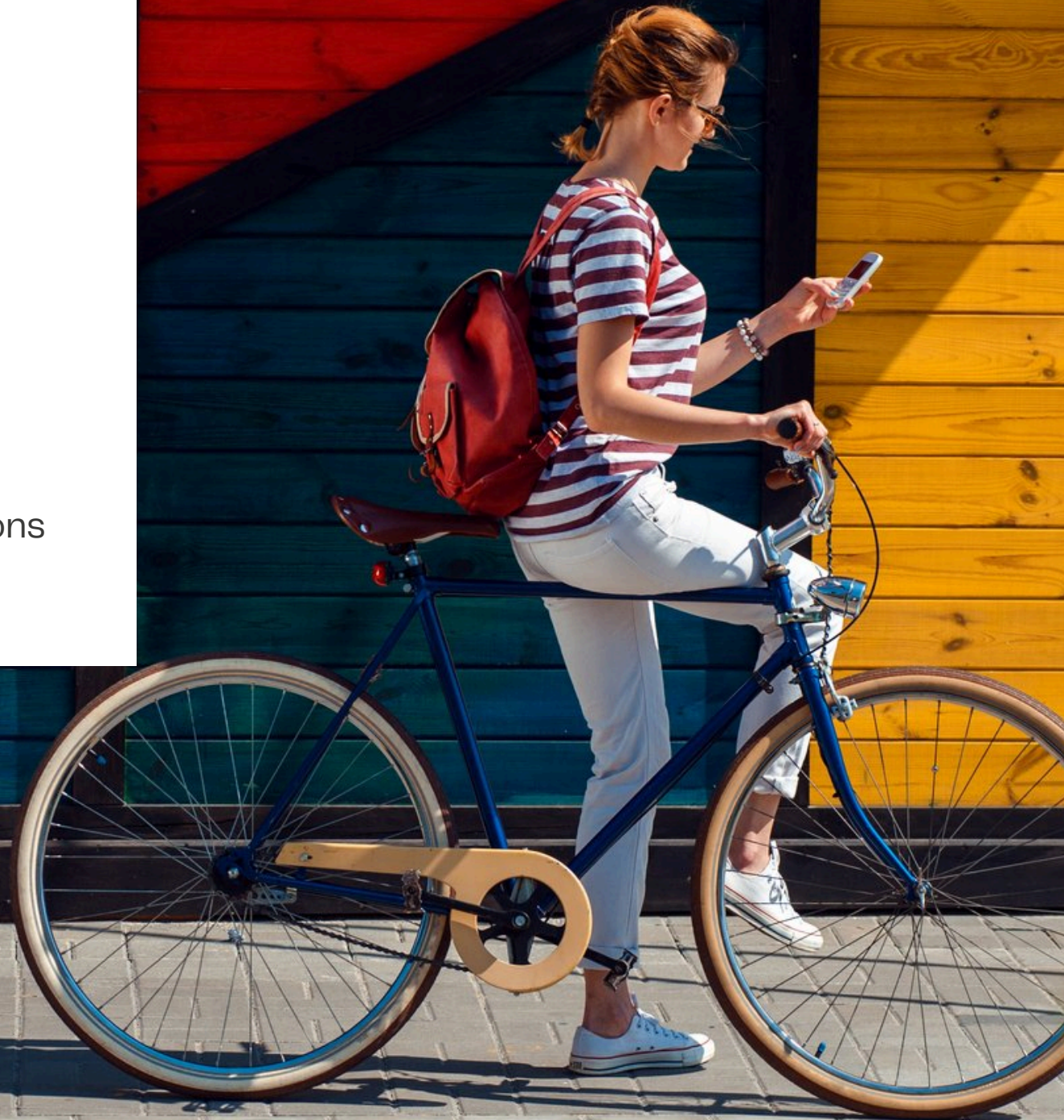


8x8

Enhancing Engagement: Your Omnichannel Messaging Guide

Revolutionizing customer communications
in any industry



Omnichannel
messaging: Smoothing
the customer journey





Omnichannel customers are more valuable

Omnichannel messaging is key to delivering a seamless customer experience in today's digital era. The battle is on for customer attention and retention. Achieving engagement is the aim as online and traditional businesses across industries compete for their share of the pie. Omnichannel communications, omnichannel marketing, and omnichannel sales are all making a difference to the bottom line.

Omnichannel messaging is a smart customer experience strategy that makes it easier to communicate with customers across multiple channels. There is clear evidence an omnichannel approach offers a smoother, more personal customer experience while providing actionable insights.

[A 2024 study](#) shows that 70% of consumers will spend more with companies that offer seamless conversational experiences. Furthermore, [research among retailers by the Harvard Business Review](#) found that omnichannel customers spent an average of 4% more online and 10% more in-store.

How does omnichannel messaging work?

Omnichannel messaging means engaging with your audience across multiple communication channels:

- A seamless, cohesive approach which makes it easier for your business to contact customers, and for them to contact you.
- You or your customer can start a conversation on one channel, and continue the conversation seamlessly on another channel of choice without any disruption.
- Offers an opportunity to gather valuable data from various communications channels, translating into behavioural insights and more personalised marketing messages to drive engagement.
- Improves the customer experience by allowing engagement through customer's preferred channels, leading to increased brand loyalty and retention.



