

A young woman with dark hair, wearing a yellow t-shirt and a black headset with a microphone, is smiling warmly. She is gesturing with her right hand as if in conversation. The background is a bright, blurred office or call center environment.

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Improving the Customer Support Experience with 8x8

Enabling seamless, empowering, and
secure customer service

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A Communications Win for Customer Service

Reassuring customers and enabling agents

Customer support as a tool for business growth

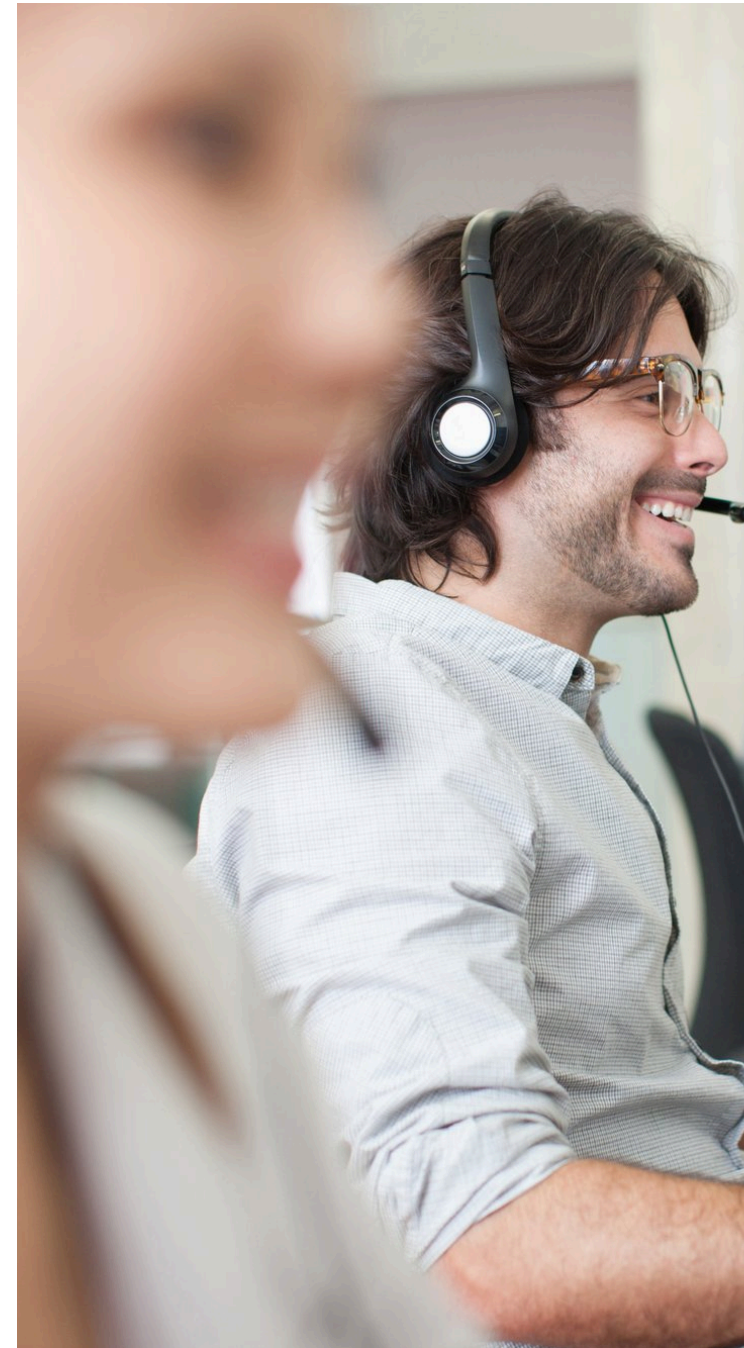
93% of customer service teams agree that customer expectations are higher than ever before – [Hubspot](#)

