

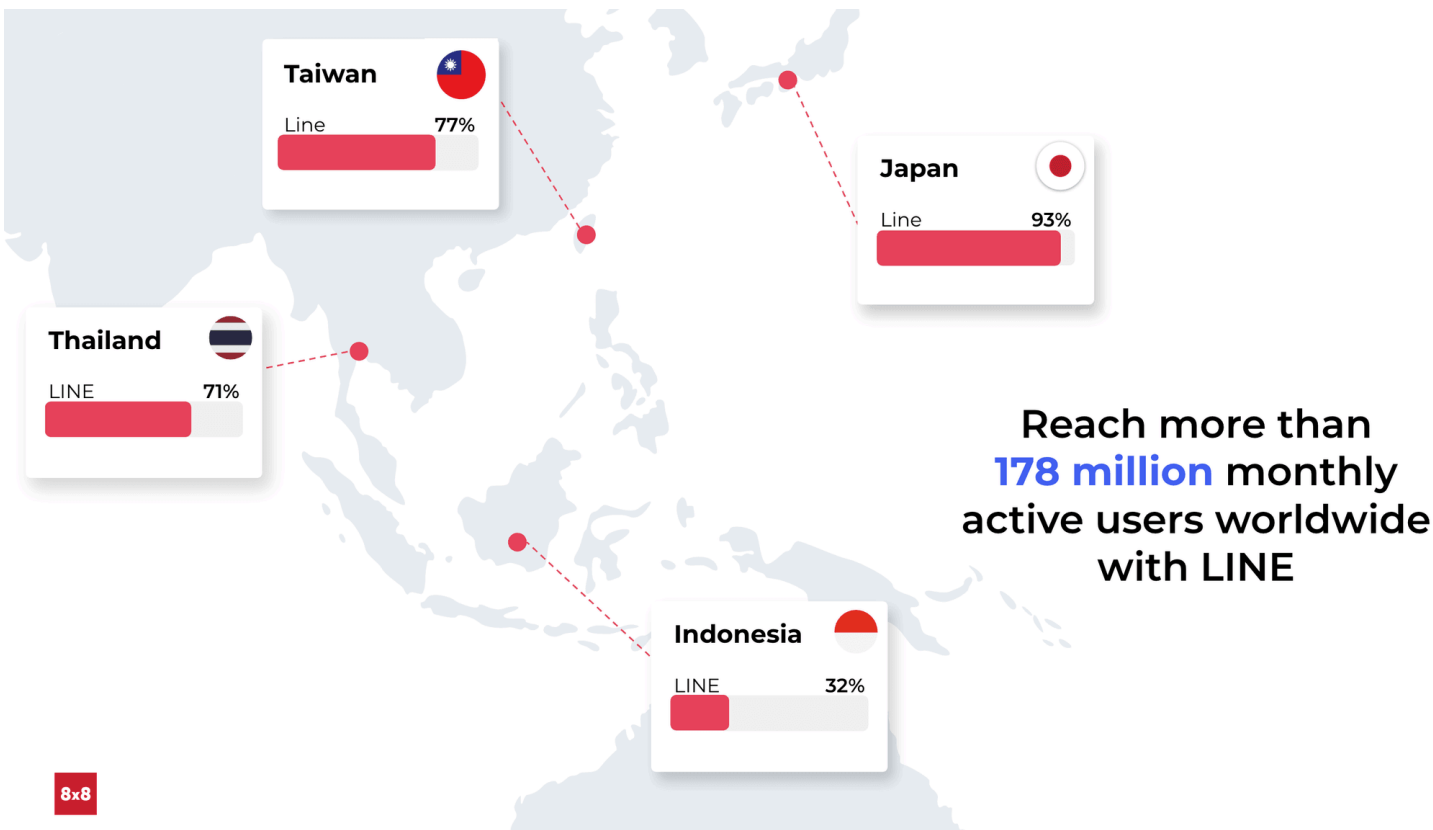
8x8

Pushing the Right Buttons with LINE Official Notification (LON)

How to leverage LON for better customer experiences



The integral role of super apps in our daily lives



When was the last time you opened a super app on your phone? The action was probably so natural, you barely stopped to think about it. Super apps—including Grab, WeChat, and LINE—have become the invisible Swiss Army knives of millions of digital-savvy users in Asia, solidifying themselves as the go-to lifestyle channels for messaging, payments, shopping, and so much more.