5 signs you need omnichannel messaging

If you are yet to take the step to omnichannel, you may have noticed the following signs:

#1

Your customers are already trying to contact you through multiple channels, such as an existing phone number or email address.

#2

Are your customer interactions falling at the first hurdle? Signs of customer drop-outs such as poor retention or abandoned carts can suggest you need an omnichannel approach.

#3

You are losing track of customer conversations, and struggling to bring all your communication channels together into a unified, coherent system.

#4

You aren't seeing the bigger picture. If you are lacking an overview of your customer communications, an omnichannel approach can open the door to game-changing insights.

#5

You are missing out on upselling opportunities, failing to follow up and capitalize on customer interactions. An omnichannel approach ensures fewer customers fall through the cracks.

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Broadcast, build trust, break down boundaries

Discover how omnichannel messaging works
in key industries



From the moment a customer creates an account, omnichannel messaging multiplies touchpoints along the customer journey:



SMS can be used for one-time password (OTP) account verification, automated customer service responses, discount alerts, and more



Messaging apps can be used for customer care inquiries, tech support, and billing



Voice messaging is an excellent choice for customer follow-up reminders

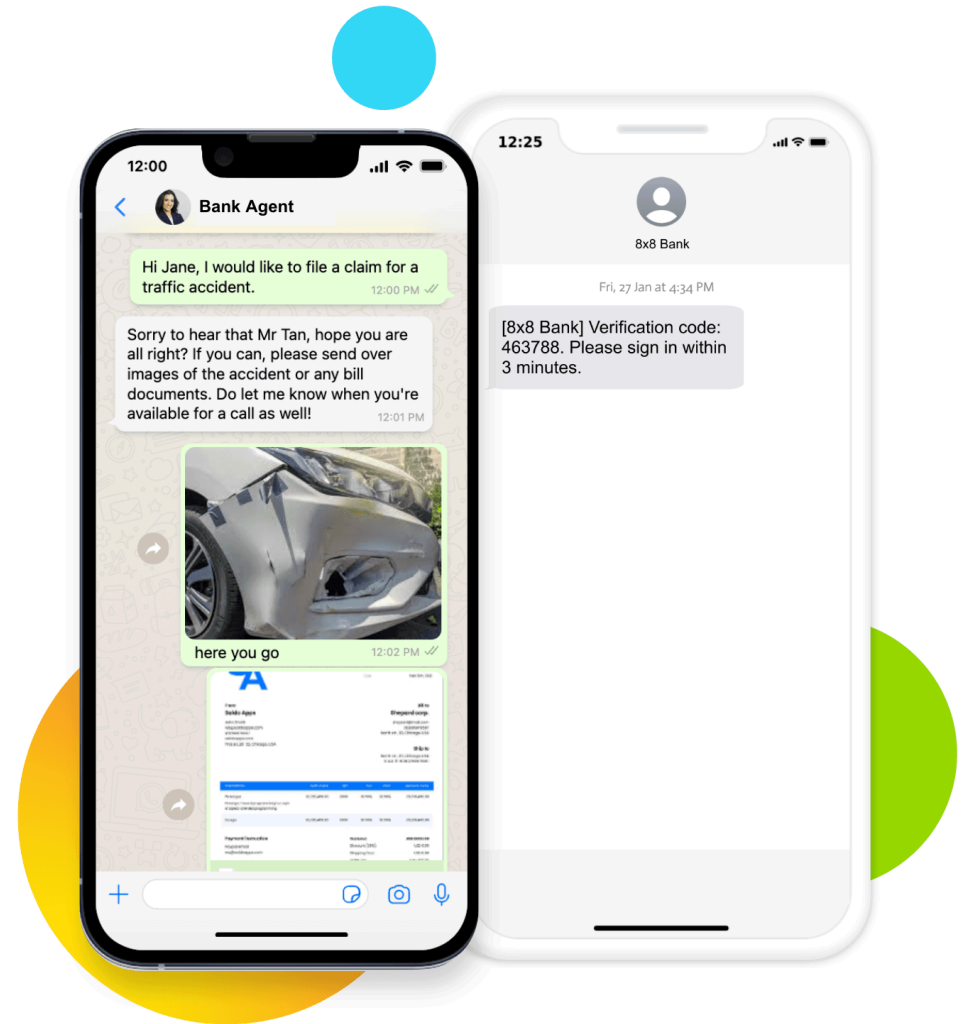
Read on for some use cases of how omnichannel messaging is effective in sectors such as finance, e-commerce, logistics, and healthcare.

