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CPaaS: The Ultimate Integrator for Revolutionizing Business Communications

Break down communication and information silos

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CPaaS: A key component of digitalization initiatives



In the 1970s, interactive voice response (IVR) allowed businesses to communicate with customers via automated telephone systems for the first time. This communications landmark was followed by the internet in the 1990s, and social media and customer relationship management (CRM) software post-millennium.

Today, there are numerous customer touchpoints available, but with all of these channels, how can businesses avoid customer communications becoming disconnected and disorganized?

Communication Platforms as a Service (CPaaS) unifies communication channels such as messaging apps, video conferencing, and voice calls.

With CPaaS, businesses are:

1. Breaking down the barriers between customers and their service, using an omnichannel approach that delivers valuable insights.

2. Improving internal workflows by eliminating bottlenecks between departments.



CPaaS can incorporate all of the following communication channels, and more:

Messaging apps

Engage customers across messaging apps including WhatsApp, Viber, Zalo, and LINE.

SMS

Send notifications, one-time passwords (OTP), and reminders, on this popular channel which isn't web dependent.

Voice

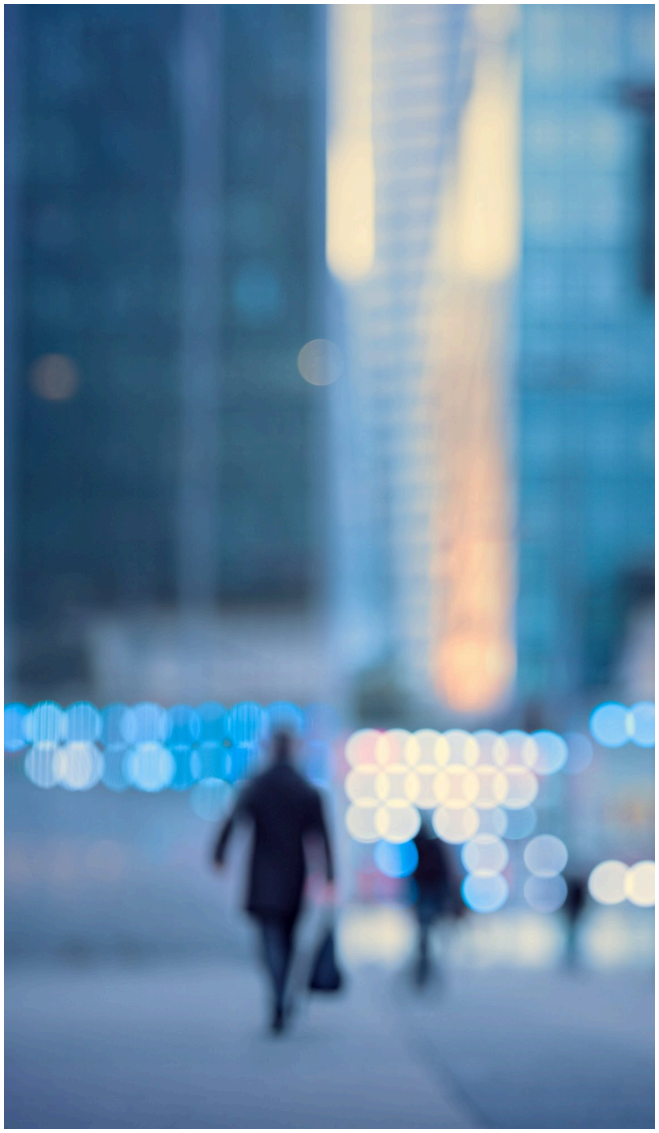
Increase inclusivity across the customer base and improve customer experience with secure voice solutions including number masking, in-app voice-over-internet-protocol (VOIP) calls, and text-to-speech.

Video

Host fully integrated real-time video calls in mobile apps or websites to personalize the customer experience.

Unifying disparate communications, sales, customer support, and operations systems