LINE, in particular, boasts over [224 million global users](#) and counting, with 80% of daily active users relying on the app for social, financial, and content streaming services.

Meet customers where they're already at

Fish where the fish are biting. As a business, you can use LINE Official Notification (LON) to broadcast one-way push notifications to



Line Official Account (LOA)

For Marketing/Communication

Can send to OA followers only

Send via User ID only

One- and two- way communication



Line Official Notification (LON)

For CRM/Operation

Can send to both OA and non-OA followers

Send via phone number only

One-way communication

The main difference between LINE Official Account (LOA) and LON is that LON allows you to directly communicate with users via their phone numbers alone. There is no need for you to know their LINE User IDs, nor is there a need for customers to first be followers of your LOA.

It's a great way to ensure that highly visible, real-time updates are delivered to your customers—as long as they have not blocked your LOA and have agreed to receive LINE notification messages.



Effectively grab your customers' attention with push notifications

Well-timed messages that amplify connections



Increase visibility

Push notifications boast over 90% deliverability, with clickthrough rates that are [7 times higher](#) than email. Incorporate LON into your omnichannel strategy to increase the chances of time-sensitive messages being seen and acted upon.



Gain customer trust

Businesses must first have a LINE Premium or Verified Account to send LON messages. As notifications are sent directly from the official LINE platform, this reduces the risk of phishing or fraudulent activities, increasing customer trust.



Boost retention

Keep customers consistently engaged with timely, personalised alerts. Whether it's about upcoming payments, or appointment reminders, building trust and reliability leads to better experiences—and retention.

Unlock the full potential of LON for enhanced experiences

Invest fully in your LINE presence

Yes, getting a LINE Verified Account is a pre-requisite for LON. But there are also numerous advantages, including better business discovery on LINE, free promotional opportunities, and elevated customer trust and confidence.

Be strategic about notifs

71% of app uninstalls are triggered by overly 'spammy' push notifications. To prevent users from blocking your LOA, ensure that the notifications you choose to send over LON are truly impactful, relevant, and time-sensitive.

Instill trust

Fostering customer loyalty can only be done by building trust and confidence; give your customers reassurance on security and contribute to a positive overall experience.

Automate your messaging pipeline

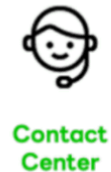
Increase consistency and scalability, and improve efficiency and personalisation when you automate LON messaging via a LINE Certified Provider like 8x8. Our platform also offers SMS as a fallback channel should LON messages be undeliverable.

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Tailored use cases for
every industry

LON currently offers messaging templates for 22 different scenarios, including delivery updates, payment reminders, reservation confirmations, and more.



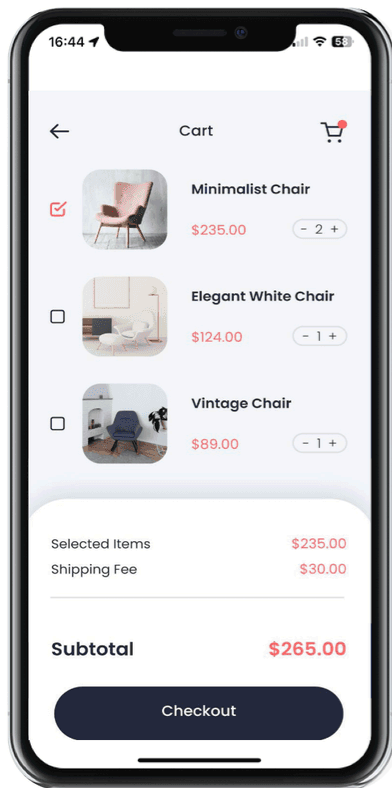
You can choose from a selection of pre-designed message templates or, if you find yourself in need of greater