Banking / Fintech

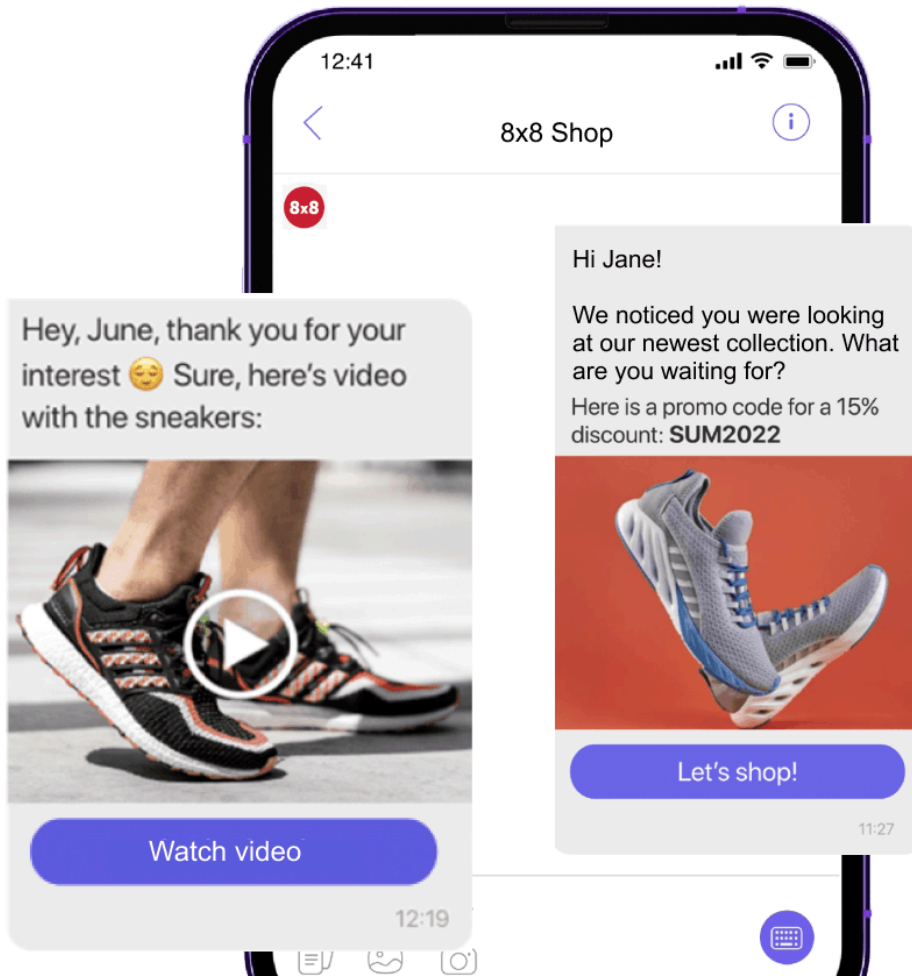
Building trust and demonstrating transparency is hugely important in finance. Omnichannel messaging in the [banking and fintech industries](#) is improving customer engagement, increasing customer satisfaction, and driving business growth.

Banks leverage omnichannel messaging to send **timely and relevant notifications and alerts** to customers. For the most urgent and important notifications, [voice messages](#) can be utilised, while messaging apps can be ideal for sending documents or issuing account reminders.

In customer service, omnichannel messaging is used to offer **round-the-clock support** to provide reassurance to account holders. Agents benefit from access to previous interactions and personal information, enabling seamless follow-ups – crucial for a sector in which customer satisfaction hinges on [smooth and responsive support](#).



E-commerce / retail



Behavioral targeting and follow-up messaging are now ingrained in [e-commerce and retail practices](#). Omnichannel messaging allows these strategies to be fully leveraged in a seamless and personalized way.

Online retailers are sending multichannel reminders on **abandoned carts**, allowing customers to return to the site and complete their transactions. Both e-commerce and traditional platforms are using messaging apps, SMS and email for **order tracking and delivery notifications**, sending real-time updates to customers about their orders.

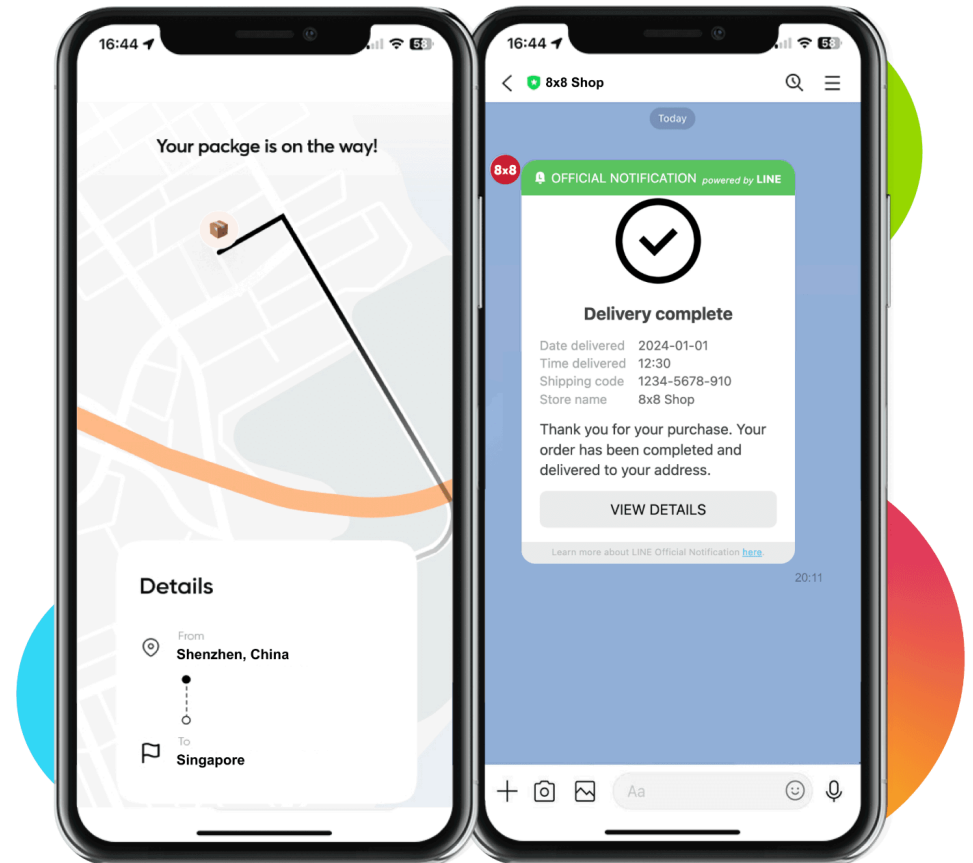
Flash sales and discount campaigns benefit from multi-channel promotion, and [customer service is being improved](#) by expanding communication choices.

