How To Protect Customer Privacy

(Hint: Use Number Masking)

Protecting customer privacy is now a necessity.

A breach in customer privacy can lead to drastic consequences for your business.

Customer Privacy is a must-have.

When a company fails to protect customers, it pays a penalty for unauthorized disclosure of data. *And that's only the best case scenario.*

The worst case scenario? It leads to unsatisfied customers voicing their displeasure online, causing permanent damage to not only to the company's brand image, but also to it's revenue and growth. In fact, 8 out of 10 consumers (81%) said that trust is a deal breaker in their buying decision. As a result, after a brand displays unethical behaviour or suffers a controversy, 45% of consumers said the brand would never be able to regain their trust, and 40% said they would stop purchasing altogether. (2019, Edelman)

The Answer Lies in Phone Number Masking

Protecting customer privacy is no longer a luxury.

What's Number Masking?

To build trust in customers who have invested time and money in your business, you need to ramp up your data security. One such way is masking phone numbers during phone calls. Empowered by Voice API, number masking enables customers and customer support agents to communicate directly with each other *without* revealing their actual phone numbers.

How call masking can be used

Imagine a scenario where a driver is receiving a call from his passenger from a ride-hailing company.

Instead of the passenger's actual phone number, the driver will see an anonymous virtual number. Number masking safeguards customers' privacy thanks to anonymized phone calls.

Passenger and her virtual number

+65 3167 9820

DRIVER'S PHONE
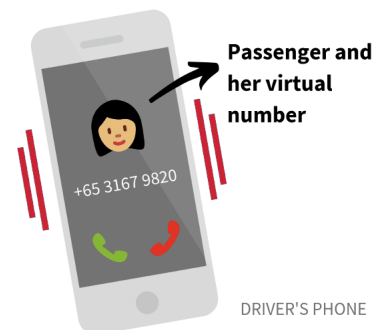
How Number Masking Works
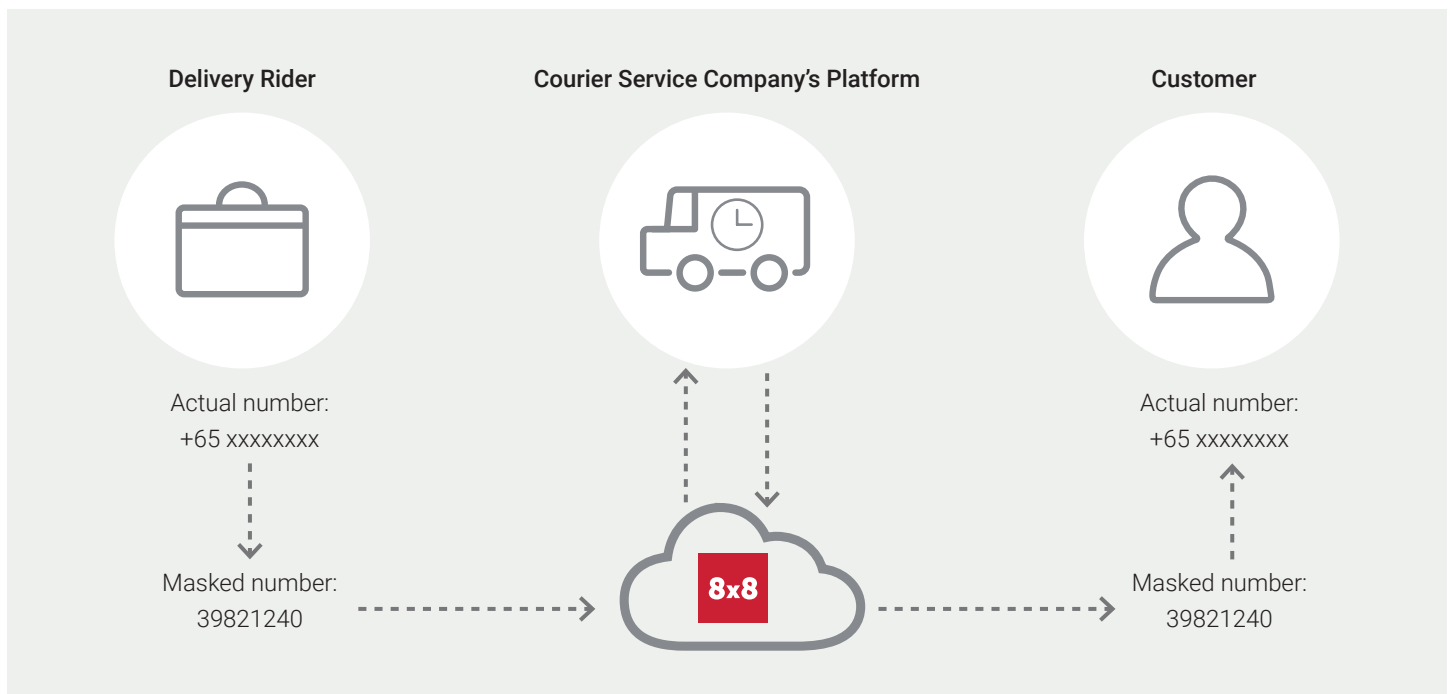
A Real World Example