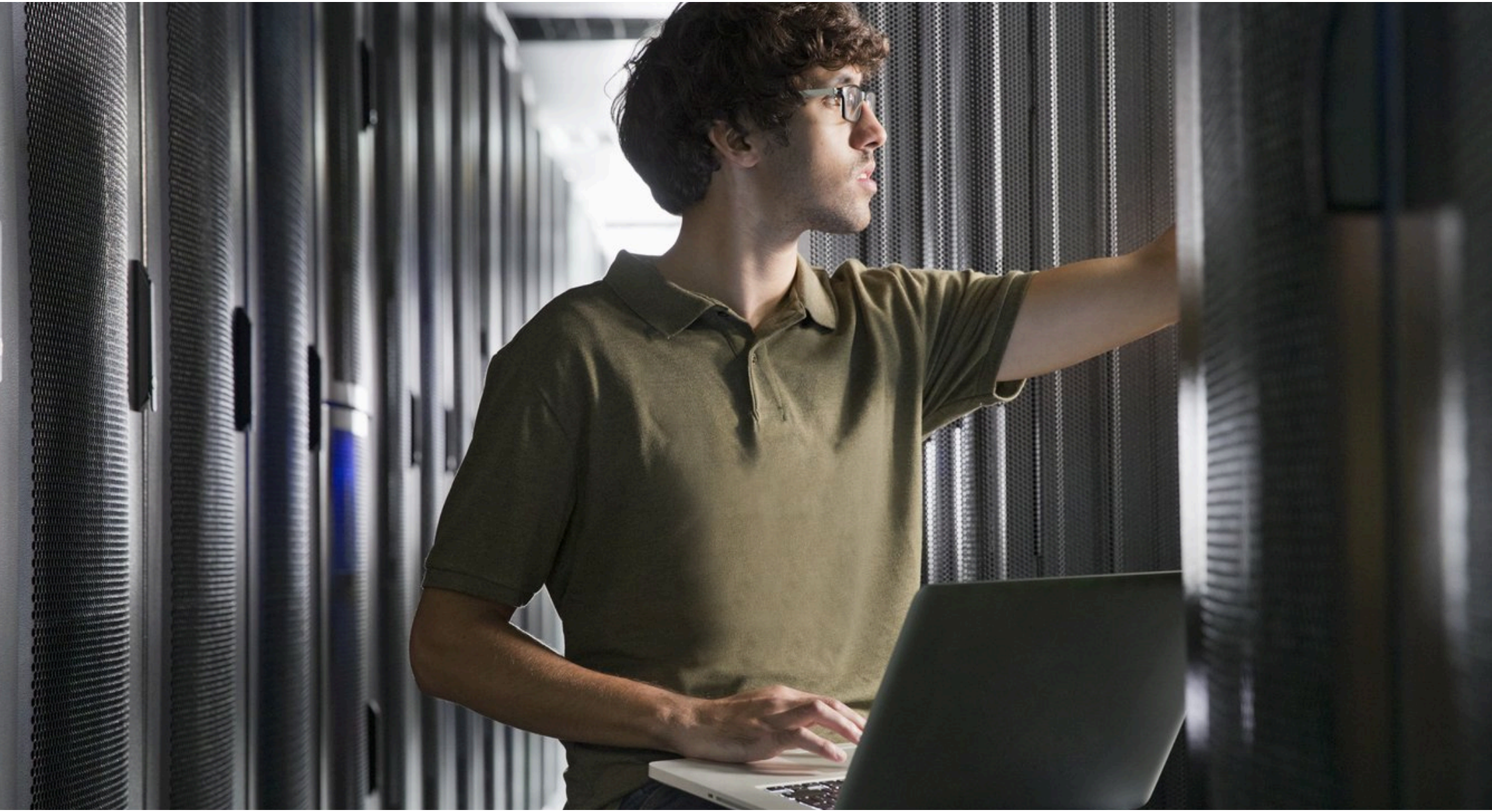
Most companies change their focus and strategy over time to meet market demands and new opportunities. They select the tools and technology needed to support their sales, marketing, and customer service efforts based on the best available options at that time. But management teams change, and so does technology.



Those changes often result in ever-growing tech stacks and a host of disparate tools and systems that either can't communicate with each other or require a great deal of manual manipulation to do so. Actionable customer data and preferences then gets siloed within the organization and delivering a personalized customer experience becomes challenging.

CPaaS provides a way to unify the data that is collected through marketing campaigns and customer service interactions, and can be used to eliminate silos and securely and effectively communicate with customers.

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CPaaS for Authentication & Fraud Prevention

According to research from Experian – more than half of consumers feel that they are more of a target for fraud than they were a year ago. Given the number of communications that the average consumer receives daily, ensuring that your potential and existing customers feel secure in communicating with you (and you with them) is a 'table stakes' requirement.

CPaaS enables:

Two Factor Authentication (2FA)

Add an extra layer of security through two-factor authentication (2FA) via single-use codes sent over SMS, voice, messaging apps, or SMA.

Phone number validation

Organize and vet your contact lists. Validate customer phone numbers to ensure reachability, and to distinguish mobile from landlines.

Fraud detection

Proactively detect and prevent fraudulent activities with automated fraud alerts, real-time notifs and live traffic monitoring.

CIAM

Secure your platform, stay ahead of fraud, and elevate UX with a customer identity and access management platform.



Learn how FinTech company Coda Payments uses 8x8's SMS API to effortlessly and cost-effectively secure transactions, prevent fraud, and provide security and peace of mind to its millions of customers.



Discover CPaaS for Authentication and Fraud Prevention

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CPaaS for Marketing & Communications

Marketing and communications are critical for creating awareness of your brand, generating leads for your sales teams, and uncovering new or upsell opportunities. With the number of communications channels available, it's no longer sufficient to rely on email marketing alone – customers expect you to communicate with them where (preferred channel) and when they are available.

In addition to providing omnichannel communications capability, 8x8's CPaaS solution brings your marketing and customer service teams together with real-time omnichannel analytics so that you can understand and track customer preferences and personalize campaigns over time.



8x8 CPaaS allows you to breathe new life into your marketing strategy with:

Omnichannel marketing

Unified communications campaigns – from marketing to direct sales and advertising – exploiting all of the major messaging apps, as well as video, voice, and SMS.