Logistics

In the fast-paced logistics industry, omnichannel messaging plays a crucial role in enhancing communication, [streamlining operations](#), and ultimately improving customer satisfaction.

Real-time tracking – sending automated messages through various channels such as SMS and messaging apps – gives customers [convenient and reassuring updates](#) about the status of their shipments, including estimated arrival times and any potential delays.

Personalized notifications can be sent to customers based on their preferences and past interactions, such as offering delivery time slots or notifying them of upcoming promotions.

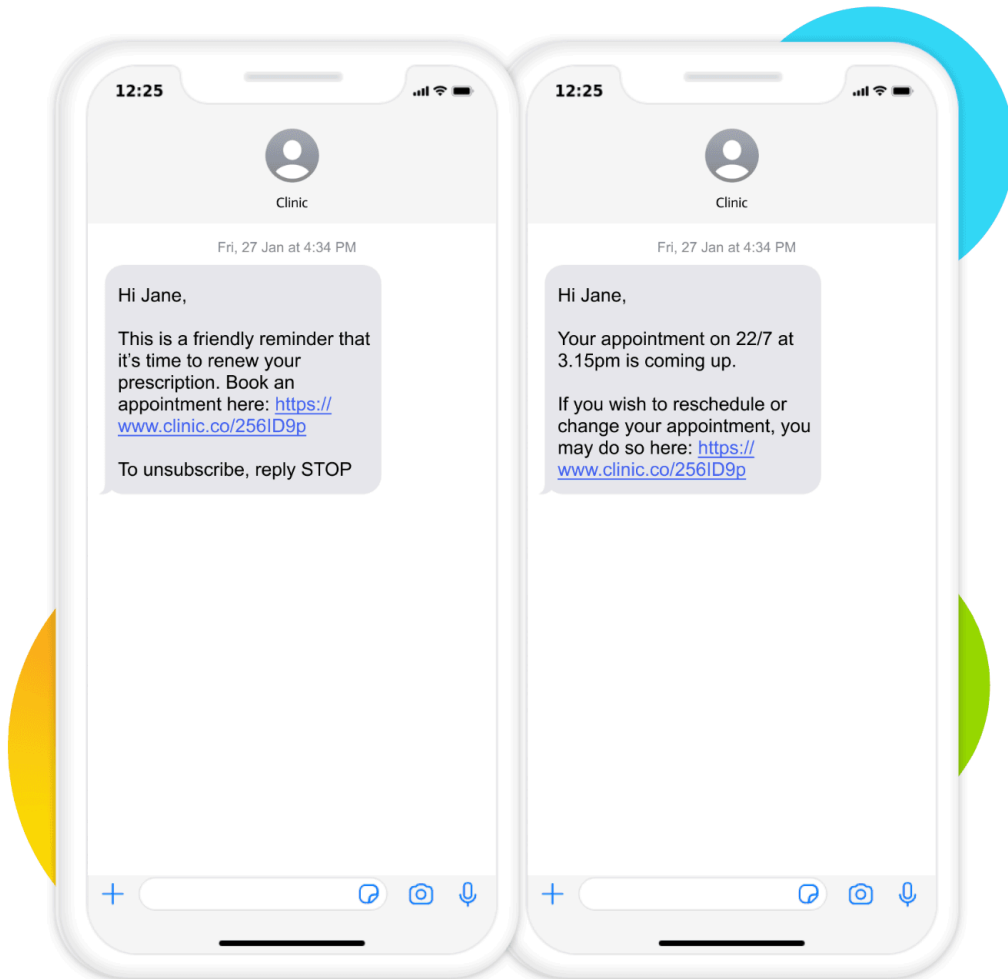


Healthcare

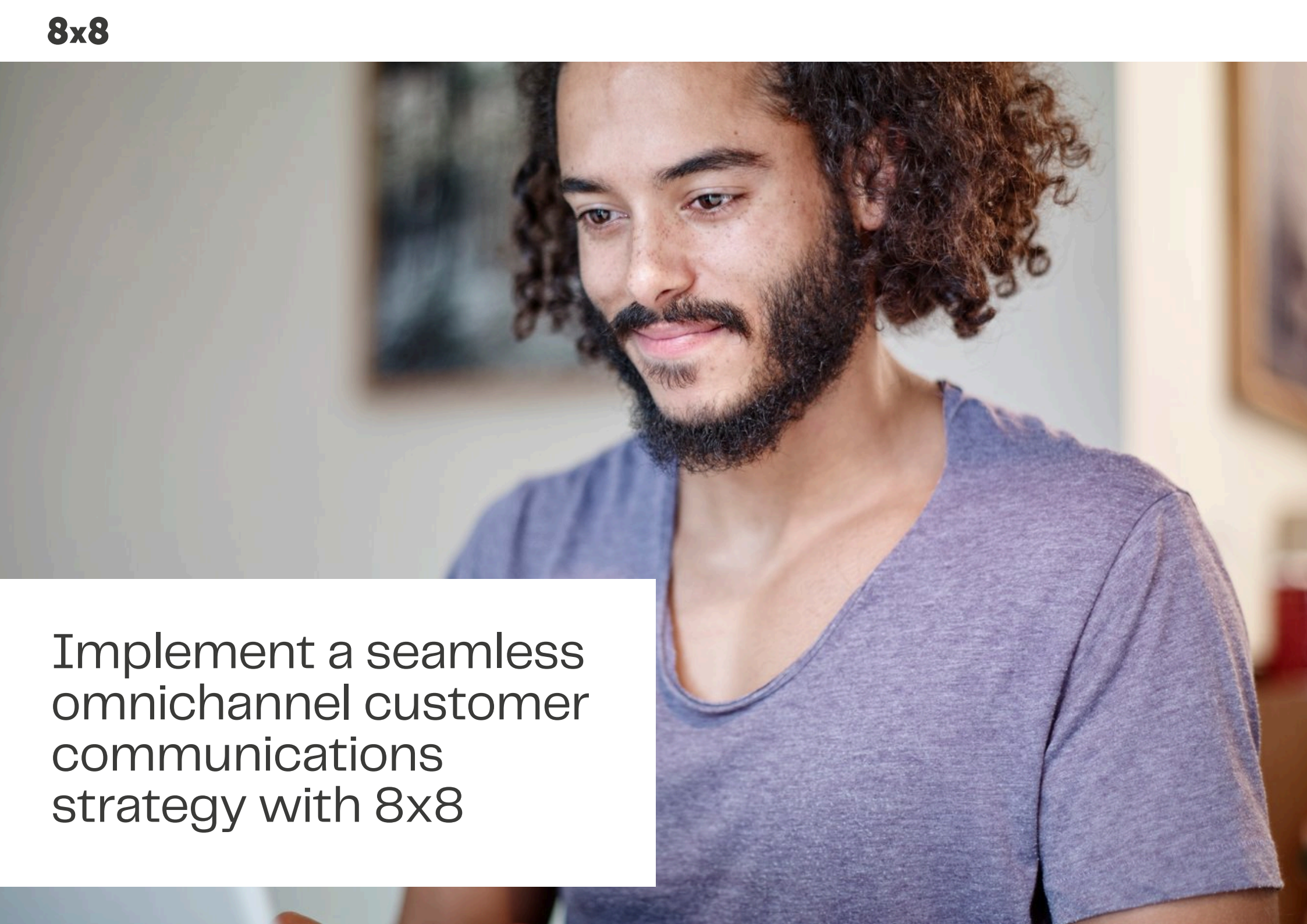
In healthcare, providing [excellent communication](#) hinges on breaking down barriers between healthcare providers and patients.

Omnichannel messaging is proving ideal for appointment reminders. Using a combination of SMS, messaging apps, and automated phone calls, healthcare providers are **reducing the number of missed appointments** and **improving patient outcomes**.

Medication reminders are sent via patients' preferred channels, while **delivery of educational materials**, such as videos and guides, furthers understanding of conditions and treatment options.



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A close-up photograph of a man with dark, curly hair and a full beard. He is wearing a blue t-shirt and is looking down and to the left with a thoughtful expression. The background is softly blurred, showing what appears to be an indoor setting with a framed picture on the wall.

Implement a seamless
