesses to integrate SMS, voice, video, and messaging apps into a single, streamlined system, ensuring that customers experience seamless engagement no matter where or how they interact with your brand.

By consolidating fragmented communication methods into one cohesive strategy, a platform like this can offer businesses:

- **Enhanced customer** engagement by meeting shoppers where they are.
- **Automated processes** that streamline repetitive tasks, such as order confirmations and updates.
- **Increased security** with real-time notifications that safeguard customer data and minimize fraud.

In this ebook, we'll dive into four use cases featuring 8x8's communication solutions, tackling key challenges such as personalized marketing, automated customer support, and transaction security. These real-world examples demonstrate how ecommerce businesses can enhance customer experiences and foster growth in the fast-paced digital marketplace.

Enhancing Customer Engagement with 8x8's Seamless Communication Platform

Engaging Customers Across Platforms

In the fast-moving world of ecommerce, customer engagement is driven by the power of omnichannel messaging. It's not just about offering multiple communication channels; it's about making sure those channels work together to create a unified, seamless experience. Whether customers engage through SMS, messaging apps, live chat, or voice, they expect a connected journey across every touchpoint.

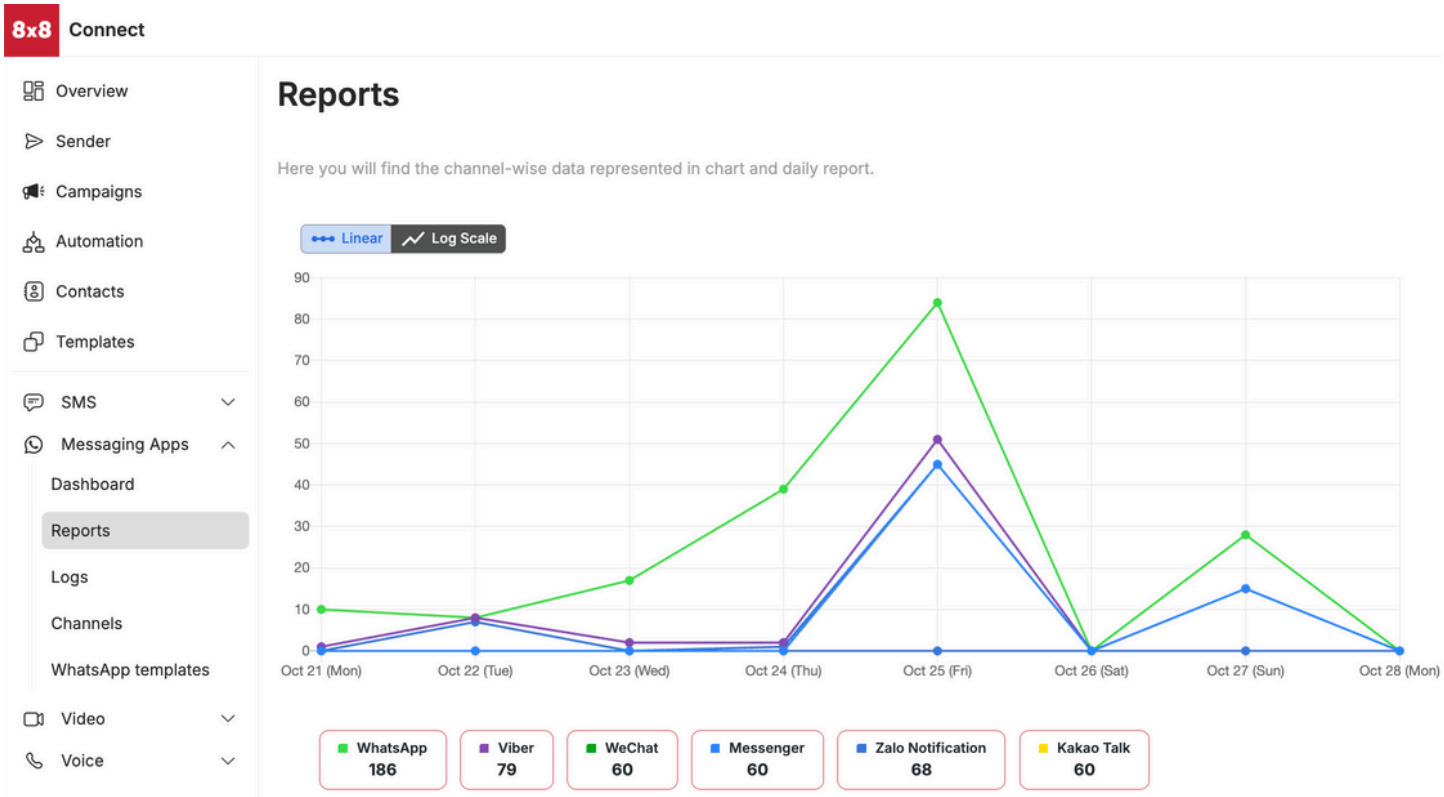
With 8x8's omnichannel messaging platform, businesses can ensure that every customer interaction flows seamlessly, regardless of where the conversation begins or ends. This unified communication approach keeps customers engaged and satisfied.