Flash sale alerts

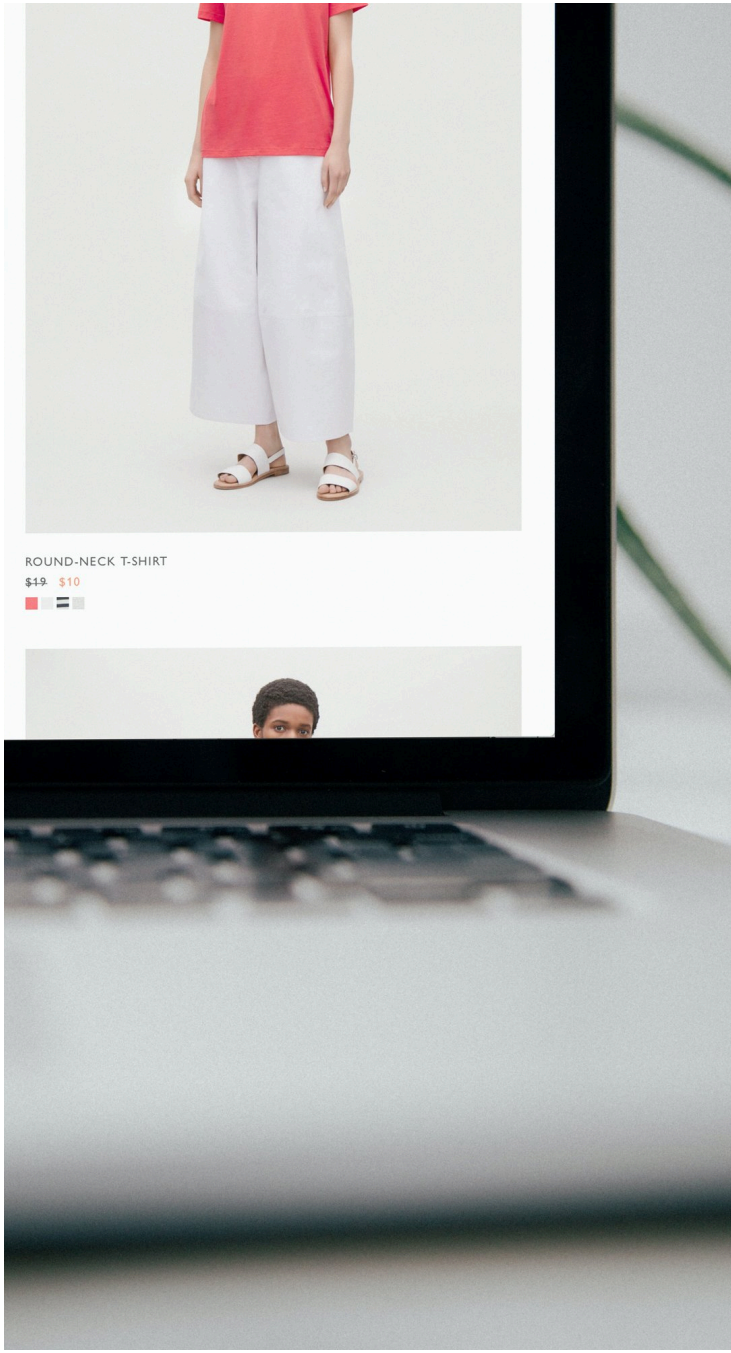
The creation of a sense of urgency via timed sale notifications across multiple channels.

Rich media

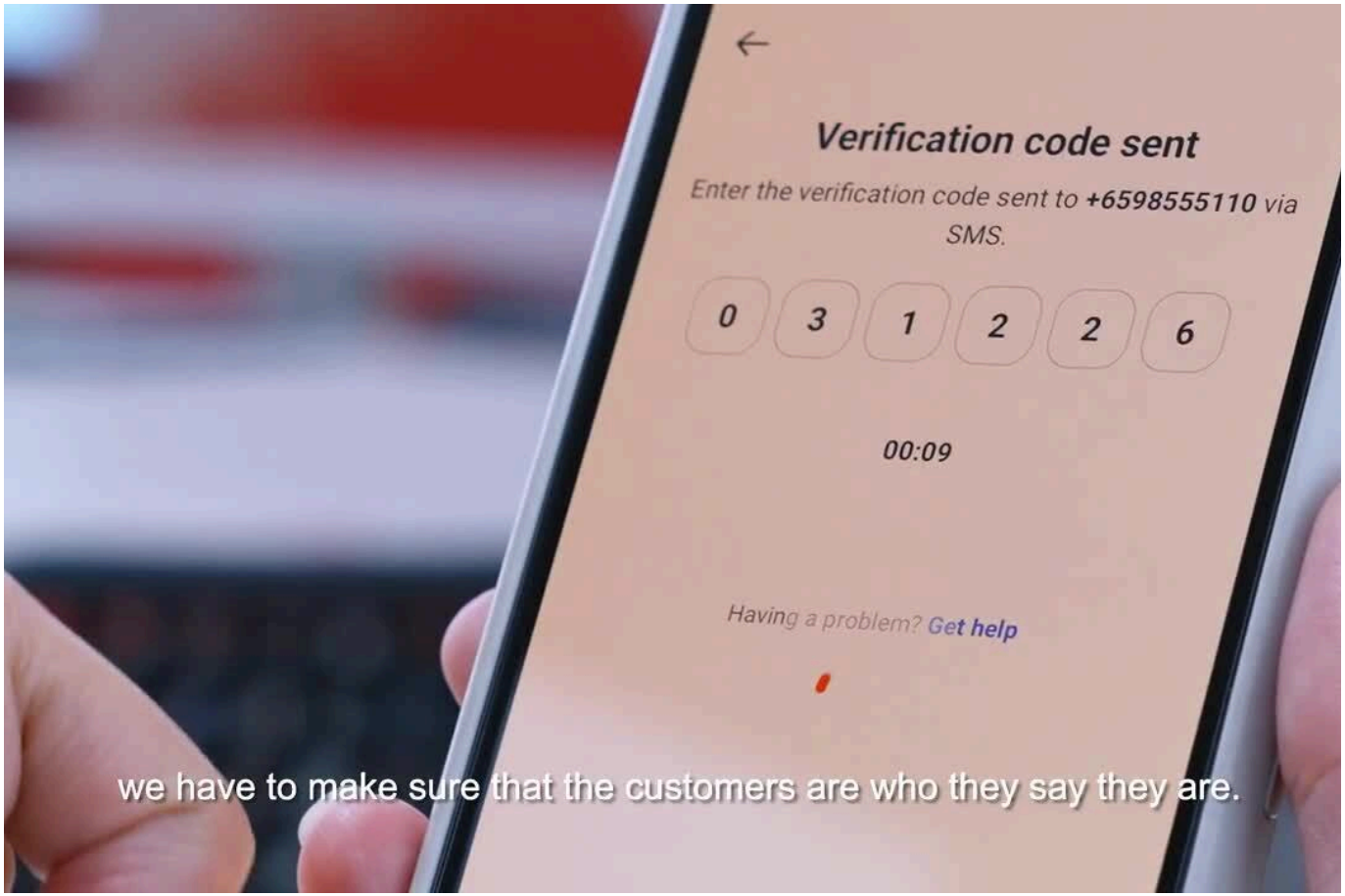
The enhancement of your message through multimedia messaging, live video events, interactive promotions, and automated promotional calls.