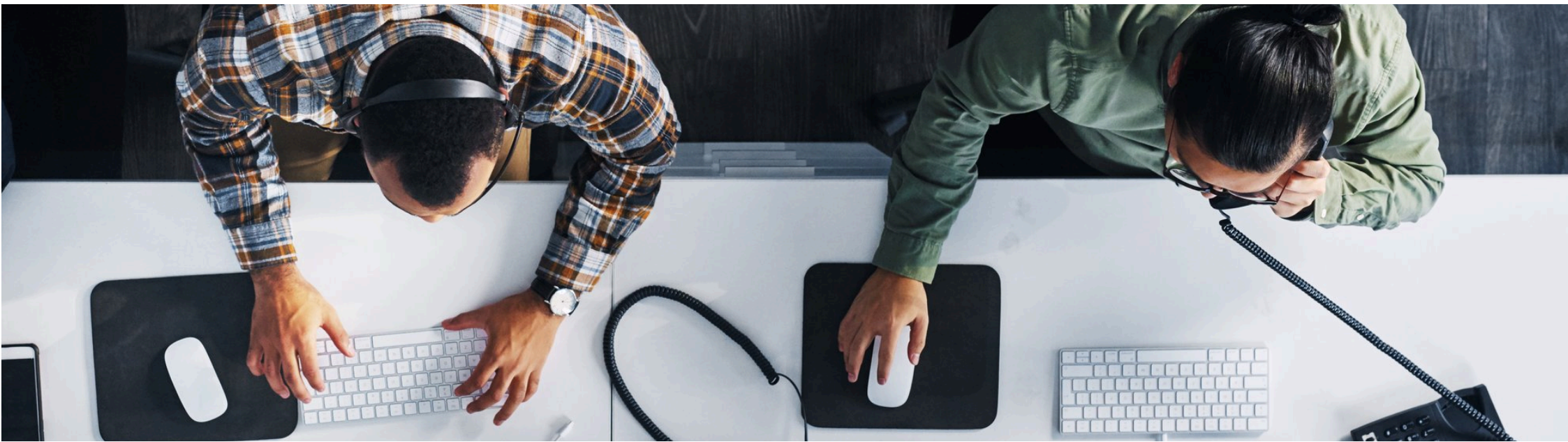
Customer service as we know it dates back to the telephone switchboards of the late 19th century. Call centres followed in the 1960s, allowing customers to contact companies directly without leaving the house.

Today, customers require and expect a more diverse choice of communication channels. They demand efficiency and crave a personal touch.

One exhausting interaction or phone call that reaches a dead end can kill a customer relationship. On the other hand, a comforting or gratifying experience can lead to loyalty for life.

Businesses that employ the latest communications solutions to meet these needs are servicing their customers, building trust, and bolstering their brands. But advanced communications solutions aren't just a game-changer for customer-facing activities. They are also helping customer support agents save time and be more organized.



