

Call Masking for Driver-Customer Communication

Call masking protects your customer's identity by replacing their real number with a virtual one, enabling secure and anonymous communication between drivers and customers.

Challenges

Unprotected customer information. Sharing of identifiable customer details, like phone numbers, with third parties and other users, is a direct vulnerability outside of your control.

Revenue leakage. Third parties completing private transactions with users away from your platform negatively impacts revenue, increases churn, and hampers your business model.

Diminishing user trust. Heightened awareness of data misuse means customers expect personal information to be safeguarded - with no exceptions.

The solution - call masking

Secure voice communication for users. Protect your customers' privacy by masking personal phone numbers in audio calls. Eliminate exposure to any potentially suspicious or inappropriate communication.

On-platform transactions. All parties can initiate private, high-quality audio calls within your applications. This eliminates the need for users to engage in private communication outside your platform.

Privacy-centric experiences. Raise digital safety standards by providing stronger user sentiment and brand reliability that retains revenue, mitigates churn and improves customer satisfaction.

Key benefits

- **Optimize your budget** by utilizing 8x8's extensive virtual number pool across the APAC region, or use local numbers in up to 100 countries - without the need for external operator integrations.
- **Call masking grows user trust** by keeping their phone numbers and personal identities secure. Exceed your customers' expectations on privacy and security, and increase the likelihood of them repeating transactions.
- **Gain actionable insights into customer interactions** by utilizing 8x8's call recording feature and extensive session-based summary reports.
- **Improve customer experience** by leveraging 8x8 Voice APIs to customize all customer interactions and increase customer engagement.