App download invitations

The ability to bring customers closer to your brand by inviting them to engage on your own channel. Invite website visitors to download an app by requesting a link to the app store via SMS.



Learn how ShopBack, APAC's leading shopping, rewards, and payments platform, uses 8x8 SMS and WhatsApp to maximise engagement



Discover CPaaS for Marketing and Communications

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CPaaS for Customer Support



McKinsey' State of Customer Care Survey found that businesses are juggling multiple priorities – striving to improve customer support while streamlining operations in line with new technology such as AI. While the 'baby boomer' generation prefers calling, Gen Z and millennials are more likely to favor text and social messaging.

The key to delivering support that will exceed customer expectations is choice: self-service options via interactive voice response (IVR) for those who wish to take matters into their own hands, and quick, seamless, professional live interaction for complex issue resolution that requires direct human interaction.

8x8 CPaaS provides:

More choices

Give customers the option of communicating via the channels of their choosing, from messaging apps to video and voice. Seamlessly transition ongoing conversations from one channel to another.

Greater visibility

Customer service operatives can view real-time updates on support tickets and queries across all conversations and channels. This saves time, avoids confusion, and increases customer satisfaction.

Transition to video chat

Talking to customers face-to-face can often be a welcome escalation from text or voice chat. This option is especially suited to resolving product and service support issues, increasing customer satisfaction as a result.

Automated 24/7 responses

Provide a reassuring, round-the-clock, presence for your customers with automated 24/7 message responses across multiple channels.



Learn how home services recommendation platform Recommend Group humanized customer interactions and increased service request responses with 8x8 CPaaS.

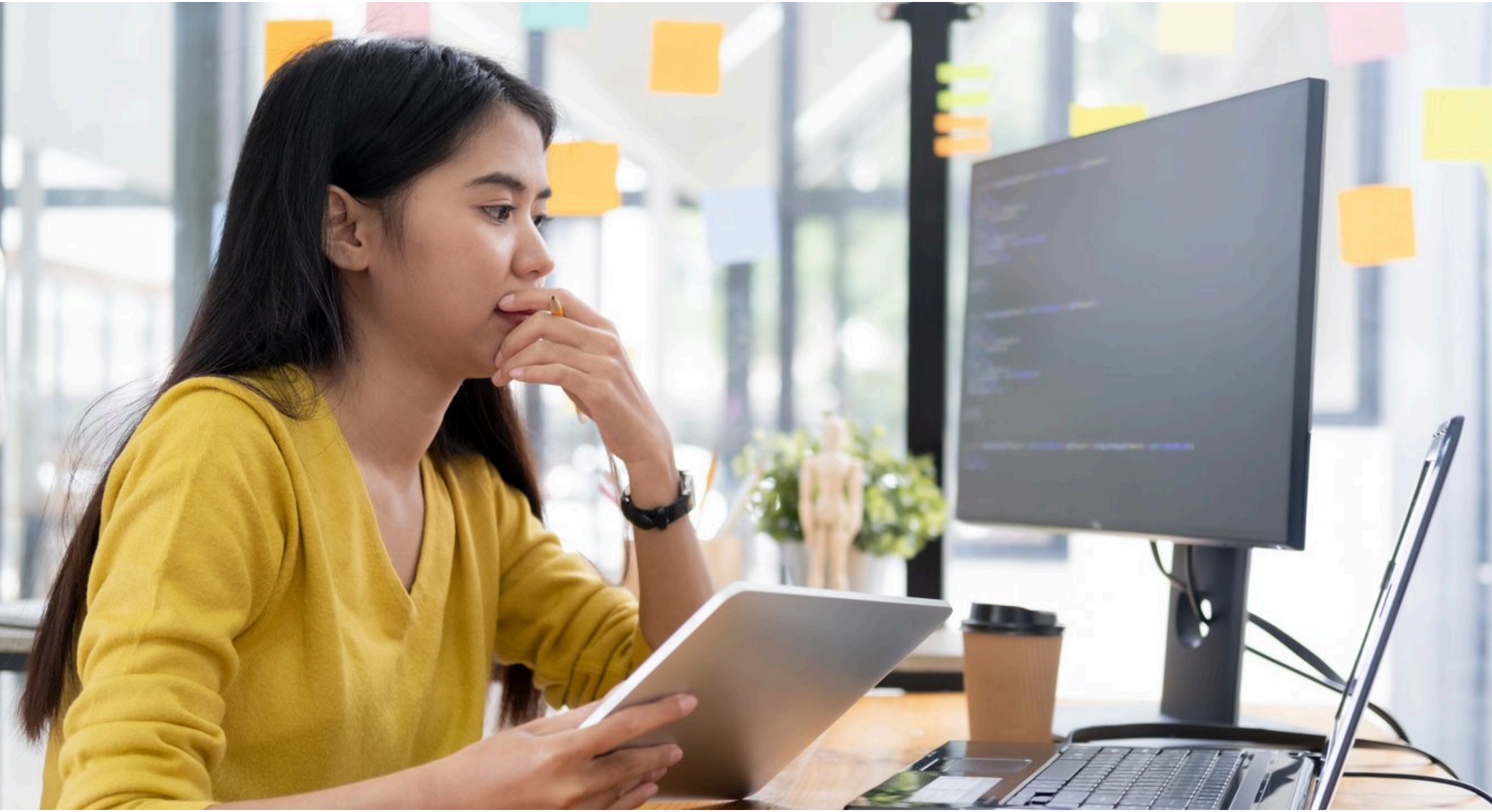


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CUSTOMER STORIES

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CPaaS for Operations

What's holding your business back from growth? Balancing operational needs and customer demands is a constant battle faced by today's businesses. By integrating multiple channels (including messaging apps, SMS, voice, and video) across an organization, CPaaS allows departments to synchronize communications and work more cohesively.