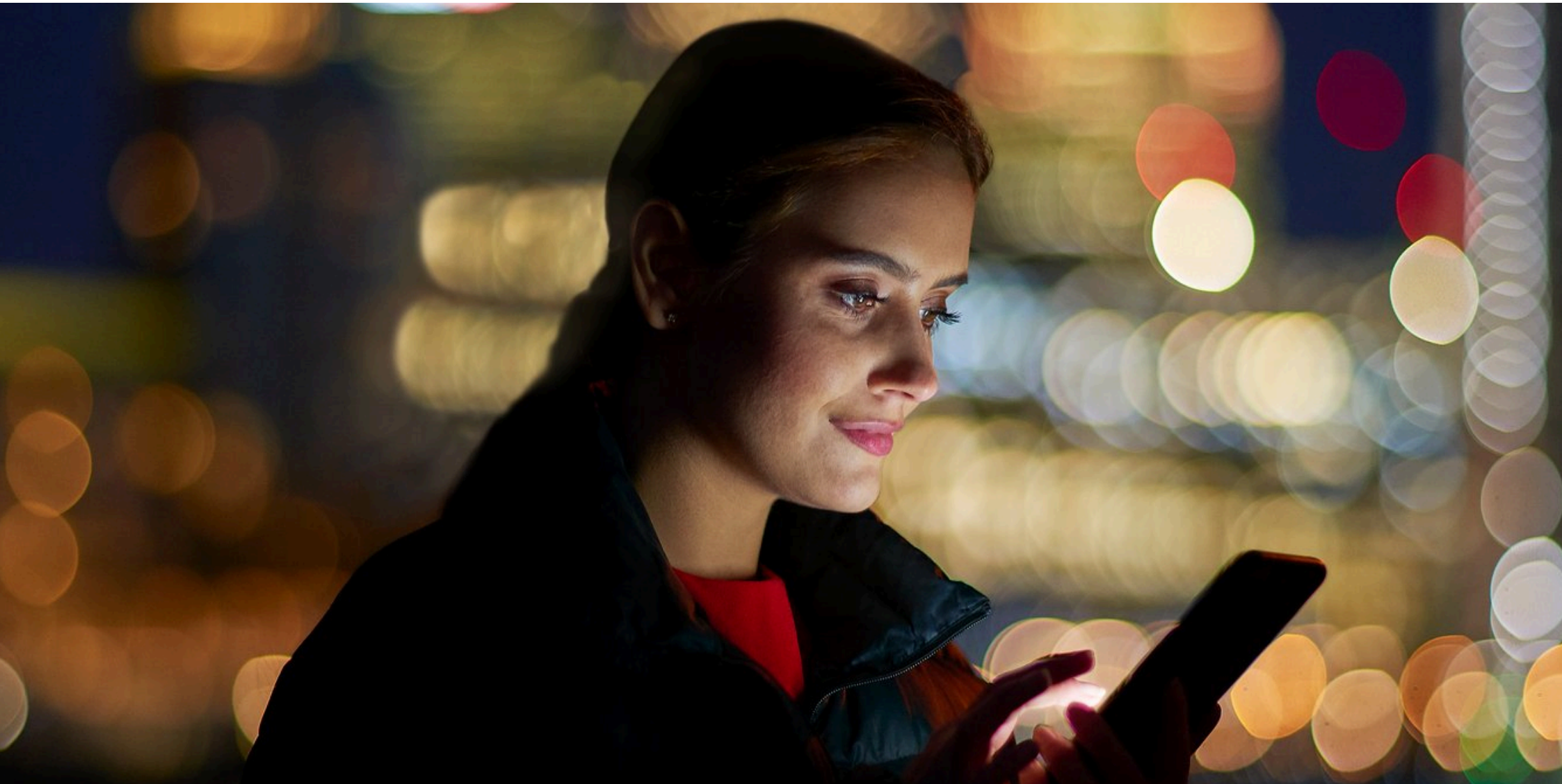


Exploring communications solutions for customer support

Lost tickets, irate callers, missed call merry-go-rounds, and hold music. Thankfully, the dark days of customer service are coming to an end.

This e-book highlights individual use cases for communications solutions in customer support. Over the next few pages, you'll read [8x8 Communication APIs](#) are revolutionizing both the customer experience and the workflows of customer service agents.

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Keeping Customers in the Loop

Real-time updates to inform and reassure

“While voice still dominates as the primary channel for customer service, omnichannel engagement is making strides.” – [Microsoft 'State of Customer Service Sophistication' report](#)

Have you ever called a company for customer support and been promised a response via email? Sadly, that type of response is still common.

But what if a customer service email response goes to a spam/junk mail folder, the email account on record is rarely used or checked, or the customer is simply too busy to remember to check email? The result is a dissatisfied customer and a feeling that the company is unresponsive.