<p>Verified Account</p>	<p>Premium Account</p>	
1		2
<p>The type of LINE Official Account must be either a Premium Account or Verified Account.</p>		<p>The account is a Certified Provider (a service provider certified by LINE)</p>

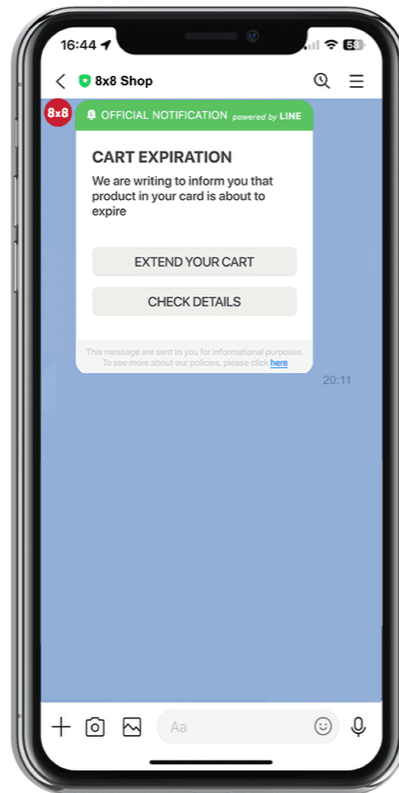
Critical to know is that LON messaging services can only be facilitated by a LINE Certified Provider, which ensures trust and reliability for end users.

LON can be used for any scenario where instant confirmations and real-time updates provide convenience for your customers and strengthen your brand.

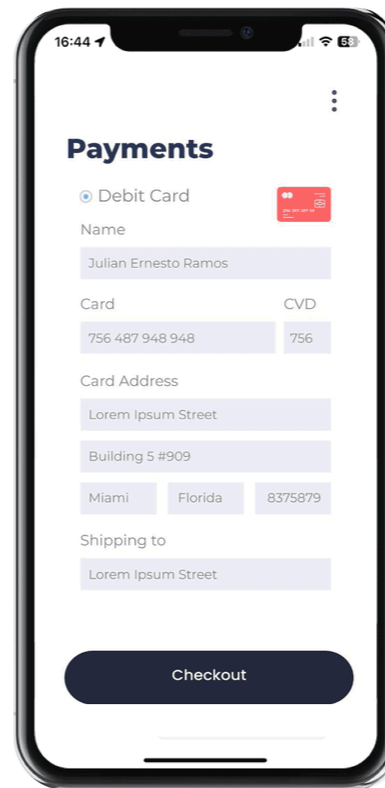
For example, LON is ideal for customer payment confirmations for **ecommerce** purchases.