CPaaS can be used for:

Cross-departmental comms

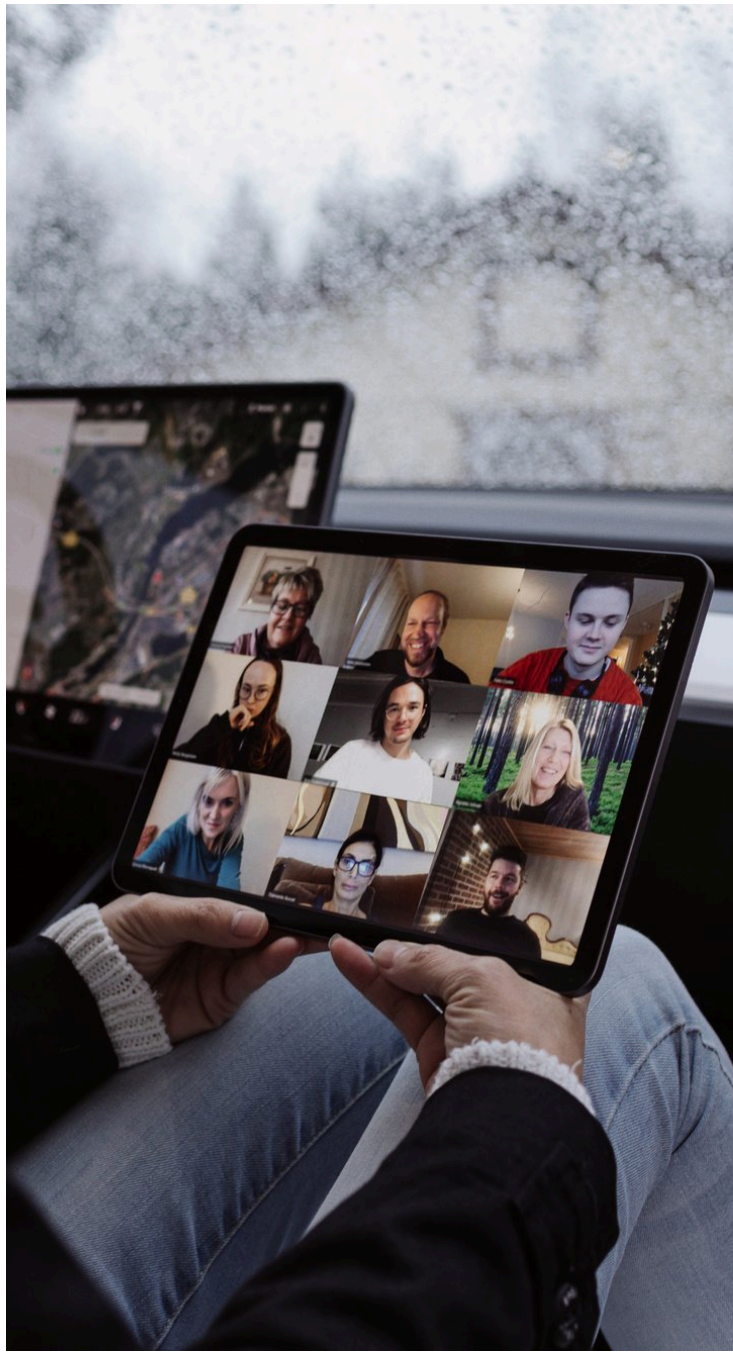
Facilitate communication across several channels to promote collaboration and transparency.

Virtual meetings

Easy implementation of video conferencing across channels to promote team collaboration.

Group updates

Segment your internal communications between departments and teams. Send group messages, including alerts, reminders, and rich media.