Example: Improving the Returns Process with Chat and SMS Integration

Imagine this: A customer starts a return request through a website chat, then receives SMS updates confirming the return status and providing tracking details. This cross-platform interaction ensures timely responses and builds customer trust, creating a more positive experience.

Why Seamless Communication Matters:

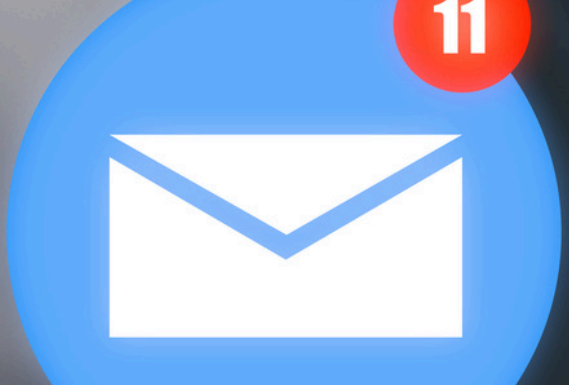
- **Seamless Engagement:** A unified platform ensures customers experience consistent communication across all touchpoints, enhancing their satisfaction.
- **Increased Loyalty:** Providing seamless transitions between channels keeps customers loyal by making their interactions more fluid and frustration-free.
- **Valuable Insights:** Real-time analytics from multiple channels offer deeper insights into customer preferences, helping you refine your communication strategies.



View reports and analytics on 8x8 Connect

Pro Tip: Use real-time communication platforms to manage customer preferences. Some customers prefer SMS for updates, while others opt for messaging apps. Automating these preferences makes it easier to deliver the right message at the right time.

Personalized Marketing with 8x8 Communication APIs



Boosting Conversions with Targeted Campaigns

Personalization is at the heart of successful ecommerce marketing. With the help of real-time communication APIs—such as SMS, voice, and messaging apps—businesses can connect with customers in ways that feel relevant and timely. By analyzing key data like purchase history and browsing behavior, businesses can craft targeted marketing campaigns that resonate on a personal level.

With the power of omnichannel messaging, your marketing messages can follow customers across platforms—ensuring consistency, driving engagement, and ultimately boosting conversion rates.

Example: Boosting Loyalty with Tailored Offers

Let's say a loyal customer frequently purchases skincare products. Using 8x8 Communication APIs, you can send a personalized SMS or via a preferred app offering them a discount on a new product line tailored to their previous buying behavior. This type of relevant, timely offer keeps customers coming back and builds long-term loyalty.

Benefits of Personalized Marketing with 8x8:

- **Advanced Segmentation:**

Use customer data to segment your audience and deliver tailored messages through SMS, messaging apps, or even voice campaigns.

