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How CPaaS Solves Fraud, Chaos, and Missed Flights in Travel



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Introduction

In the travel industry, timing plays a critical role in shaping customer satisfaction and loyalty. 66% of travelers have shown increased interest in travel post-pandemic, particularly among millennials and Gen Zs - groups that expect fast, real-time updates. Despite this, many travel brands still rely on outdated systems. Travel professionals struggle with fragmented communications and delays in passenger notifications. With expectations for seamless, omnichannel service only rising, modernizing communication tools is no longer optional- it's essential.

That's where 8x8 CPaaS (Communications Platform as a Service) comes in. From sending that last-minute gate change to smoothing over a ruined honeymoon, CPaaS gives travel brands the tools to not just survive - but dominate.



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CPaaS in Travel: The New Standard for Real-Time Customer Communication



Let's set the record straight- in today's travel game, CPaaS isn't a "nice to have." It's [survival gear](#).

Travelers expect updates in real-time. They want answers in seconds. And they expect it all to be personalized, secure, and seamless. If your communication breaks down - even for a moment - you're toast. Because someone else is doing it better.

CPaaS lets travel brands move at the speed of the customer. Whether it's an automated SMS about a gate change, a WhatsApp message confirming a last-minute booking, or a secure video call for high-touch concierge support - CPaaS is the toolkit that [makes it all happen](#).

The world's best travel brands know the truth: Great experiences start with great communication. And with [8x8 CPaaS](#), that communication is real-time, [omnichannel](#), and built for scale.



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Communication Powerhouse: What's Under the Hood



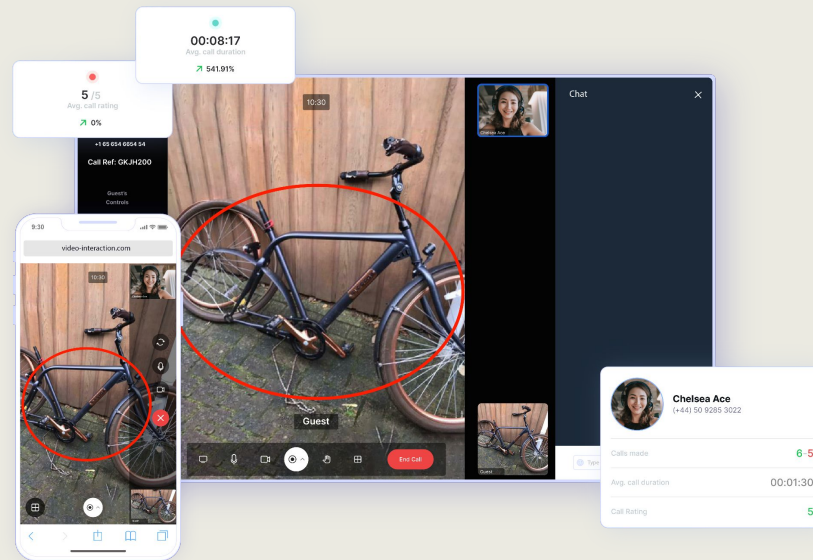
So, what makes 8x8 CPaaS a beast under the hood? It's not just the features - it's how they work together to make chaos feel like choreography.

- **SMS:** The workhorse. Fast. Reliable. 98% open rate. Whether it's a flight delay, a check-in reminder, or a visa alert - SMS gets it in front of your customer, instantly.
- **Messaging Apps:** You've got to meet travelers where they live. WhatsApp. Viber. LINE. Zalo. These aren't just messaging apps - they're lifelines. 8x8 CPaaS hooks into all of them, giving your brand a voice on every channel.



- **Video Interaction:** Sometimes, a text won't cut it. When customers need real-time help or human reassurance, secure video calls bring your team face-to-face- even across oceans.
- **Jitsi as a Service (JaaS):** When speed matters and simplicity rules, JaaS gets you up and running fast. Spin up branded video rooms with minimal setup- ideal for casual travel consultations or internal team check-ins.
- **Voice APIs:** For when privacy isn't optional. Mask numbers. Enable app-to-app calling. Keep it seamless. Keep it safe.

This isn't a traditional call center- it's a modern communication platform designed for speed, scalability, and reliability.



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Use Case 1: Customer Support That Actually Supports



Let's be real - travelers don't care how complex your backend is. They care that their flight is delayed and no one's telling them why. They care that their hotel booking vanished and your chatbot just said, "Try again later."

When things go sideways, excuses are useless. People want answers. Fast.

That's where 8x8 CPaaS becomes your customer support secret weapon. With **real-time SMS**, your team can instantly alert travelers about changes, disruptions, or anything else that matters.

