

A woman with long brown hair is smiling and looking to her left. She is wearing a white over-ear headset with a microphone. She is wearing a grey and white striped button-down shirt. In the background, there are blurred figures of other people in an office environment, and a window with blinds is visible. The lighting is warm and soft.

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Communications Platform as a Service vs. Contact Centre as a Service

**Understand the differences and select
the best solution for your business needs.**

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CPaaS vs. CCaaS:

What's the Difference and Why It Matters



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Modern businesses are navigating an increasingly digital-first world where seamless communication is not just a perk but an expectation. As customer needs grow more complex, businesses must adopt tools that are flexible, scalable, and designed for meaningful engagement.

Two leading solutions have emerged to address these challenges: Communications Platform as a Service (CPaaS) and Contact Centre as a Service (CCaaS). While both platforms facilitate customer interactions, they cater to different needs. CPaaS empowers businesses to customise communication workflows through APIs, while CCaaS offers a full suite of tools to manage customer interactions in a contact centre.

Why It Matters

CPaaS: Provides tools for businesses to create customised communication workflows, enhancing customer engagement.

CCaaS: Offers integrated solutions for managing high volumes of customer interactions with advanced analytics and agent tools.



Read on to learn more about these solutions, and discover the best match for your business needs.

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Why CPaaS is Revolutionising Communication

Communications Platform as a Service (CPaaS) transforms the way businesses interact with customers. Instead of relying on rigid, pre-built solutions, CPaaS provides the flexibility to embed communication tools—such as SMS, video, or voice—directly into existing applications.





Key Features of CPaaS

1. Flexible Integration

- Tailor communication workflows to fit your unique business needs.
- Enhance customer engagement without requiring extensive infrastructure.

2. Scalability on Demand

- Scale communication channels effortlessly during seasonal peaks or unexpected surges.
- Avoid operational bottlenecks that could hinder customer experience.

3. Real-Time Omnichannel Communication

Provide seamless, consistent experiences across [SMS, messaging applications, video, and voice](#) in real time. Meet customers on their preferred platforms while maintaining brand consistency.



Practical Applications of CPaaS

Customer Support

Address [complex customer issues](#) instantly through customers' preferred channels and provide face-to-face consultations through video conferencing.

Customer Notifications

Send [order updates or delivery confirmations](#) via SMS, video, voice, and a range of messaging apps.

Marketing & Engagement

Execute omnichannel campaigns with real-time insights and personalised messaging for [enhanced customer connection](#).

Authentication

[Secure transactions](#) with real-time authentication codes.

Surveys

Use SMS, video, voice, messaging apps, and more to collect customer feedback for continuous improvement.

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Contact centres remain the backbone of customer support for many businesses, but modern demands require a platform that goes beyond handling calls. CCaaS is the all-in-one solution designed to address these needs.

Key Features of CCaaS

- **Comprehensive Contact Management**

A centralised platform that supports all inbound and outbound interactions—voice, chat, or messaging—giving businesses full visibility into customer journeys.

- **Optimised Agent Workflows**

Features like skill-based routing and automated workflows ensure agents are assigned to the tasks they're best suited for, reducing response times and improving customer satisfaction.

- **Advanced Reporting and Analytics**

Real-time data tracking enables businesses to monitor agent performance, customer satisfaction, and operational efficiency, driving continuous improvement.



Understanding the Key Differences

When deciding between CPaaS and CCaaS, it's crucial to evaluate your business's technical capacity, communication needs, and long-term goals.

Developer Involvement

- CPaaS: Ideal for businesses with development resources, allowing full customisation through APIs.
- CCaaS: Best for organisations seeking out-of-the-box solutions requiring minimal technical expertise.

Cost Structure

- CPaaS: Pay-as-you-go pricing for flexible scaling.
- CCaaS: Subscription-based pricing for predictable, high-volume needs.

Integration Capabilities

- CPaaS: Works seamlessly with existing applications to create tailored workflows.
- CCaaS: Provides robust integration with CRM and customer service tools.

Time to Deployment

- CPaaS: Quick to deploy, ideal for time-sensitive campaigns.
- CCaaS: Requires longer setup but delivers immediate contact centre functionality upon launch.

Scope & Use Cases

- CPaaS: Offers communication APIs and tools for businesses to integrate into their existing systems, products, and applications.
- CCaaS: A comprehensive cloud-based contact centre platform that provides businesses with built-in tools for customer service and support management.

When to Choose CPaaS

- You need a scalable, flexible solution for enhancing marketing or transactional messaging.
- Your priority is communications automation, including notifications, alerts, and customer authentication.
- You want a scalable and cost-efficient solution where you only pay for the resources you use.
- Your team has the technical expertise to develop and integrate APIs.

When to Choose CCaaS

- You need comprehensive tools to manage large-scale customer interactions with real-time monitoring.
- Your business depends on efficient customer service operations, requiring tools to manage agents, queues, reports, and support workflows.
- You are looking for a ready-to-use platform with built-in features like call routing, IVR, and real-time analytics, without the need for custom development.

