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Checklist in Choosing Your Business Messaging Partner

Ensure seamless communication and growth with the right partner.

Why Your Business Needs the Right Messaging Partner

Your messaging partner is more than a vendor—they're a cornerstone of how your brand communicates with customers. Whether it's sending appointment reminders, marketing promotions, or real-time updates, the right platform ensures your messages are delivered seamlessly, securely, and at the right time. In today's competitive market, choosing the wrong partner could mean missed opportunities, poor customer experiences, and even data security risks.

With 80% of companies intending to engage with customers through messaging apps and 72% of customers willing to spend more for a business that provides good customer experiences, investing in the right platform has never been more critical. This eBook outlines the must-have features and criteria to help you make an informed choice.

Criteria 1:
Reliability and Performance: The Foundation of Messaging Success

When it comes to messaging, reliability is everything. Customers expect their messages to be delivered instantly, without errors or delays. Whether you're handling high-traffic campaigns during a product launch or ensuring critical updates reach global audiences, a reliable platform ensures your communications always deliver on time.

What to Look For

Global Infrastructure
Look for providers with strong global reach and partnerships with mobile network operators to ensure reliable delivery worldwide.

Scalable Systems
Can the platform handle traffic spikes, such as during seasonal campaigns or flash sales? Scalability is key for growing businesses.

24/7 Support and Monitoring
Ensure your provider offers round-the-clock support and real-time monitoring tools to address issues before they escalate.

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Criteria 2:
Security and Compliance: Protecting Customer Trust

In an era where data breaches and cyberattacks are increasingly common, choosing a secure messaging platform isn't optional—it's essential.

Customers entrust your business with sensitive information, and any breach could result in lost trust and costly penalties. Compliance with regional regulations also ensures your communications are both secure and legally sound.

What to Look For

Encryption Standards
End-to-end encryption is a must for protecting sensitive customer data from interception.

Compliance Certifications
Ensure the provider adheres to GDPR, SOC 2, ISO 27001, and other certifications that demonstrate their commitment to secure practices.

Fraud Prevention and Authentication
Look for providers offering robust authentication and fraud prevention solutions such as real-time fraud prevention and multi-factor authentication. Participation in schemes like the Singapore Sender ID Registry Scheme also prevents spoofing and enhances message credibility.

Data Residency
Verify that the provider will store your data in secure, legally compliant data centres, enabling faster, more secure access to your information.

Criteria 3:

Omnichannel Communication: Meeting Customers Where They Are

Today's customers interact with brands through a variety of channels, including SMS, messaging apps, voice, and video.

To create a seamless experience, your messaging platform should offer omnichannel capabilities that allow you to engage customers on their preferred platforms while maintaining consistency in your messaging.

What to Look For

Omnichannel messaging
The platform should integrate multiple channels, including SMS, voice, messaging apps, and more, to enable unified customer interactions.

CRM and System Integration
Check for compatibility with tools like Salesforce, HubSpot, or contact centre software to streamline workflows.
This will allow your sales and customer service teams to see customer histories and communication logs within a single platform, improving response times and personalisation.

Automation Tools
Look for platforms that allow you to automate campaigns and responses for increased efficiency and scalability.

Criteria 4:

Quick Setup for Rapid Results

When launching messaging campaigns, time is often of the essence. A messaging platform that's easy to set up and integrate with your existing tools allows you to focus on building meaningful customer interactions rather than troubleshooting technical issues.

Why It Matters

A cumbersome setup process can delay campaigns and frustrate teams, costing your business both time and opportunities. A user-friendly platform with pre-configured templates can streamline workflows and help you go live faster.

What to Look For

Quick Integration
Ensure the CPaaS provider offers comprehensive APIs and SDKs (Software Development Kits) for seamless integration of messaging, voice, and video features into your existing systems, including websites, mobile apps, CRMs, and ERPs.

User-Friendly Interface
A simple, intuitive dashboard can reduce reliance on IT teams for day-to-day operations.

Automation Tools
Templates for common workflows and campaigns can save time and reduce the complexity of setup.

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8x8: Trusted, Scalable, and Secure Messaging Solutions

Partnering with 8x8 means accessing a robust platform designed for the demands of modern business communication. From global reach to industry-leading security, 8x8 delivers the tools you need to create impactful messaging strategies.

Messaging API

- Enable seamless communication across SMS, messaging applications such as WhatsApp, Viber, and voice.
- Integrate multiple messaging channels into support and CRM applications such as Zendesk and Salesforce.
- Use real-time analytics to track performance and optimise campaigns.

Automation Builder With 8x8 Connect

- Create customised workflows and send personalised messages at scale, without coding expertise.
- Set up and automate omnichannel campaigns with quick launches and real-time analytics, saving valuable time.

Security and Compliance

- Certifications like GDPR, ISO 27001, and SOC 2 demonstrate 8x8's commitment to secure communication.
- Local data centres in Asia, Indonesia, Europe, and the US ensure regional compliance and minimal latency.

Local Support and Expertise

- 8x8 offers 24/7 local support and deep market expertise for partners.
- With teams in 9 countries and a global head office in SEA, 8x8 understands your unique needs.

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Fraud and Authentication Solutions: An Added Bonus

8x8 enhances security with proactive authentication and fraud prevention solutions, giving businesses confidence that their communications are secure and trustworthy.

- **Descope:** A Customer Identity and Access Management (CIAM) platform for seamless customer authentication.

- **Verification API:** Generate and validate OTPs for identity confirmation across platforms and channels.

- **Omni Shield:** Prevent SMS fraud with real-time traffic monitoring and alerts.

- **Number Lookup API:** Instantly verify active, inactive and invalid contact numbers to optimise engagement.

- **Silent Mobile Authentication:** Authorise users in the background while maintaining a seamless customer experience.

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Your Messaging Partner Checklist

Use this checklist to evaluate potential messaging partners and ensure they meet your business needs:

Reliability and Performance

- Does the platform have global infrastructure for dependable delivery?
- Can it scale effectively to handle peak demand?
- Is 24/7 support and real-time monitoring available?

Security and Compliance

- Are communications secured with end-to-end encryption?
- Does the provider comply with GDPR, SOC 2, ISO 27001, or similar standards?
- Are fraud detection and authentication measures included?

Omnichannel Capabilities and Integration

- Does the platform support SMS, WhatsApp, and other key channels?
- Is it compatible with your CRM or contact centre software?
- Are automation tools available for efficient workflow management?

Easy Set-Up and Launch

- Does the platform integrate easily with existing tools?
- Is the interface user-friendly?
- Are templates or pre-configured workflows available to save time?

Visit 8x8 Solutions or reach out to an expert at cpaas-sales@8×8.com to learn how 8x8 can elevate your messaging strategy and ensure seamless, impactful customer communication.