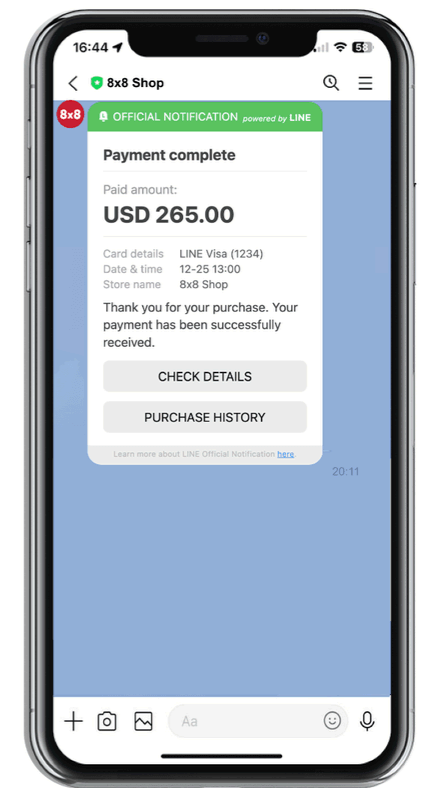
Customer adds product to cart



Customer receives cart expire alert



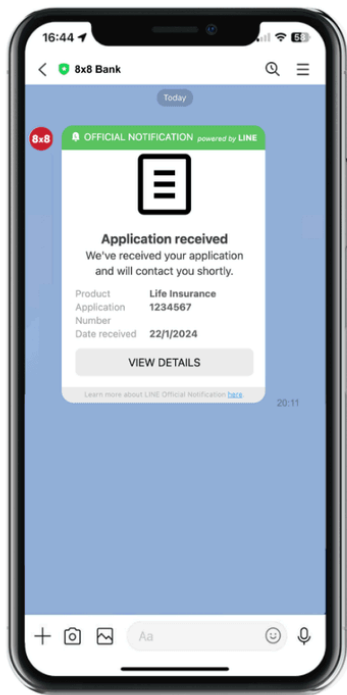
Customer makes payment



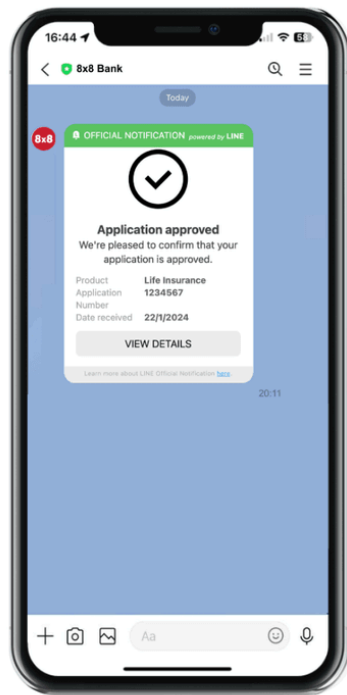
Customer receives payment complete alert



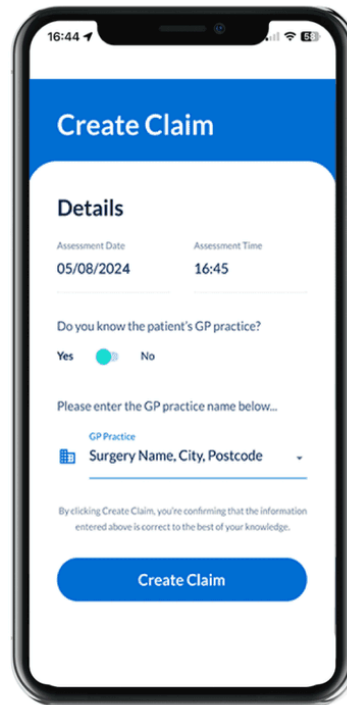
LON can also help **insurance** companies to confirm application and claims approvals.