omnichannel customer
communications
strategy with 8x8

With 8x8 omnichannel messaging, you can implement a seamless omnichannel customer communications strategy across the most popular channels





SMS

Reach customers anywhere, anytime with notifications, passwords, reminders, and more.

SMS has a 98% open rate and doesn't rely on a recipient's internet connection. Plus, use additional features such as Two-Way SMS, and Custom Sender ID to enhance your messaging.

[Find out more about SMS](#)



WhatsApp

Customers love the authentic, two-way conversations offered by the world's most popular app. In geographical regions where SMS presents cost barriers, WhatsApp is an excellent option for instant customer communications.

[Find out more WhatsApp](#)



Viber

Another messaging app favorite, used by over a billion people in 190 countries. Viber for Business opens doorways to real customer conversations and sends richer content via a platform that is already used daily.

[Find out more about Viber](#)



Zalo

Favored for its reliable notifications, Zalo has now evolved into a super app that brings together social networking, lifestyle services, and payment solutions under one brand. Businesses operating in regions such as Southeast Asia can boost their reach by leveraging this dynamic platform.

[Find out more about Zalo](#)



LINE

With a huge presence across Asia, LINE engenders great user loyalty with its fun theming and range of features; from news to payments and games. Don't miss the opportunity to reach LINE users with channels such as LINE Official Notification (LON), a secure method for sending personalized business notifications.