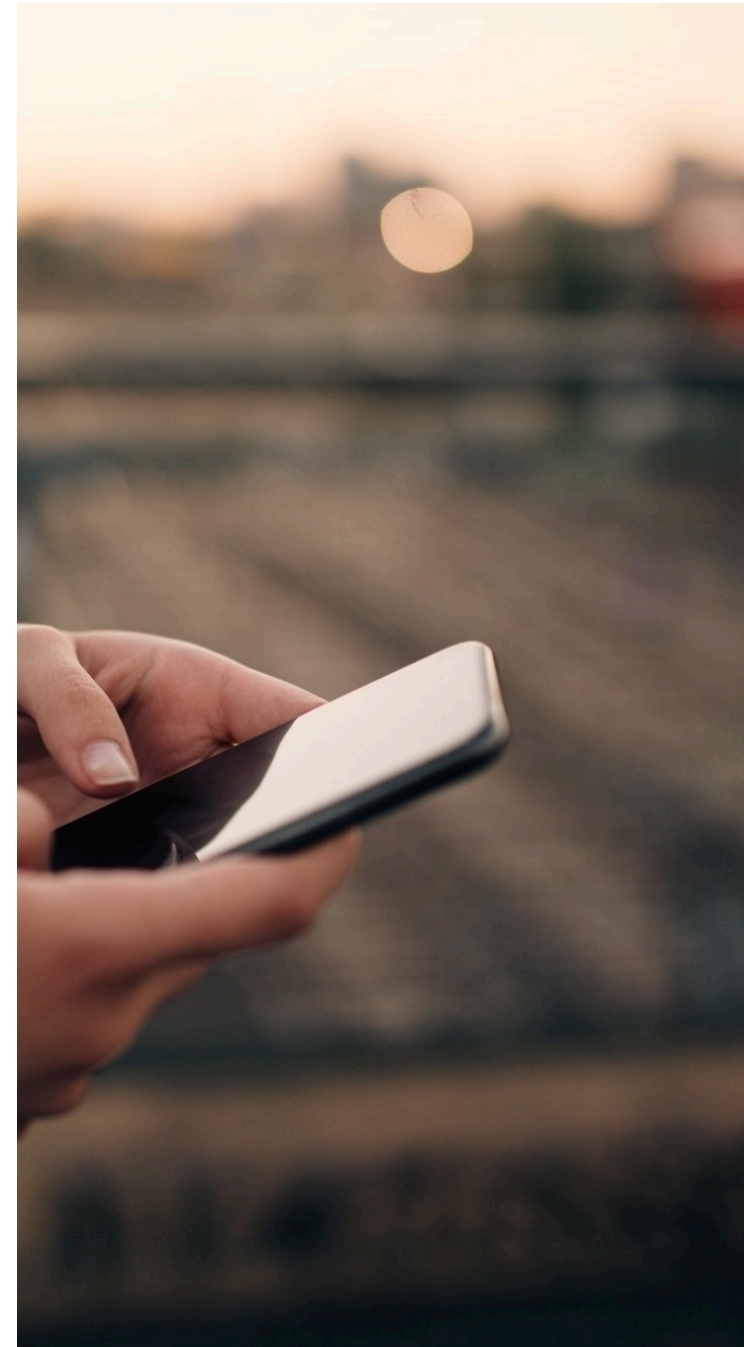


The most effective customer support teams are sending real-time updates, information, and responses to queries and support tickets across **SMS, voice, and messaging apps**, giving customers the choice of how they would like to be contacted:

- **Banks & Financial Services** companies are sending time-sensitive notifications related to transactions, cards, and accounts to customers via messaging apps
- **Travel providers** can send real-time updates on cancellations, schedule changes, and delays to minimise customer inconvenience
- **Healthcare providers** utilise message for appointment confirmations and day-before reminders to avoid late cancellations, as well as post-procedure follow ups to monitor patient recovery
- **eCommerce players** provide real-time delivery updates on order status and confirmations (with photos) of successful delivery when customers are not available to receive packages

Timely responses, updates, and information, provided via the messaging channel the customer prefers, result in satisfied customers who feel like they are a priority, not merely a commodity.