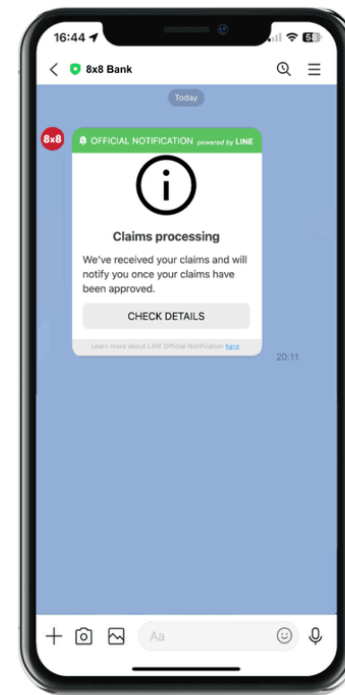
Application received alert



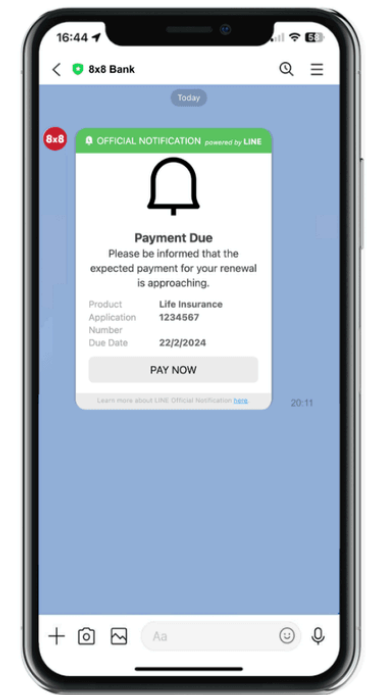
Application approved alert



Client submits claim



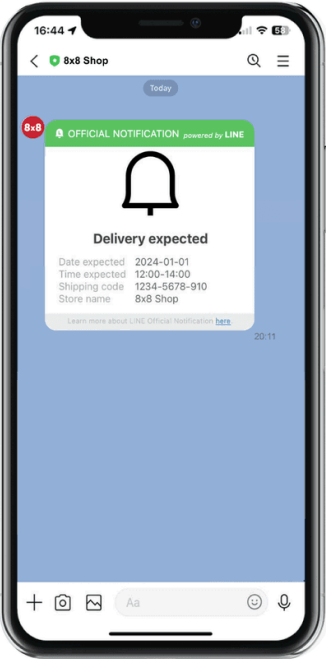
Claims processing alert



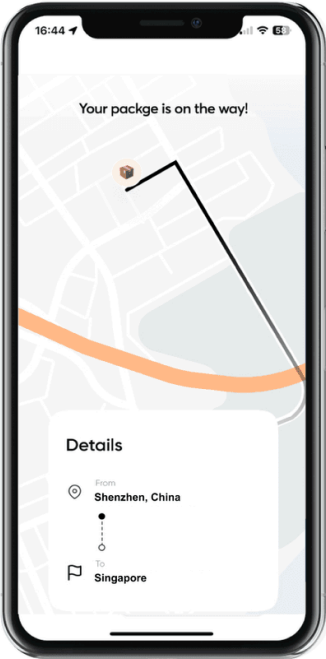
Payment due alert



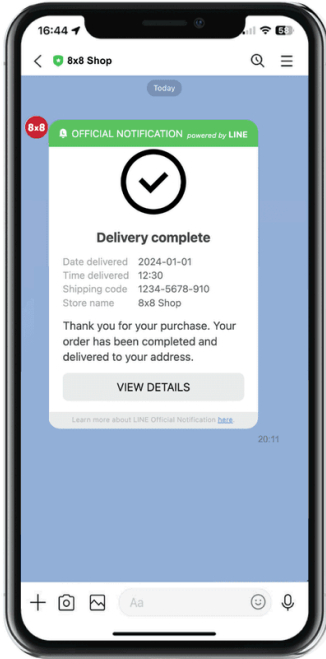
LON can also help **delivery and logistics** companies to provide tracking updates and confirm deliveries.



Customer receives delivery expected alert



Customer tracks delivery



Customer receives successful delivery update



LON is applicable to many other industries, including medical services providers who can confirm appointments and notify patients of delays; hospitality providers who can confirm reservations and send guest reminders; and more.

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Enjoy ease and expertise with 8x8

All-inclusive omnichannel messaging with a Certified Provider

As a LINE Certified Provider, 8x8 is the trusted partner you need to hit the ground running with LON. Our unified [8x8 Messaging API](#) solution—a single API which grants access to the world's top messaging apps, including WhatsApp, Viber, Zalo, and more—offers a solid foundation for businesses to realise their full omnichannel ambitions

Imagine a single, full-suite platform that consolidates all your messaging apps onto a single control centre for easier visibility, engagement, and analysis. Best of all, it's backed with world-class connectivity and industry leading security.



