



8x8

Revolutionizing Insurance Communication

Introducing 8x8 CPaaS for Insurance providers



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Introduction

Imagine your car breaks down in the middle of nowhere. Instead of long hold times or endless paperwork, you connect with your insurer via live video, they snap a few pictures, and you get instant help. Sound futuristic? Thanks to CPaaS, it's already a reality.

CPaaS is the ultimate communication tool, combining SMS, video calls, and app messaging in one platform. With 8x8 CPaaS, insurers bridge the gap with policyholders, creating faster, more human interactions.

Let's explore how it's revolutionizing insurance



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Transforming insurance marketing with CPaaS



Customer engagement done right

Insurance may be a daunting topic for some, but with CPaaS, insurers can make communication more personal and engaging. Picture a friendly SMS reminding you to renew your policy, complete with a one-tap renewal link. Even better, you reply with a question and get a real-time response from a live agent. That's the power of two-way SMS in action!

Insurers can send tailored WhatsApp messages to young professionals, offering coverage options perfect for first-time car owners. Meanwhile, retirees might get SMS updates about life insurance plans that suit their needs. By meeting people where they are, insurers can connect on a deeper level—and who doesn't love feeling like the message was made just for them?



Campaigns that speak to people

Gone are the days of boring, one-size-fits-all marketing campaigns. With CPaaS, insurers can run dynamic, multichannel campaigns that feel fresh and exciting.

Imagine a promotion for travel insurance: an SMS alert shares the deal, a follow-up email explains the benefits, and a quick WhatsApp message provides a discount code.

It's all about making insurance feel **relevant**, **accessible**, and **fun**.



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Optimizing customer support and claims processes



Making claims simple with live video interactions

Filing a claim is often a headache, but CPaaS can make it a breeze. Think about a policyholder who's just experienced a kitchen fire. Instead of waiting for an assessor to visit, they hop on a live video call with their insurer, show the damage in real time, and get advice on the next steps. This isn't just faster—it's also more reassuring for the customer.

Video interaction is a win-win: insurers can securely collect the information they need immediately, and customers feel cared for during stressful moments. It's like having a helpful friend on the other end of the call, ready to guide you through the chaos.



Timely updates that build trust

Nobody likes being left in the dark, especially when it comes to something as important as an insurance claim. CPaaS ensures that customers stay informed with regular updates via SMS. From “We’ve received your claim” to “Your payment has been processed,” clear, interactive messages transform a stressful process into a seamless experience, allowing customers to respond and engage with their insurer—no more no-reply barriers.

Real-world example: A customer who had their car stolen receives SMS updates about their claim every step of the way. Not only do they feel reassured, but they also know their insurer is working hard behind the scenes.



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Operational Efficiency with CPaaS



Flexibility meets security

insurance companies must juggle customer inquiries, claims processing, and promotions while ensuring strict data security and compliance with regulations like GDPR. CPaaS helps them manage these demands seamlessly. Cloud-based messaging enables insurers to scale effortlessly during peak times—whether handling a surge in claims after a major storm or responding to customer inquiries in real time.

With end-to-end encryption and built-in security features, sensitive data stays protected, reducing compliance risks and reinforcing customer trust. By leveraging secure, scalable messaging solutions, insurers can enhance efficiency while ensuring regulatory compliance and mitigating data privacy risks.



A Day in the life of an insurer using CPaaS

Imagine an insurer getting ready for a busy Monday morning. They log into their dashboard and see a summary of all communications.

A policyholder has asked about adding their new puppy to their home insurance—handled via WhatsApp. Another has submitted photos of hail damage through a video interaction.

Meanwhile, a promotional campaign for a new renters' insurance plan has reached thousands of people through SMS. Everything comes together seamlessly on one intuitive platform - efficient, effortless, and, dare we say, pretty cool.





A new view for insurance

CPaaS is more than just a tech solution—it's a lifeline for insurers who want to stay relevant, build trust, and deliver exceptional customer experiences. By enabling personalized communication, simplifying claims, and boosting operational efficiency, CPaaS doesn't just make things easier—it makes them better.

Ready to transform your insurance business? Explore 8x8 CPaaS and discover how it can help you connect with your customers in meaningful, innovative ways. The future of insurance is here—don't get left behind!

Learn more at cpaas.8x8.com



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.