[Learn more](#)



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Resolving Complex Issues Face-to-Face

Instant video conferencing elevates the customer experience

In the B2B world, sales representatives will travel thousands of miles to 'press flesh'. The trust-building effectiveness of face-to-face communication is no less powerful in B2C, but it hasn't been used to its potential until now.

8x8's one-click video conferencing solution provides a no download, one-click way for customer service representatives or technical experts to provide immediate face-to-face support to customers for complex use cases. Instant video interaction is perfect for:

- Monitoring of patients and eliminating the need for clinic visits for healthcare providers
- Guiding customers through downloads, updates, and installations for tech support teams
- Viewing real-time damages and incidents for claims adjusters and insurance professionals
- Providing product and styling advice for retailers

In addition to improving overall customer satisfaction, the use of real-time video interaction saves you time and money through reducing the need for in-person visits, faster issue resolution, and higher customer conversion and retention rates.

[Learn more](#)





Data-based optimization of automated responses and escalations

Not all queries should be weighed equally



The [Pareto Principle \(the 80/20 rule\)](#) applies to customer support – whether that means that 20% of customer issues drive 80% of your support tickets, or 20% of your issue resolution time drives 80% of your customer satisfaction rate.

Conducting feedback collection across multiple channels, in addition to the analytics provided by [8x8 Connect](#), allow you to identify which issues are creating the largest volume of customer support queries and what factors most heavily influence a positive customer experience.

With that information, your [interactive voice response \(IVR\)](#) trees can be built to route to automated voice messages for the most common customer issues, saving you time and money, and reducing call centre agent workload. Similarly, complex issues, or those requiring escalation, can immediately be directed to live agents to ensure faster issue resolution and higher customer satisfaction.

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Number Masking for Secure Communications

Give customers the gift of total privacy

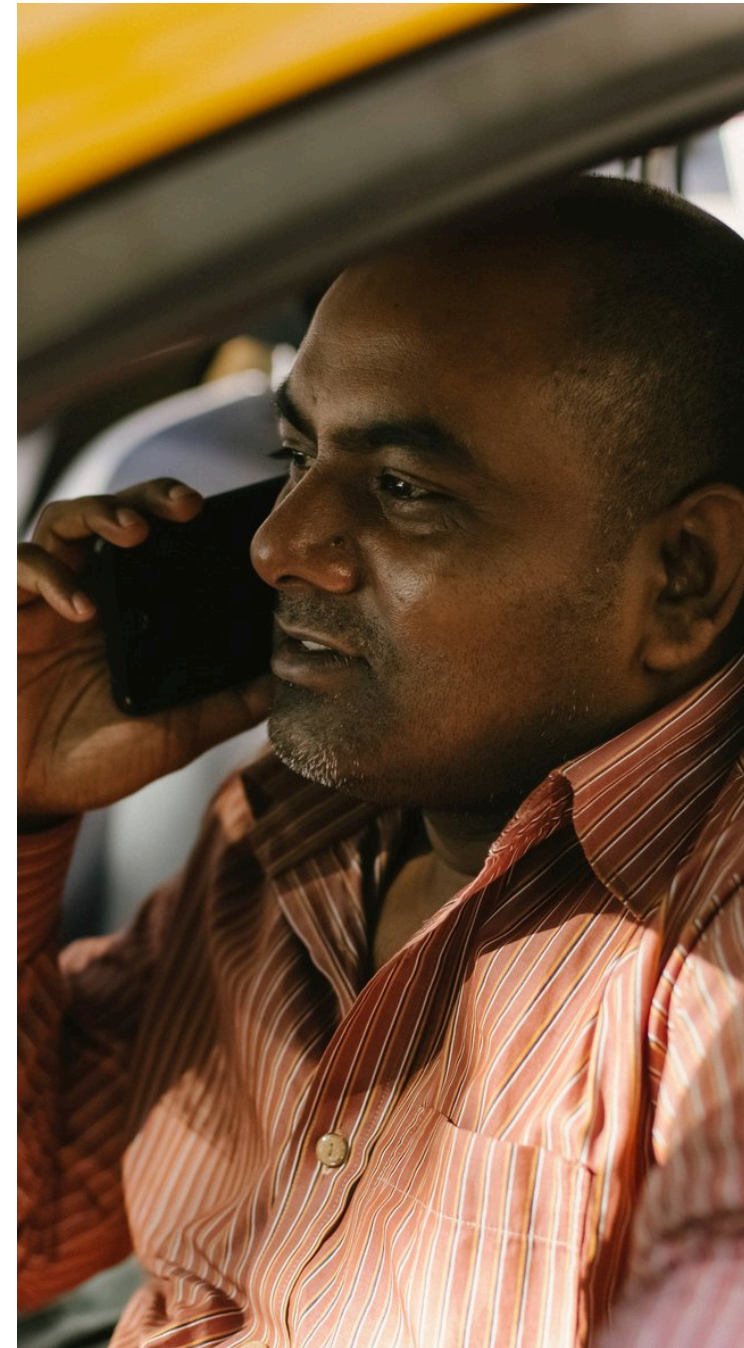
There has never been more uncertainty among customers when providing personal data to product and service providers. In fact, 6 in 10 respondents to a [2023 Deloitte survey](#) worried that their tech devices were vulnerable to security breaches such as personal data hacking – a significant upsurge from the previous year’s survey.