Why choose 8x8 as your LON Provider



Single API, All Channels

Build a unified experience across all channels: WhatsApp, Viber, Zalo, LINE, SMS, voice



Onboarding Support

Receive expert onboarding support for all messaging channels



Analytics and Insights

Cross-channel analytics on a single dashboard, including deliverability and open rates



Personalized Support

Dedicated Account Manager and 24/7 in-country customer and technical support from local offices



Transparent Pricing

An all-inclusive monthly fee and a one-time setup fee; no additional fees for subsequent template setup



First Class Connectivity

Robust network of >160 direct mobile network operators in >190 countries, ensuring reliable deliverability of messages



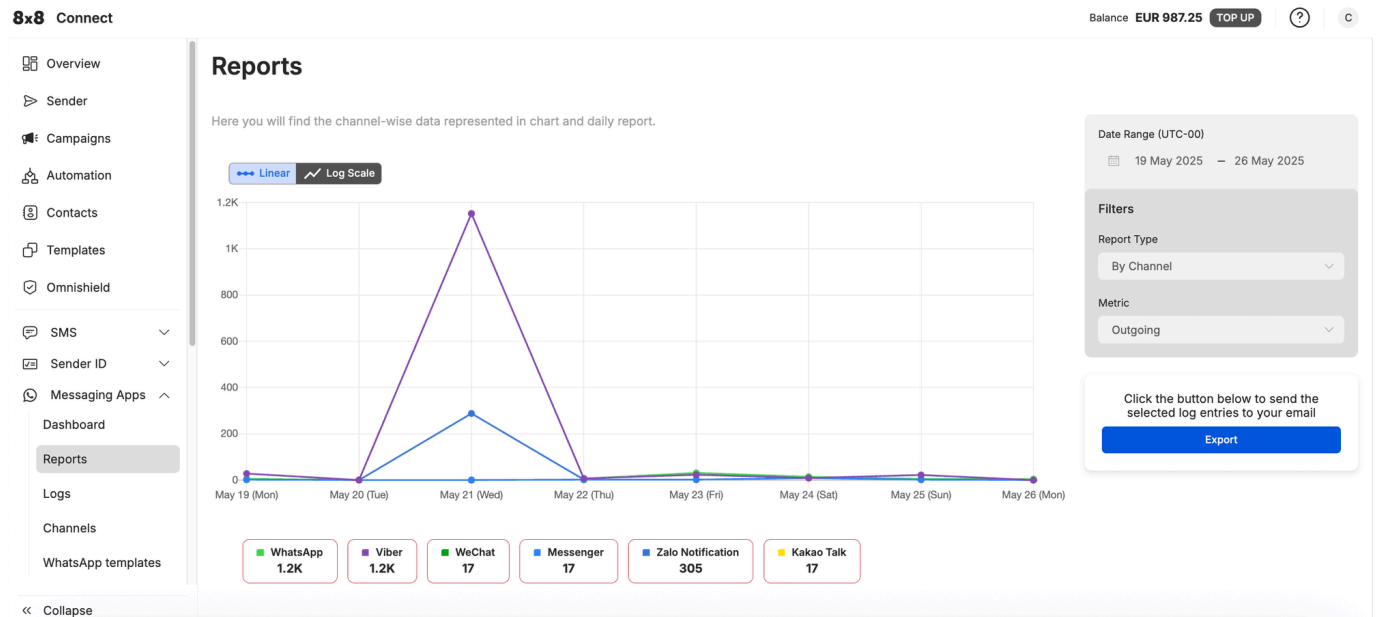
Secure and Compliant

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

Measuring effectiveness with 8x8 Connect

8x8's multi-channel communications platform, [8x8 Connect](#), allows you to immediately determine customer responsiveness to, and engagement with, your LINE communications. This no-code, plug-and-play, platform provides quick and easy access to logs and reports that will enable you to segment and tag customers for future LINE communications based on their preferences.

In addition, 8x8 has in-country local support teams, who are available 24/7, to ensure that your adoption, implementation, and ongoing management of LON successfully adds value to your omnichannel messaging strategy.



Find out more about 8x8 LON

Thank you for reading

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