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Selecting the right communication platform is essential to deliver consistent, secure, and scalable customer interactions. 8x8's CPaaS and CCaaS solutions are designed to cater to these diverse business needs, providing tools for seamless integration, automation, and compliance.

Whether you need custom communication workflows or a robust contact centre platform, 8x8 empowers your organisation with innovative technology and reliable infrastructure.



The 8x8 logo is displayed in white text on a dark grey background in the top left corner of the slide.

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The main title is centered on the slide. It features the text '8x8 CPaaS:' in a large, bold, white font, followed by 'Scalable and Customisable Communication' in a slightly smaller, regular white font. The background of the slide is a blurred office scene with people working.

8x8 CPaaS: Scalable and Customisable Communication

1. Omnichannel Messaging

- Offer SMS, messaging apps, voice or video communications with APIs, allowing businesses to connect with customers on their preferred platforms.
- Enable seamless transitions between channels for [consistent customer experiences](#).

2. Automation Builder on 8x8 Connect

- [A no-code tool](#) that simplifies creating workflows for personalised interactions, reducing dependency on technical expertise.
- Enhance your campaigns with engaging and accessible media and voice messages.
- Automate tasks such as sending delivery updates, appointment reminders, and follow-ups at scale.

3. Real-Time Analytics and Performance Monitoring

- Gain insights into campaign performance with [metrics like open rates, click-through rates, and conversion tracking](#).
- Optimise communication strategies using data-driven adjustments to improve engagement and retention.

4. Global Infrastructure for Seamless Scaling

- Handle peak messaging traffic without interruptions using 8x8's high-availability platform.
- Easily scale messaging efforts to match business growth and seasonal demands.

The 8x8 logo is displayed in white text in the top left corner of the image. The background of the entire slide is a photograph of a call center with several agents wearing headsets and working at computers.

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8x8 CCaaS: Comprehensive Contact Centre Tools

1. Unified Communication Platform

- [Integrate voice, messaging, and chat into a single platform](#) to manage all customer interactions efficiently.
- Equip agents with a consolidated view of customer journeys for improved service delivery.

2. Skill-Based Routing and Workflow Automation

- Route customer inquiries to the most qualified agents automatically, reducing wait times and improving satisfaction.
- Automate repetitive tasks like follow-ups and escalations, enabling agents to focus on complex customer needs.

3. Advanced Reporting and Analytics

- Track metrics like average handling time, customer satisfaction scores, and agent productivity.
- Use predictive analytics to forecast demand and adjust staffing or communication strategies proactively.

4. Customisable Features for Industry-Specific Needs

- Tailor CCaaS solutions to align with industry-specific requirements, such as compliance for BFSI or hospitality.



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Core Advantages With 8x8 CPaaS and CCaaS

1. Certifications and Standards

- Ensure secure communications with certifications like GDPR, SOC 2, ISO 27001, and CyberTrust Mark.
- 8x8 also participates in schemes like the Singapore Sender ID Registry to reduce fraud and improve message deliverability.

2. Regional Data Centres

- Data centres in Asia, Indonesia, Europe and US minimise latency and ensure regulatory compliance.

3. Fraud Prevention and Authentication Solutions

8x8 goes beyond communication solutions to also offer [robust authentication and fraud prevention tools](#), ensuring secure and reliable interactions to give businesses peace of mind while [enhancing customer trust](#).

- **Descope:** A robust [Customer Identity and Access Management \(CIAM\)](#) platform that delivers a seamless experience with passwordless authentication.
- **Verification API:** Easily [generate and validate OTPs](#) across multiple platforms and channels.
- **Omni Shield:** Safeguard against [SMS fraud](#) with real-time traffic monitoring and proactive alerts.
- **Number Lookup API:** Quickly verify the status of contact numbers—active, inactive, or invalid—to optimise engagement strategies.
- **Silent Mobile Authentication:** [Seamlessly authenticate users](#) in the background, providing a smooth and uninterrupted customer experience.

Key Takeaways

CPaaS:

- A highly flexible cloud-based solution to enhance communications within and outside your organisation.
- Integrate customizable APIs into your existing systems, apps, and channels to create seamless processes tailored to your business needs.
- Foster personalised, one-to-one communication with customers across multiple channels.

CCaaS:

- A robust solution for engagement-heavy businesses focused on customer service.
- No custom development is required, with built-in management tools and minimal set-up time.
- One holistic platform for your customer service needs, from routing and analytics to call recording and automation.

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How 8x8 Can Help

8x8 Contact Centre:

Optimise customer interactions across all channels with this complete contact centre solution. Enhance customer satisfaction with intelligent routing and AI-powered assistance, while improving agent performance and productivity.

8x8 Communication APIs:

Boost customer loyalty by delivering consistent, superior engagement across their preferred channels—SMS, messaging apps, video, or voice—backed by robust fraud detection and authentication solutions.

Explore [8x8 Solutions](#) or reach out to an expert at cpaas-sales@8x8.com to revolutionise your business communications today.