Providing secure, anonymous communication between customers and providers goes a long way toward alleviating customer concerns about sharing information. This is particularly true for use cases such as:

- **Ride sharing** – where anonymous communication between driver and customer ensures safer travel
- **Online marketplaces** – allowing buyers and sellers to communicate anonymously pre-sale
- **Delivery services** – to ensure that only the information required to complete the delivery is provided to the courier

App to App Calling from 8x8 keeps customers' identities safe by enabling voice communication between two parties within an application with in-built number masking, rather than exposing their real phone numbers. This negates the need for an operator, allowing a caller to connect directly with an agent.

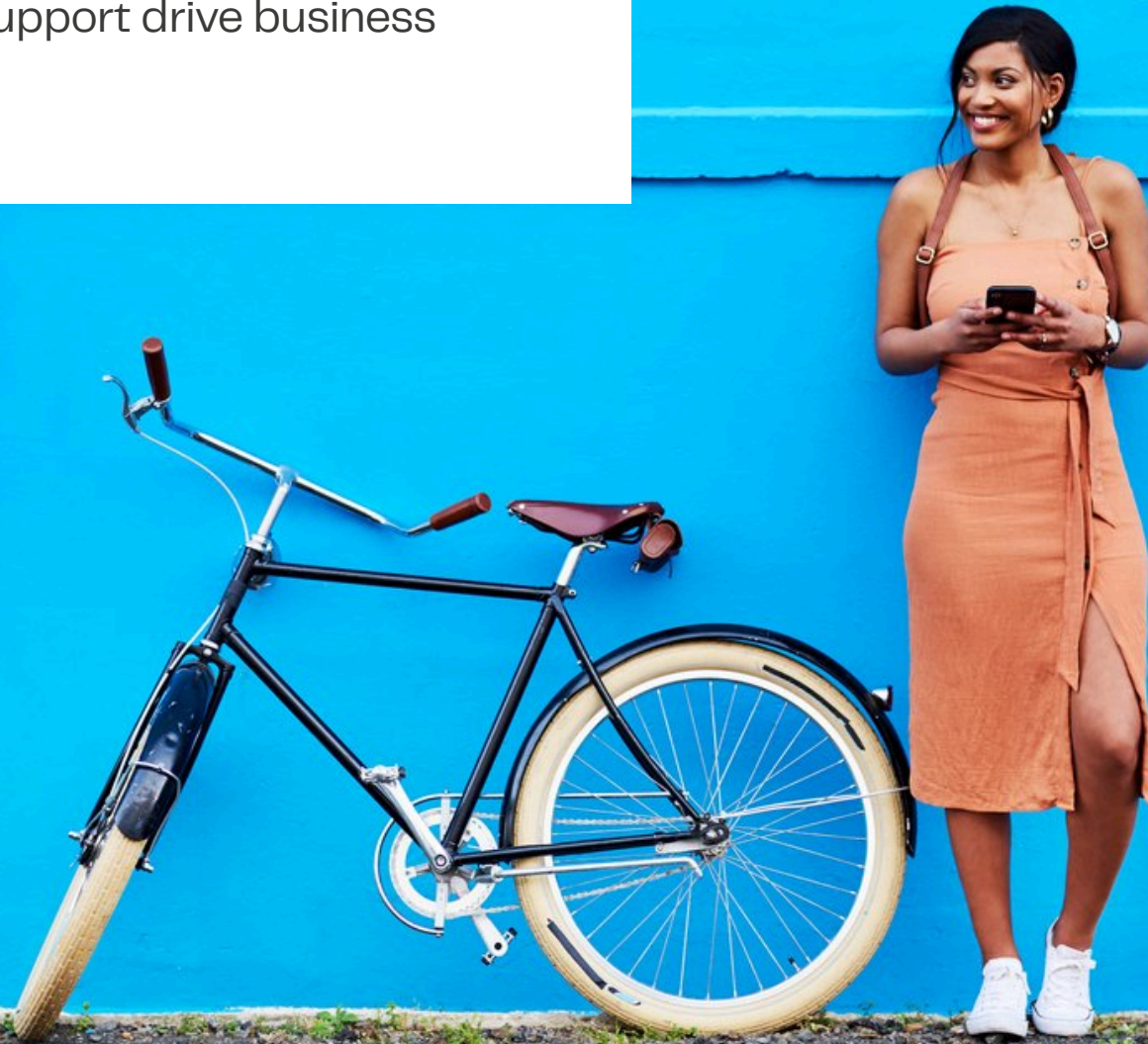
[Learn more](#)



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Introducing 8x8 Communication APIs

Letting customer support drive business
success



Why 8x8 Communication APIs?

8x8 Communication APIs helps deliver exceptional customer support and enables your support teams to:

Extend reach

With seamless support across SMS, messaging apps, voice over internet protocol (VOIP), and video calls, along with voice messaging via text-to-speech (TTS) for greater accessibility.

Engage better

With the ability to personalize and automate customer notifications, increasing your visibility and keeping customers engaged.

Resolve complex issues

With one-click video conferencing solutions that give you the power of face-to-face communication, whenever is required.

Protect customer data

With features such as number masking, as well as SMS or voice OTPs and 2FAs to ensure security and safeguard customer data, providing reassurance and building trust.