Breaking down Number Masking

Let's look at another scenario: A delivery rider is caught in a traffic jam and wants to contact a customer to let her know he's running late.

In this example, we'll be going through the steps on how the 8x8 Call Masking API works.

1. When the delivery rider initiates a call through the delivery app, he automatically connects to a 8x8 virtual number—a number that's owned by the courier service company.

2. The 8x8 Voice API notifies the courier service company's server with the delivery rider's personal details.

3. The courier service company's server promptly returns the customer's number.

4. The Voice API then dials the customer's number and connects her with the delivery rider.

5. The customer will receive a call from this same virtual number. By this time, both participants' actual phone numbers are hidden.

6. After the call ends, this virtual number is reassigned to other participants on the platform, and the cycle repeats.

With these 6 steps, Voice API enables a delivery rider and customer to communicate with each other—without revealing their real phone numbers

Delivery Rider	Courier Service Company's Platform	Customer
Actual number: +65 xxxxxxxx		Actual number: +65 xxxxxxxx
Masked number: 39821240	8x8	Masked number: 39821240

Why Should You Care About Number Masking?

Beyond ensuring customers' privacy, it also plays a big role in your company's revenue and profits.

Prevent revenue leakage

Without access to actual phone numbers, customers and third-party service providers are restricted from engaging in private communications to conduct off-platform transactions. Revenue leakage will no longer be a concern for your company, because **all payments happen within the platform.**

Save costs

The average phone bill costs USD$73 a month. Companies that provide phone bill reimbursement for such a large monthly expense, will find it very costly to sustain in the long run. Fortunately, number masking can help to offset such large costs. Since employees (or third-party service providers) will be conducting these phone calls on the platform itself, **they won't incur a substantial phone bill, which in turn helps your business cut down a sizable portion of expenses down the road.**

Boosts your brand loyalty and profits

When you demonstrate that you have your customers' best interests at heart, your efforts will not go unnoticed. Customers stick around with companies that go above and beyond to protect their privacy and create a great experience. These loyal customers—who always return to support you—play a huge role in your business growth.

In fact, just a 5% increase in this group of customers can boost your profits up to a whopping 95%:

Repeat Customers ▲ 5%

Profits ▲ 25%–95%
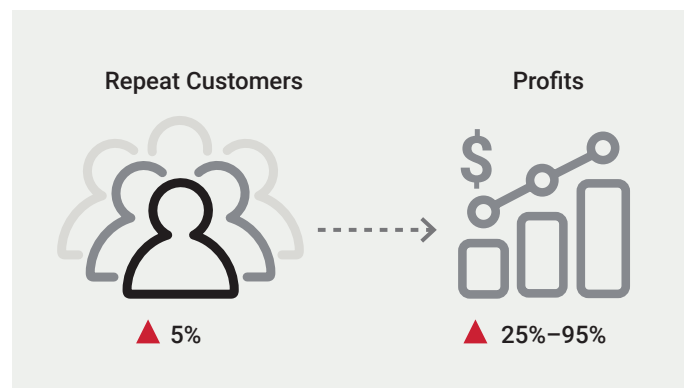
Final Words: The Stakes Are High For Your Customers' Privacy

In today's digitally interconnected world, it's far too risky to neglect customers' privacy. Regardless of your company size—enterprise or SME—a privacy breach can destroy consumers' trust. Still skeptical?

Here's a fact that might change your mind: Customer experience drives over two-thirds of customer loyalty, more than 'brand' and 'price' combined.

That's right, customer experience will matter more than products and pricing. But before you create a great experience for your customers, you have to ensure consumer privacy.

Prove to your customers they can work with you, without fear. Strengthen their trust. Boost their loyalty. And grow your profits.

Learn how 8x8 can help.

www.8x8.com/products/apis/voice

Contact us at at hello-cpaas@8x8.com.

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