[Find out more about LINE](#)



Voice

Voice messaging reaches your end users regardless of language differences, disabilities, or literacy levels. Using text-to-speech technology to deliver text notifications as voice calls allows businesses to ensure that passwords, notifications, and alerts can be received by everyone.

[Find out more about Voice Messaging](#)

Scale your omnichannel messaging with 8x8 Connect

While [omnichannel engagement](#) has opened up new avenues for better customer experiences, businesses struggle to maintain consistent branding and communication quality across multiple channels.

8x8 Connect, a no-code campaign management platform, enables scalable, contextualised conversations across multiple channels:

- Single-platform campaign management for SMS, voice and messaging apps
- Template answers, automated responses and pre-scheduled bulk messages to simplify workflows
- Cross-channel analytics and real-time reports
- Automation Builder to easily automate custom workflows

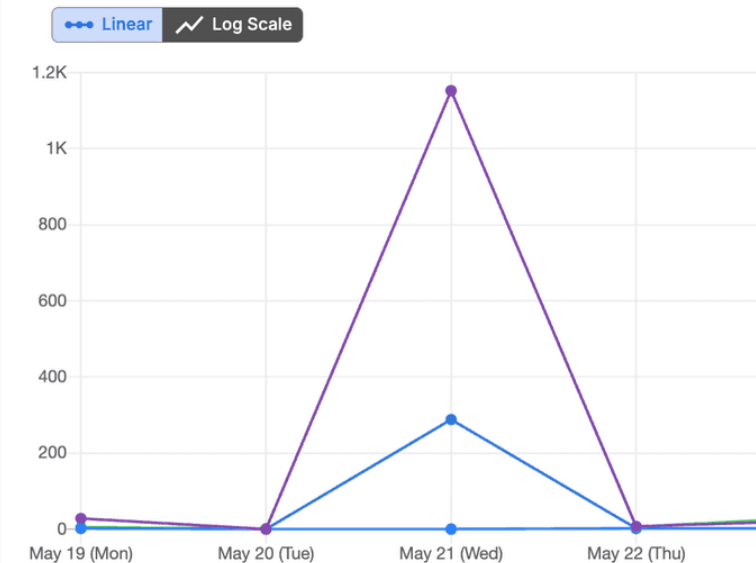
[Find out more about 8x8 Connect](#)

8x8 Connect

- Overview
- Sender
- Campaigns
- Automation
- Contacts
- Templates
- Omnishield
- SMS
- Sender ID
- Messaging Apps
 - Dashboard
 - Reports
 - Logs
 - Channels
 - WhatsApp templates

Reports

Here you will find the channel-wise data represented in chart and daily report.



<< Collapse

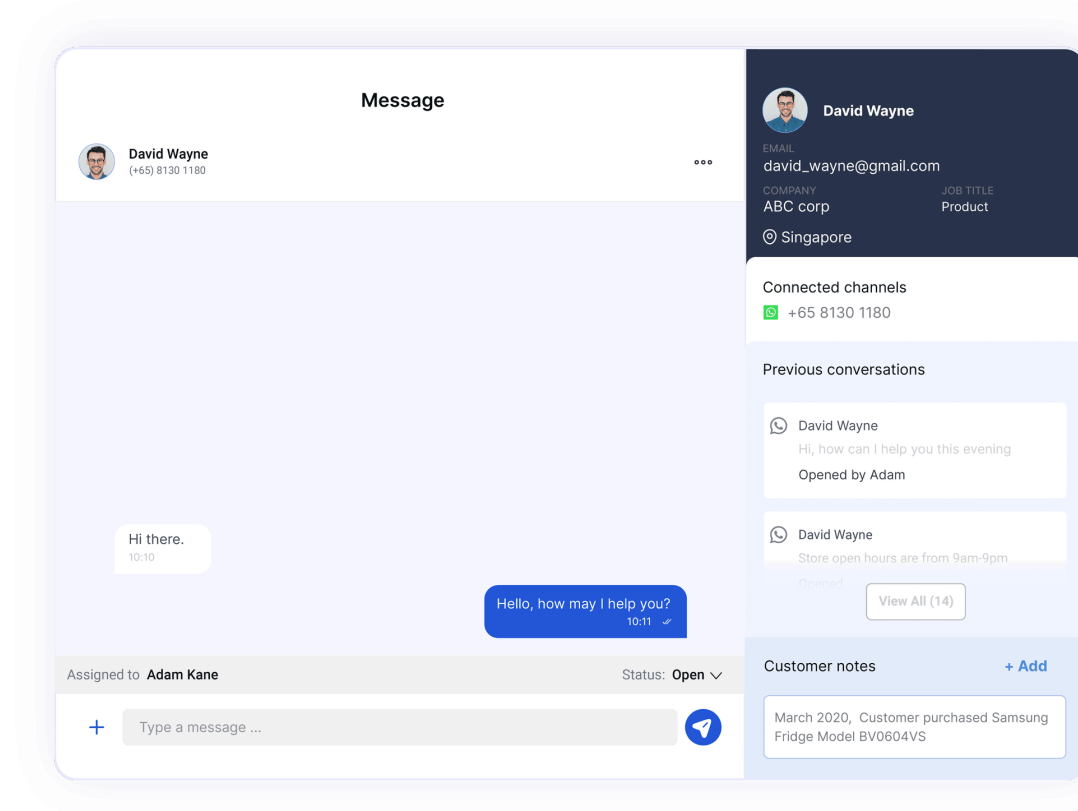
Upgrade your omnichannel support with 8x8 Converse

Managing multiple communication channels requires a unified platform to [streamline customer interactions](#) and improve service quality.