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



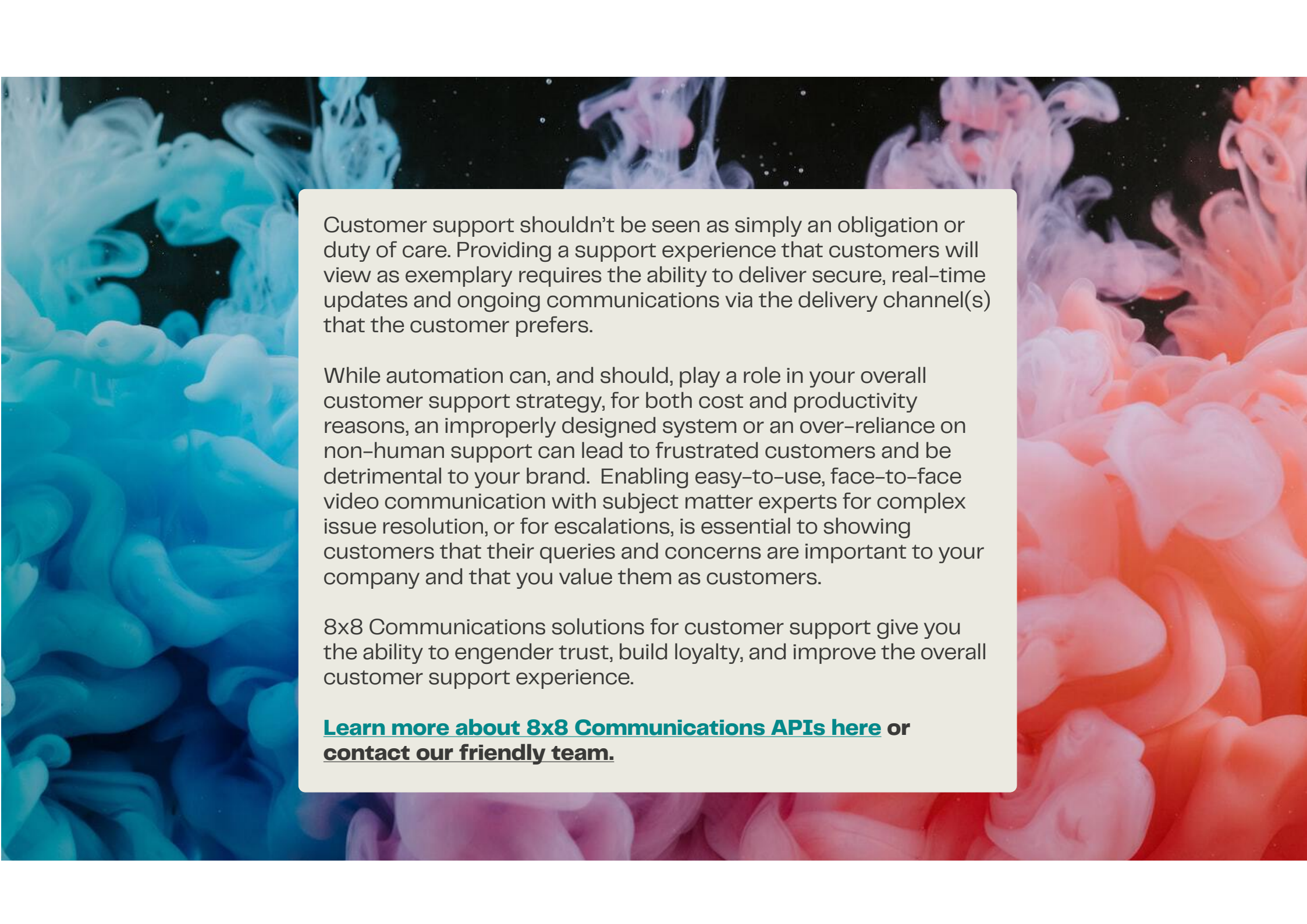
SMS Sender ID Protection Registry

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



It's high time you personalised your customer support!

Customer support counts. Are you delivering what they have come to expect?



Customer support shouldn't be seen as simply an obligation or duty of care. Providing a support experience that customers will view as exemplary requires the ability to deliver secure, real-time updates and ongoing communications via the delivery channel(s) that the customer prefers.

While automation can, and should, play a role in your overall customer support strategy, for both cost and productivity reasons, an improperly designed system or an over-reliance on non-human support can lead to frustrated customers and be detrimental to your brand. Enabling easy-to-use, face-to-face video communication with subject matter experts for complex issue resolution, or for escalations, is essential to showing customers that their queries and concerns are important to your company and that you value them as customers.

8x8 Communications solutions for customer support give you the ability to engender trust, build loyalty, and improve the overall customer support experience.

[Learn more about 8x8 Communications APIs here](#) or [contact our friendly team.](#)

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Thank you for reading

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hello-cpaas@8x8.com