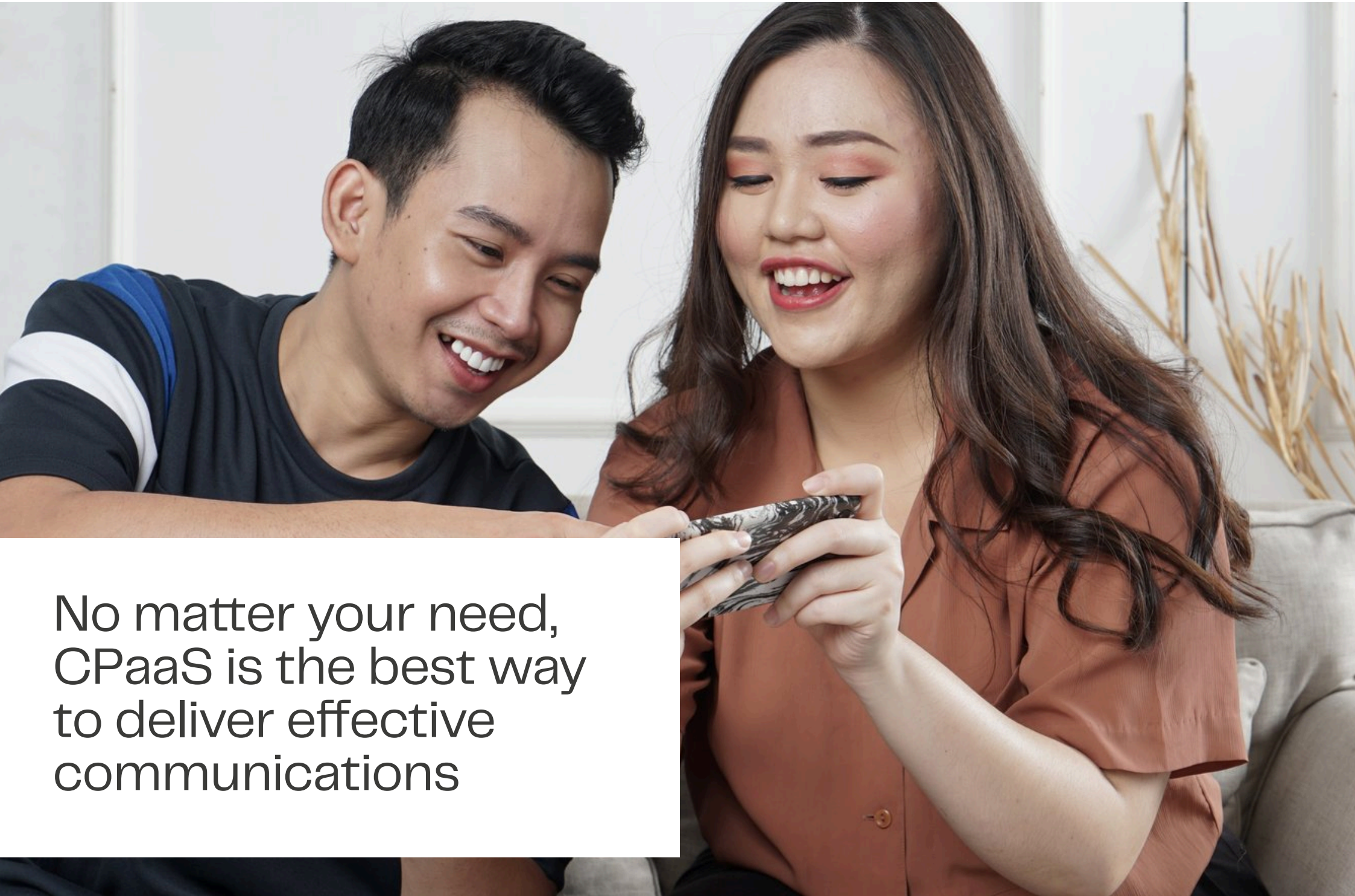


Learn how the leading e-commerce enabler in Southeast Asia company aCommerce to automate and simplify their messaging workflows, boosting operational efficiency.



Discover CPaaS for Operations

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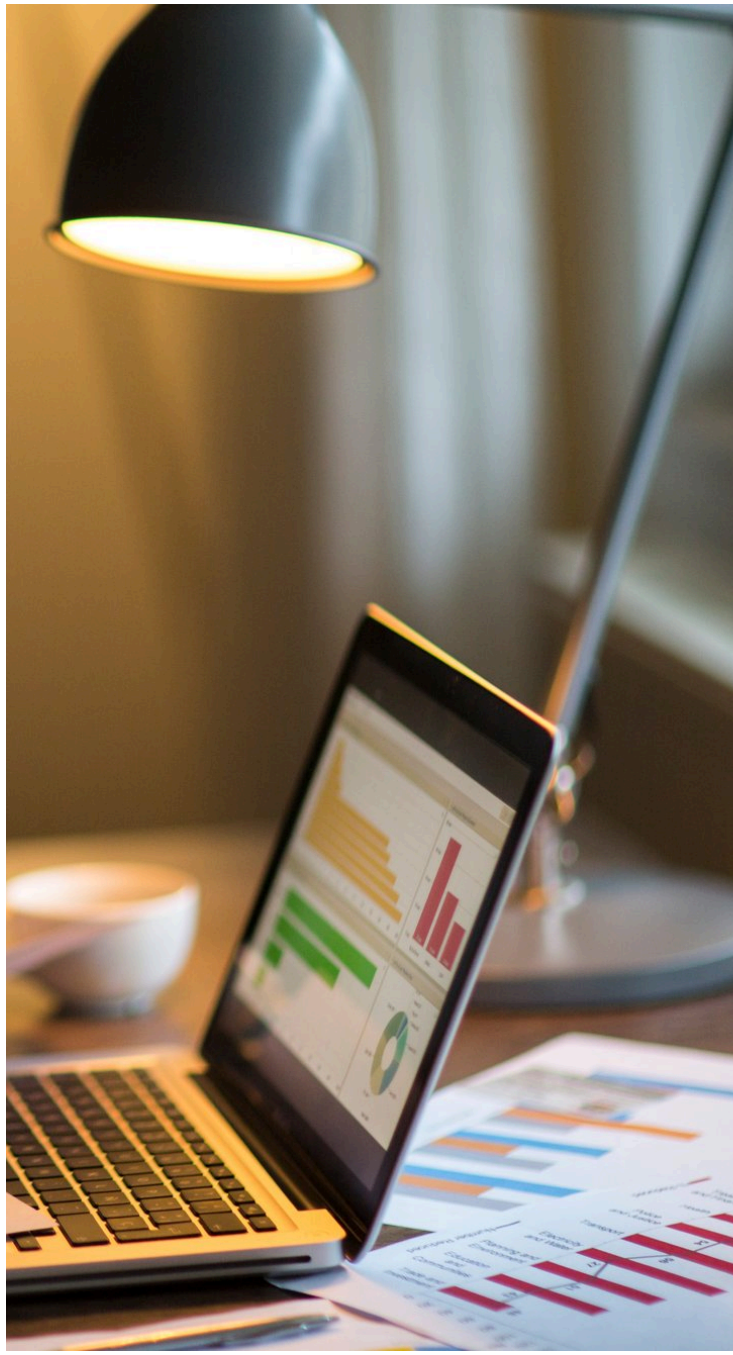
No matter your need, CPaaS is the best way to deliver effective communications