- **Automated Campaigns:**

Trigger marketing campaigns based on specific actions, such as abandoned cart reminders or birthday offers, using real-time communication channels.

- **Integration with CRM:**

Integrate your messaging with CRM systems to enrich customer profiles and refine your targeting strategies over time.

Pro Tip: Don't just stop at one channel—use multiple touchpoints like SMS, messaging apps, and voice to deliver your message in ways that your customers prefer. Multichannel marketing ensures you reach your audience wherever they are.

Automating Customer Support with Real-Time Communication

Reducing Response Times and Improving Satisfaction

Automating customer support with omnichannel messaging can revolutionize how businesses engage with customers. By unifying channels like SMS, messaging apps, and live chat into a single platform, businesses can offer instant, seamless responses across all channels, ensuring that customers consistently receive timely support.

With 8x8's omnichannel messaging platform, businesses can deliver real-time support through chatbots and automated systems, ensuring that customer interactions remain smooth and uninterrupted across every touchpoint.

Example: Enhancing Order Tracking with AI and 24/7 Chatbots

Picture your ecommerce store offering round-the-clock support with the help of AI-driven chatbots, fully integrated with 8x8's cutting-edge communication platform. Through our Automation Builder, customers can instantly access order status updates, resolve issues, and get answers to common queries—whether it's via SMS, live chat, or voice channels. This automated support operates 24/7, ensuring that your customers never have to wait for human assistance.

When more complex issues arise, our solution provides seamless escalation options. Customers can transition from chatbot interactions to personalized, one-on-one video calls through Video Interaction. This powerful feature enables real-time problem-solving, making sure your customers feel valued while keeping your support team efficient and focused on higher-priority tasks.

With AI and 24/7 chatbots, you'll deliver faster, more personalized customer service, ultimately boosting satisfaction and freeing up your team to handle more complex queries.

Key Benefits of Automated Support:

- **Instant Responses:**

Use real-time communication tools like SMS and live chat to provide quick answers to customers, improving their experience.