8x8 Converse, a no-code, all-in-one platform, enables two-way interactions across multiple channels in a single interface:

- Access to full chat history and customer information
- Easy agent and support ticket management
- Rich data to optimise customer interactions
- Clear view of channels used and conversation statuses

[Find out more about 8x8 Converse](#)



Do more with plug-and-play connectors

In addition to using our 8x8 Messaging API, you can easily integrate more channels into your existing CRM, ticketing, and support systems to streamline workflows.

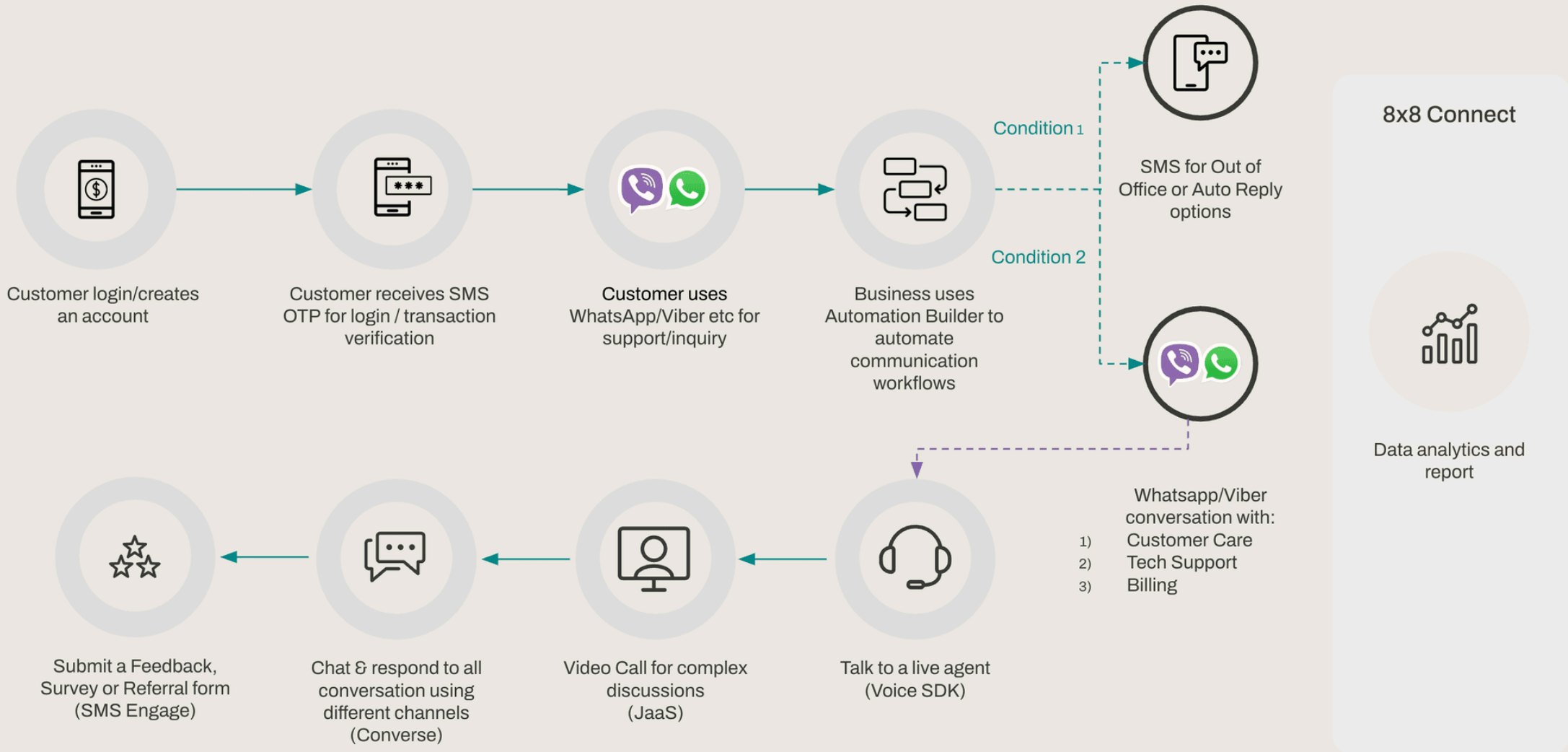


[Find out more about our integrations](#)

Why use 8x8 for
omnichannel
messaging?



Customer communication touchpoints with 8x8



8x8 revolutionizes the customer experience, allowing your business to communicate on a large scale, at ease:



Extended Reach

Across multiple channels including SMS, WhatsApp, Viber, Zalo, LINE, and voice, and ensure message deliverability with automated fallback.



Frictionless Customer Experience

Provide customers with a seamless customer journey, with communication channels used dictated by the customer themselves.



Increased Conversions

Boost engagement and sales with campaigns that feature rich content such as photos, videos, and files.