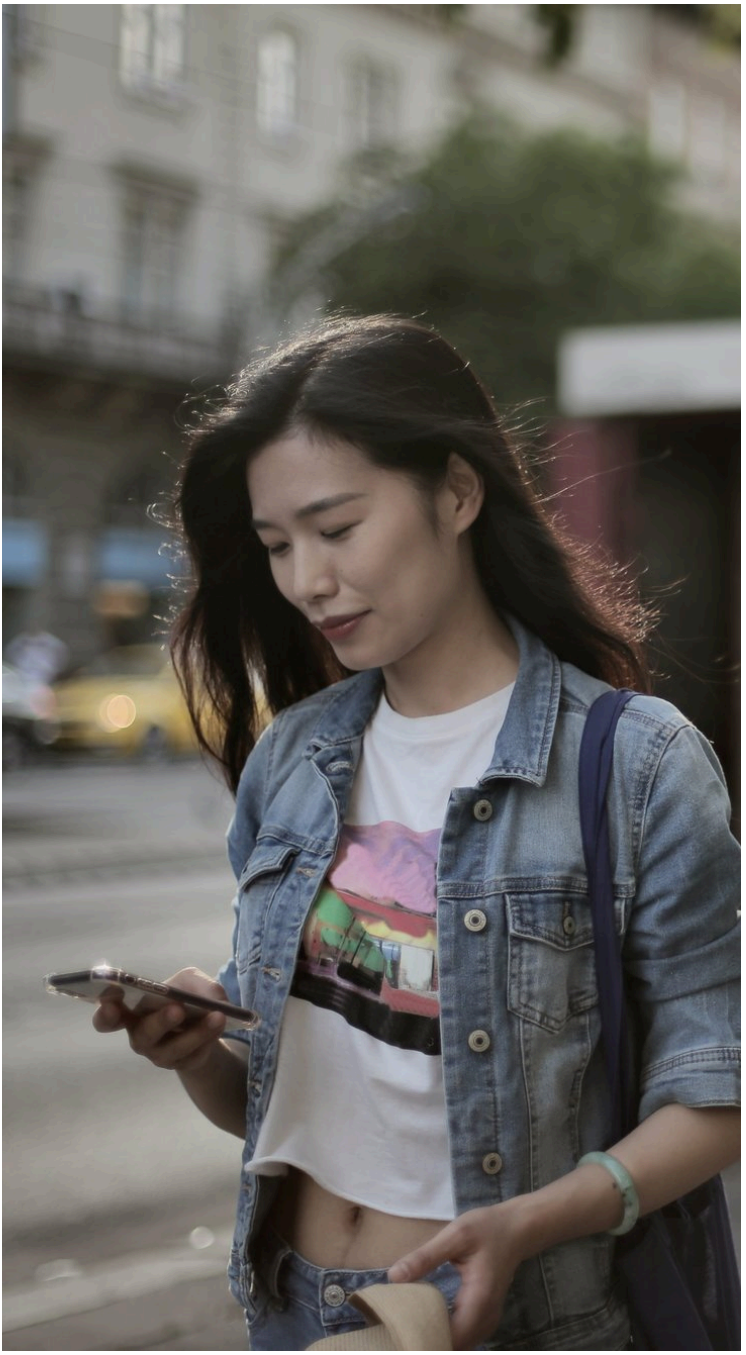
Surveys & Feedback – A better way to listen to the customer

The power of surveys is no secret, so why not harness it? As far back as 2002, a landmark study found that surveyed customers were three times more likely to open an account with the service provider.

With survey implementation and feedback collection capable across SMS, WhatsApp, Viber, voice messaging, and video, CPaaS provides both a comprehensive and timely solution.

- **Quick rating surveys:** Using SMS, rating surveys can easily be conducted of both the customer and business.
- **Interactive feedback forms:** When more detailed feedback is required, WhatsApp and Viber can be used to circulate interactive or rich media feedback forms.
- **Automated survey calls**: Voice messaging is an efficient solution for requesting feedback from elderly or visually impaired customers. Send surveys using text-to-speech (TTS) for greater accessibility.
- **Live video feedback:** Enable live video feedback sessions, allowing customers to provide input face-to-face.





Appointment Scheduling & Reminders – reducing ‘no shows’

No-shows hurt businesses, so how can they be reduced? Cancellation fees appear to be becoming more common, but there is a more customer-friendly way of tackling this money drain.

Using omnichannel communications to facilitate scheduling/ appointment setting and send reminders increases the odds that your customer will remember their commitment and turn up.

CPaaS is used to provide:

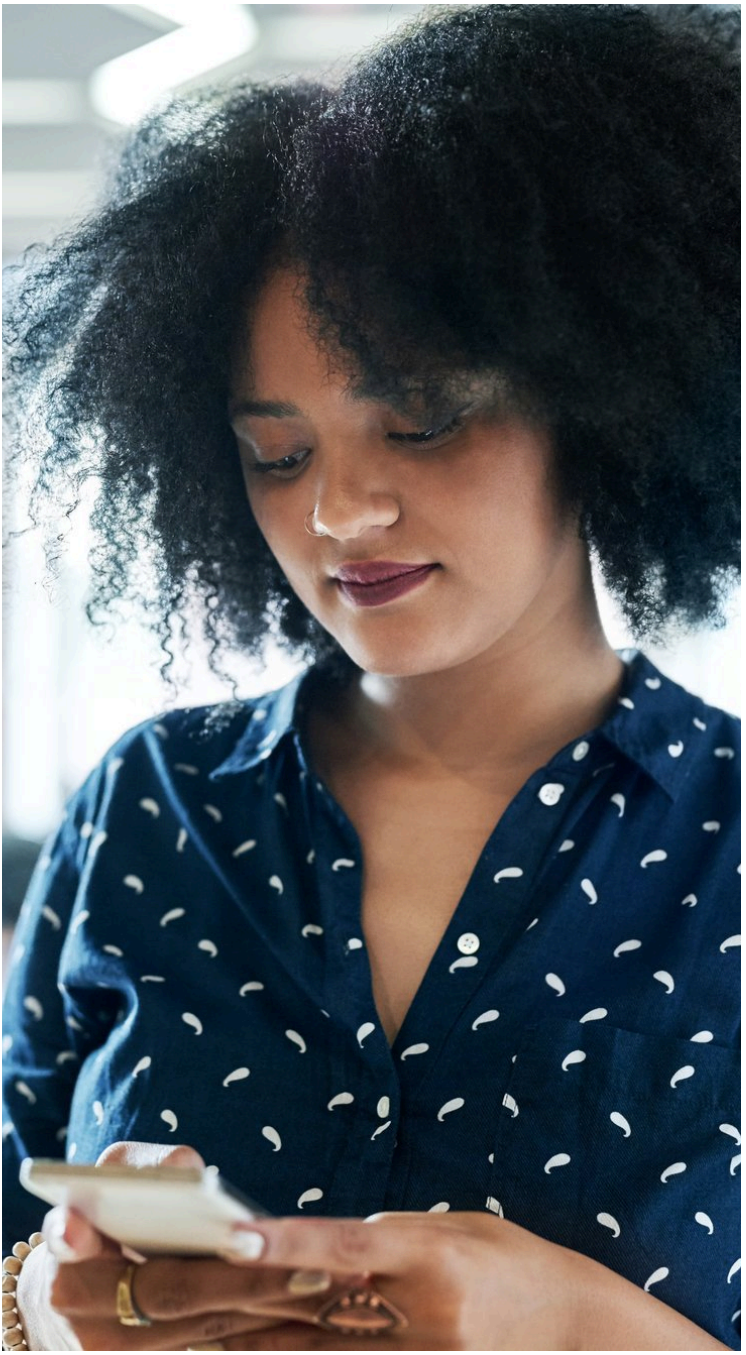
- **SMS confirmations:** Automated appointment confirmations and reminders via SMS reduce the number of no-shows.
- **Interactive scheduling:** WhatsApp can be used for interactive appointment scheduling, allowing services to cater to their customers’ availability and offering convenience.