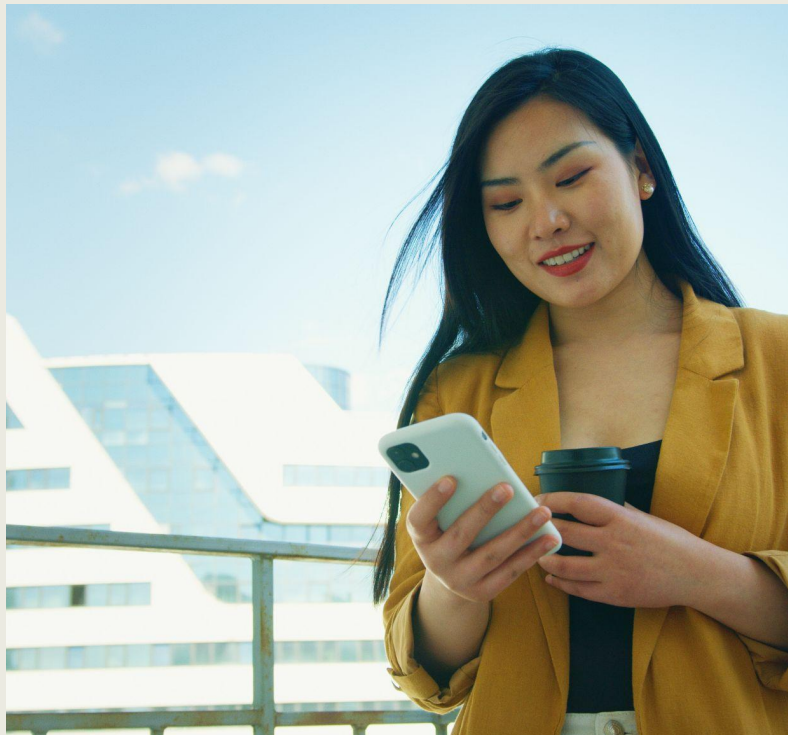
Messaging apps let them reach you in the channel they already live on - no app downloads, no hoops. And when it's time to demonstrate genuine care, **Video Interaction** adds a personal, human touch.



By embedding secure, high-quality video calls directly into your app or website, your support team can connect face-to-face with users in seconds, with just one click- no extra downloads required. Whether it's guiding travelers through rebooking, resolving disputes, or calming a frustrated customer, **Video Interaction** creates a [seamless, high-quality video bridge](#) that turns support into a relationship builder.

For travel brands looking to deploy video meetings quickly and without the need for complex backend builds, **8x8 Jitsi as a Service (JaaS)** is the perfect fit. JaaS offers a developer-friendly Video SDK that makes it simple to embed secure, high-quality video calls into existing apps or websites. With customizable branding, robust APIs, and flexible deployment options, your team can instantly connect with travelers without complicated sign-ins or downloads. Teams can spin up secure video rooms on demand, making it perfect for ad-hoc itinerary discussions, customer check-ins, or small team huddles.

This isn't about checking the "support" box. It's about [building trust](#), even in the middle of a mess.



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Use Case 2: Operations & Logistics That Don't Miss a Beat



Here's the hard truth - logistics is where travel brands live or die. Behind every dreamy vacation is a nightmare of coordination: baggage, shuttles, airport staff, hotel rooms, weather alerts, immigration delays. Miss one link in that chain, and the whole trip implodes.

With 8x8 CPaaS, your operations team becomes a symphony. Automated **SMS** alerts ensure that [time-sensitive updates](#) are delivered instantly and reliably. Whether it's rerouting a shuttle, alerting multiple departments to a last-minute cancellation, or issuing real-time service notices, 8x8 SMS provides the speed and scale you need to keep everything on track.

Messaging and video tools help teams sync on the fly - across borders, departments, and time zones. Think [live updates](#) for hotel maintenance, gate changes communicated in real time, or a sudden storm rerouting cruise passengers. CPaaS keeps every moving part in lockstep, while SMS ensures messages actually land and get read.

No chaos. No finger-pointing. Just [smooth execution](#), even when the pressure's at 10,000 feet.



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Use Case 3: Locking Down Fraud & Authentication Like a Vault



Cyber threats don't take vacations- and travelers are often more vulnerable when they're away. According to a survey by ExpressVPN, **33% of travelers** have had their social media accounts hacked while on vacation, and the same percentage have received phishing messages during their trips. Additionally, **public Wi-Fi snooping has affected 33% of respondents**, highlighting the risks associated with using unsecured networks while traveling. These incidents underscore the importance of **maintaining cyber security vigilance**, even when on holiday

That's why CPaaS doesn't just enhance communication - it fortifies it.

8x8 CPaaS **voice solutions** layer in secure voice APIs and number masking to keep every transaction airtight.



For example, using **Voice Messaging** with text-to-speech, businesses can instantly deliver dynamic verification codes or fraud alerts to travelers without relying on SMS, which may be unreliable abroad. **Number Masking** ensures privacy when support teams need to reach customers directly, and **App-to-App Calling** provides encrypted voice communication without revealing phone numbers.

For robust security, integrate Descope- an [end-to-end authentication platform](#) that supports passwordless login and secures critical actions like user sign-ins, payment approvals, and document uploads.