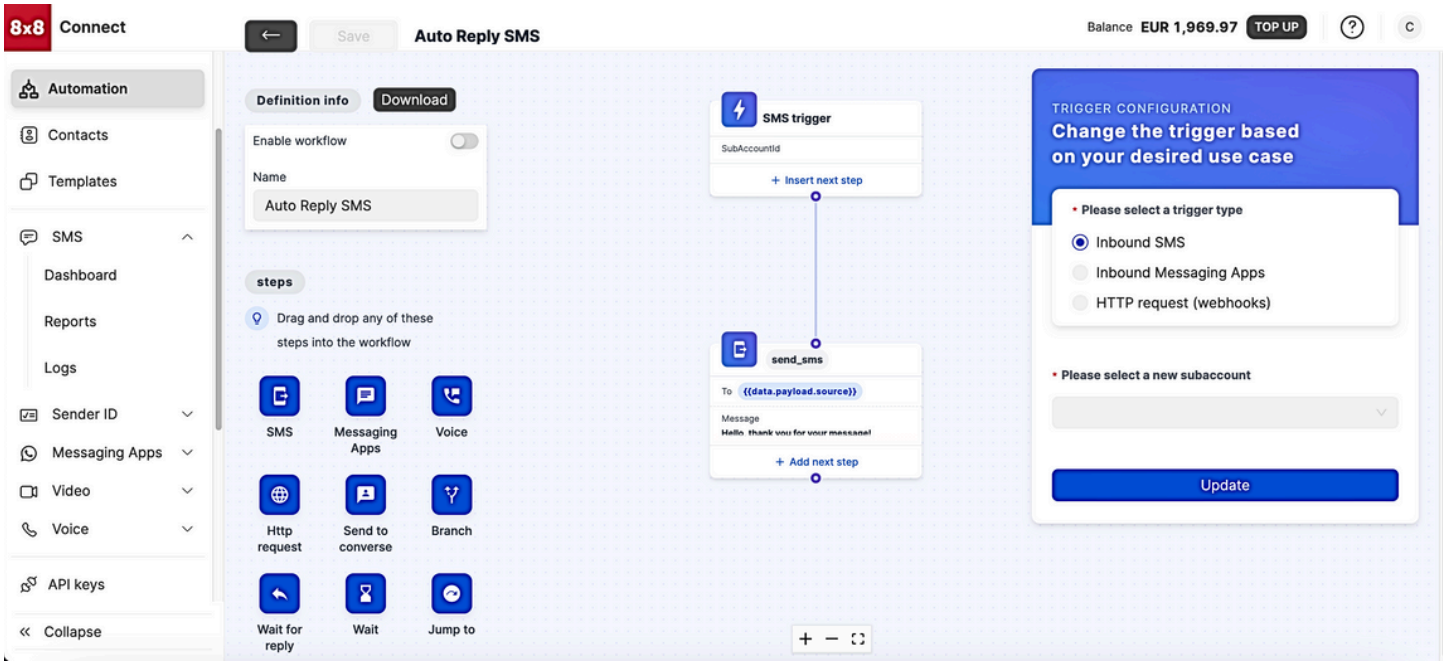
- **Increased Efficiency:**

Automate routine tasks like order tracking and FAQs, freeing up human agents for more complex inquiries.

- **Cost Savings:**

Reduce operational costs by using AI-powered chatbots to handle common customer support queries.

Pro Tip: Pair chatbots with human agents to ensure that more complex issues are escalated appropriately. Real-time communication tools can ensure a seamless handoff when necessary.



Use 8x8 Automation Builder to build automated chatbots

Enhancing Transaction Security with Real-Time Notifications

Preventing Fraud and Building Trust

In the realm of ecommerce, transaction security is crucial to safeguarding sensitive customer data. 8x8's authentication solutions help businesses integrate real-time notifications and two-factor authentication (2FA) across multiple channels like SMS, messaging apps, and voice messages, offering robust protection.

These real-time alerts enable customers to act quickly, adding an extra layer of security to prevent fraud. In addition, 2FA strengthens account protection by requiring users to verify their identity through a secondary method, such as a code sent via SMS, messaging app, or voice.

Example: Protecting Customer Accounts with Real-Time Alerts and 2FA

Consider an online retailer using 8x8's communication platform to send real-time fraud alerts through SMS whenever a customer makes a large purchase or logs in from a new device. The platform also employs 2FA for both account logins and sensitive transactions, sending a verification code through the customer's preferred communication channel. These strategies prevent unauthorized access, foster trust, and improve the overall customer experience.

Benefits of Real-Time Security Solutions

- **Two-Factor Authentication (2FA):**

Add an extra layer of protection by sending verification codes through SMS, voice, or messaging apps, ensuring only authorized users can access accounts.