Improving Debt Collection

Timely communication and interaction are key to debt collection. Visibility and engagement can be increased by multiplying the channels used for communication and by offering repayment options.

- **Increased reach:** More debtors can be contacted and engaged thanks to the omnichannel approach and automation provided by CPaaS solutions.
- **Automated calls:** Debtors can be contacted via automated voice calls using text-to-speech and natural language processing. The result? Less manual work required and a reduction of overhead costs for the business.
- **Escalation to live agents:** After interacting with debtors, bots can send out payment options and offer the option to connect with a live agent if necessary. This gives an immediate opportunity to action or discuss repayment.





Delivering Critical Emergency Alerts

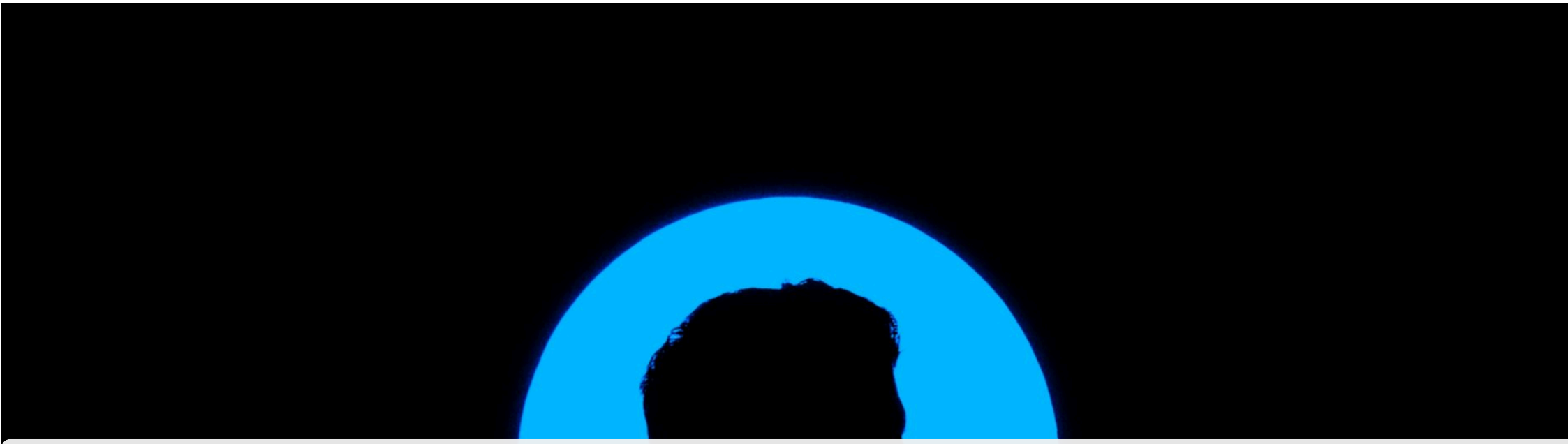
Avoiding confusion, achieving customer cooperation, preventing injuries, and possibly even saving lives – the stakes couldn't be much higher when it comes to emergency alerts. CPaaS is effective when communication really counts. Optimize emergency alerts for events such as IT outages, weather updates, natural disasters, and facility closures.

- **Mass notifications:** Automated emergency alerts ensure uninterrupted business continuity and improve operational efficiency.
- **Quick templates:** Save time with ready-made message frameworks for various emergency cases.
- **Recipient targeting:** Tailor alerts according to critical attributes including location and department.
- **Reporting:** Gain insights with detailed reporting on events such as opens and confirmations.

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The CPaaS Advantage in Business Communications



Most companies' technology environments are extremely complex. They contain sales, marketing, operations, and customer support systems, programs, and applications that, while critical to the ongoing operation of the business, are not integrated to allow for the delivery of the personalized experiences customers have come to expect.

8x8's CPaaS solution, through Communication APIs, provides a safe, scalable, low-code way to both effectively communicate with your customers, and eliminate data silos.

Our omnichannel communications capability allows you to reach customers when, where, and how they prefer, and our integration with customer support and CRM systems ensures that customer insight and data is captured across your organization in connected systems. Providing full customer visibility to your marketing, sales, operations, and customer support teams allows you to deliver an exceptional end-to-end digital customer experience.

Find out more

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Thank you for reading

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