Because in travel, trust is currency. And if customers can't trust you with their data, they'll never trust you with their journey.



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Use Case 4: Marketing That Cuts Through the Noise



Today's travelers are constantly bombarded with messages- from crowded inboxes to overflowing social feeds. Even well-designed campaigns can be easily overlooked as they scroll quickly past.

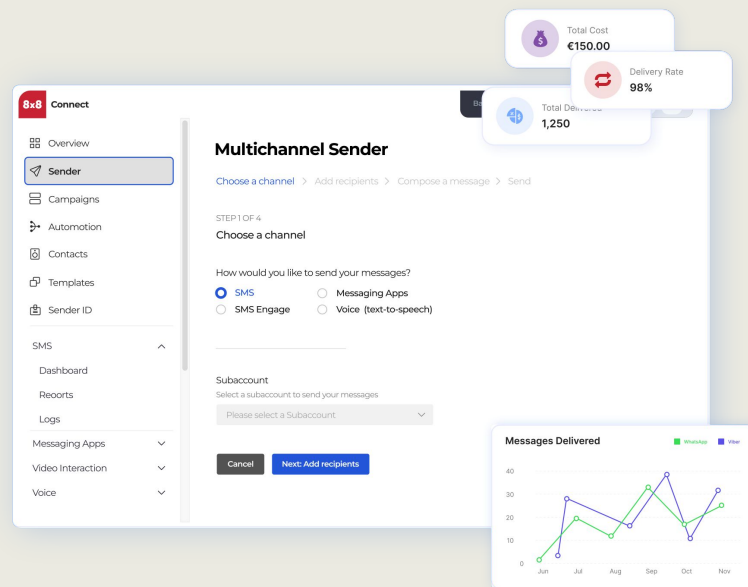
So how do you break through? You speak directly, personally, and at exactly the right moment.

8x8 CPaaS makes marketing feel less like shouting into the void and more like a [one-on-one conversation](#). Personalized SMS promos, timed WhatsApp notifications, and messaging that lands where they actually pay attention - that's the new standard. This isn't batch-and-blast. It's [precision targeting](#) that feels like magic.



With 8x8 Connect's centralized platform and powerful Messaging APIs, travel marketers can orchestrate campaigns across SMS, WhatsApp, voice, and more - all from a single interface. It ensures messages reach travelers on the right channel, at the right moment, with personalized content that resonates. The result? Less noise, **higher engagement**, and measurable spikes in conversion rates driven by real-time, context-aware communication.

This is marketing built for the modern traveler. Timely. Relevant. And damn near impossible to ignore.



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Compliance & Security: The Non-Negotiables



Here's the truth no one likes to say out loud - a single data breach can destroy a travel brand. Regulations aren't just red tape; they're the barrier between a trusted operation and a headline scandal. GDPR, CCPA, PCI DSS - it's a jungle. And if you don't stay compliant, you don't stay in business.

That's why 8x8 CPaaS is built with [security-by-design](#). It's not an afterthought. It's the foundation. Every API, every SMS, every video call - encrypted, protected, and compliant with the most rigorous international standards.

Whether you're dealing with traveler data, payment credentials, or sensitive identification documents, CPaaS keeps [everything on lockdown](#). You focus on creating great travel experiences. 8x8 makes sure your tech stack doesn't become your Achilles' heel.

In this game, safety isn't a selling point. It's survival.



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Analytics &
Optimization:
Real-Time Insights,
Real-Time Wins



You can't fix what you don't track. And in the high-stakes arena of travel, guesswork is a liability.

8x8 CPaaS delivers the kind of actionable insight that turns good teams into elite operators. With **8x8 Connect**, you don't just launch campaigns - you learn from them. Every interaction feeds your dashboard. Every conversation becomes a data point. You get a full view of what's working, what's stalling, and what's **driving ROI in real-time**.

It's not just analytics - it's a blueprint for domination. Use it to fine-tune support workflows, test marketing channels, or optimize your voice strategies. Whatever the mission, data isn't lagging behind - it's leading the charge.

Because in travel, the edge goes to the brand that's two steps ahead. Always.





The Future of Travel Communication is Now

The [travel industry](#) isn't slowing down. It's evolving - faster, leaner, and more unforgiving by the day. The brands that thrive will be the ones who own the communication layer - not as a patchwork of disconnected tools, but as an integrated, intelligent system built to scale.

8x8 CPaaS is that system.

It's how you keep customers calm in a crisis. How you personalize experiences at scale. How you run global operations like a local concierge. And how you take travelers from chaos to clarity - one real-time interaction at a time.

[Find out more](#)

Conquer complexity with 8x8 Platform for CX

Say goodbye to fragmented data, siloed teams, and disconnected communication, and say hello to the 8x8 Platform for CX. Connect your teams and customers and make smarter, empowered decisions with integrated AI tools and insights to create real results.

For more information contact **hello-cpaas@8x8.com**.