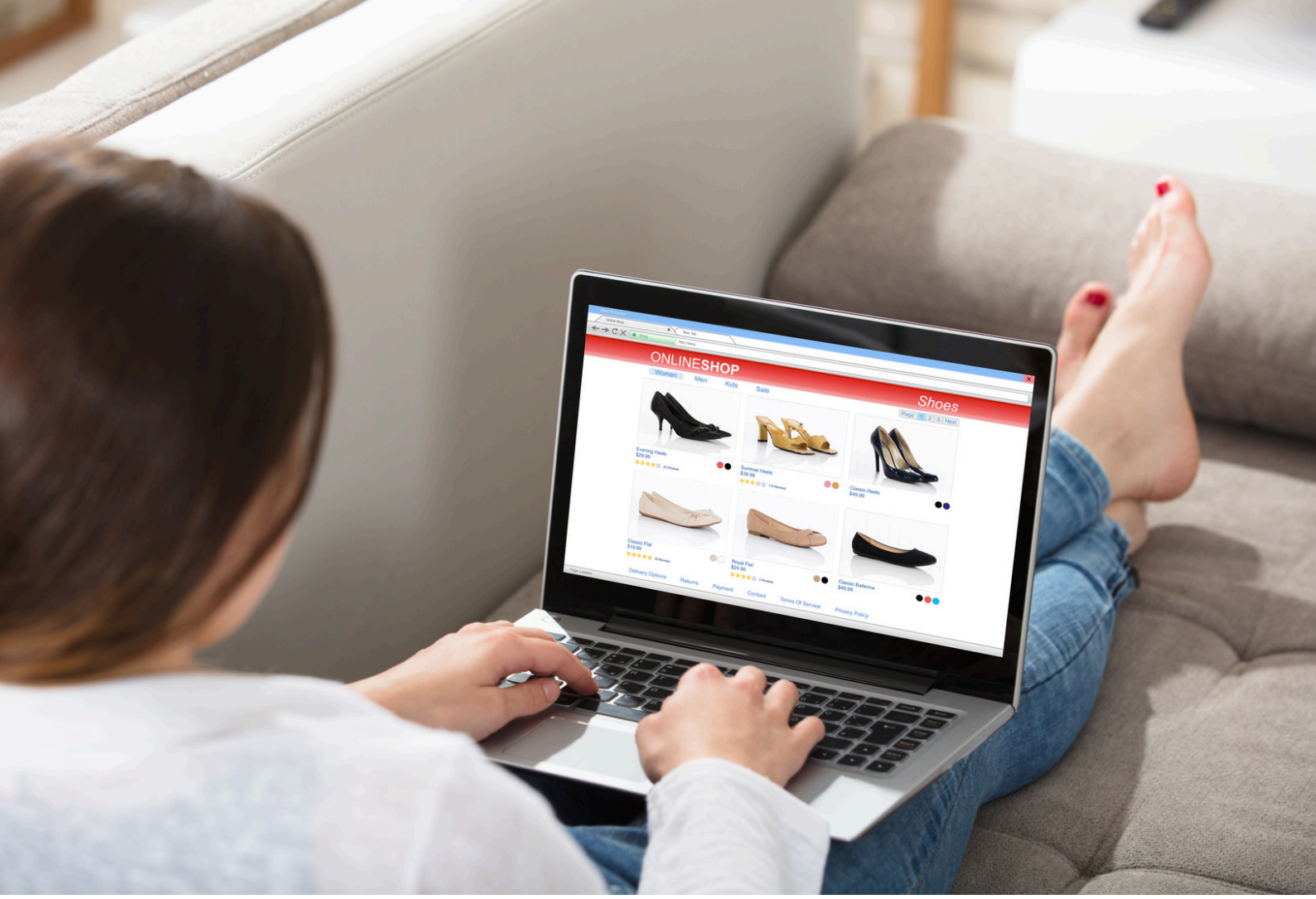
- **Fraud Detection:**

Identify potential fraud with real-time traffic monitoring and number intelligence.

- **Increased Trust:**

Say goodbye to app abandonment due to forgotten passwords, fraud attacks and high development costs with a no-code customer identity and access management (CIAM) platform for frictionless authentication.

Pro Tip: Customizable security notifications are essential. Allow customers to choose their preferred communication method—SMS, messaging apps, or other channels—to improve their experience without compromising security.



Transforming Ecommerce with CPaaS: Seamless, Scalable, and Customer-Centric Solutions

As ecommerce evolves, effective communication and robust security are crucial for meeting customer expectations and driving sustainable growth. With 8x8's unified communication platform, businesses can seamlessly engage customers through SMS, voice, video, and messaging apps, providing a consistent experience across every touchpoint.

Whether you're enhancing customer engagement, personalizing marketing, or securing transactions, 8x8's communication solutions ensure that your communication flows smoothly, helping you connect with customers, improve efficiency, and secure data—all from one system. By embracing these tools, ecommerce businesses are well-positioned to thrive in a competitive market.

Find out more about 8x8 communication solutions or contact us today.

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