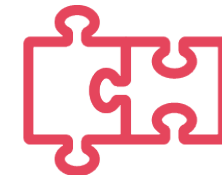
Analytics and Insights

Benefit from insights on messages sent, including deliverability and open rate. Enable improved business outcomes with cross-channel analytics and real-time reports.



Onboarding support

Expert onboarding support from dedicated accounts managers across all messaging channels, ensuring your reach is as wide as possible.



Unmatched Integration

Potential to integrate multiple messaging channels into support and CRM applications such as Zendesk and Salesforce.

8x8: Enterprise-Grade Platform



Enterprise integrations

Effortlessly connect with APIs, SDKs, webhooks, Contact Centre & CRM softwares, and more



Scalable infrastructure

Guarantee performance and reliability with high availability, adaptable architecture, and a global reach



Actionable, visual insights

Utilize powerful insights to better engage customers



First class connectivity

160+ direct mobile network operators in >190 countries for high delivery rates



Customization & automation

Enhance efficiency with workflow automation, personalized messaging, template libraries



Secure and compliant

Industry-leading security and compliance with certifications including SOC 2 Type II, ISO 27001, HIPAA, FISMA & PCI/DSS



CSA Cyber Trust Certificate

Awarded by the Cyber Security Agency of Singapore, for good cybersecurity practices



SMS Sender ID Protection Registry

8x8 is a Tier-1 SMS aggregator and participant of the Sender ID Registry scheme

Recommend Group increases customer engagement with SMS and WhatsApp

Recommend Group is a home services social recommendation platform, offering homeowners and customers a space to search, review, and recommend service professionals.

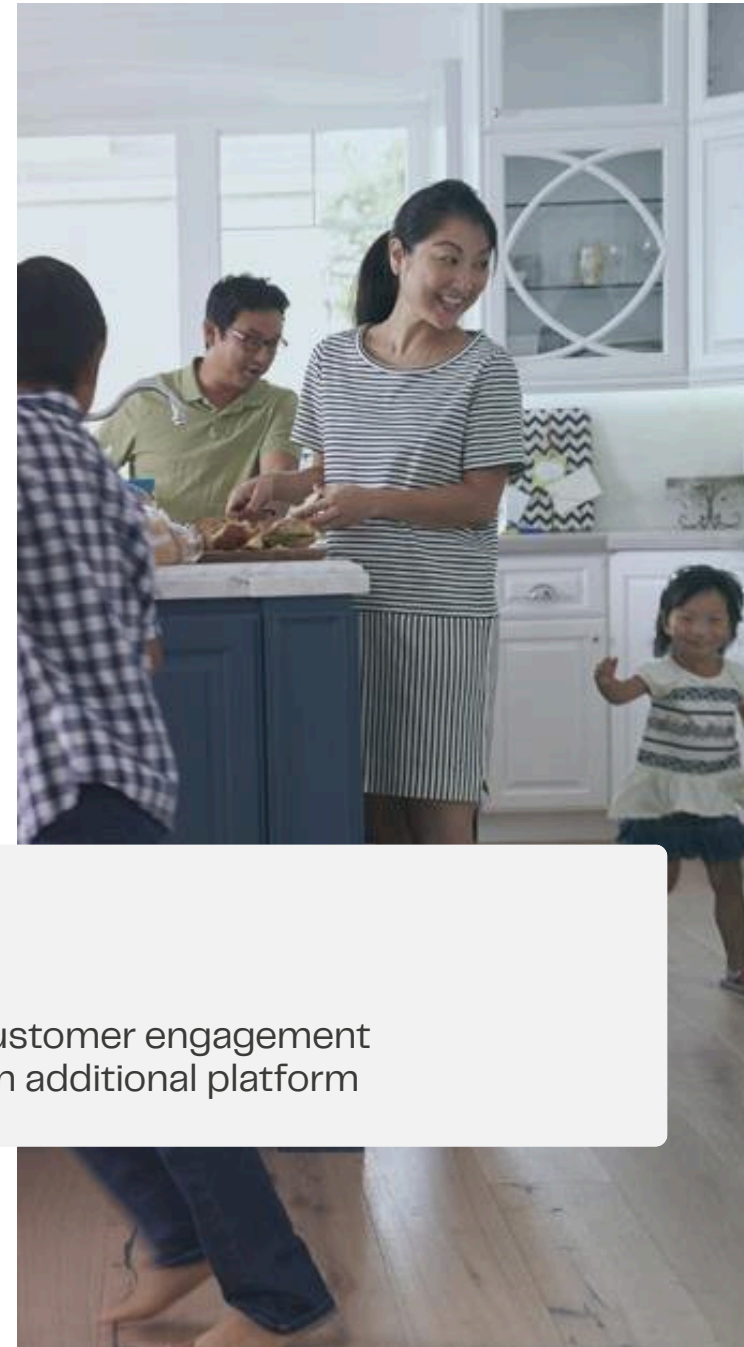
Challenge

- Email was not effective in delivering time-sensitive updates
- Looking for a cloud communications partner that could provide local support, within the same time zone

Results

- Tripled their **SMS** click-through rates
- **WhatsApp** humanized their communication touchpoints, improving their customer engagement
- **8x8 Converse** could set up customer service workflows without needing an additional platform

[See customer story](#)



Thank you for reading
**Enhancing Engagement:
Your Omnichannel
Messaging Guide**

hello-cpaas@8x8.com

