

Should You Offer In-App Voice Calls?

The trends and advantages of voice communications

Did you know that consumers still very much prefer voice calls?

76%

Voice remains the most-used channel among APAC consumers.

86%

of consumers in Indonesia often use in-app voice call functions.

61%

of mobile searchers want to call businesses when making a purchase.

Source: Genesys, Statista, Google

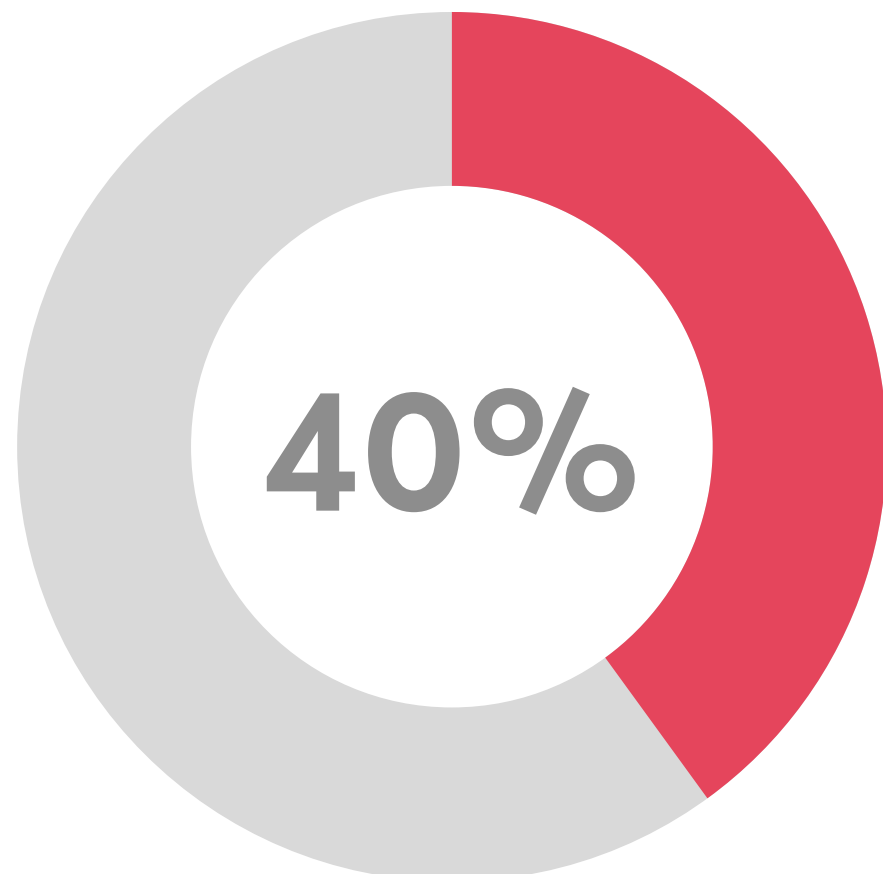
Why is this happening...

- Advancements in Natural Language Processing
- Voice calls reduces the risk of being misunderstood
- Consumers want companies to solve their issues at first interaction

3 advantages of in-app calling

1 Voice paves the way for better customer experiences

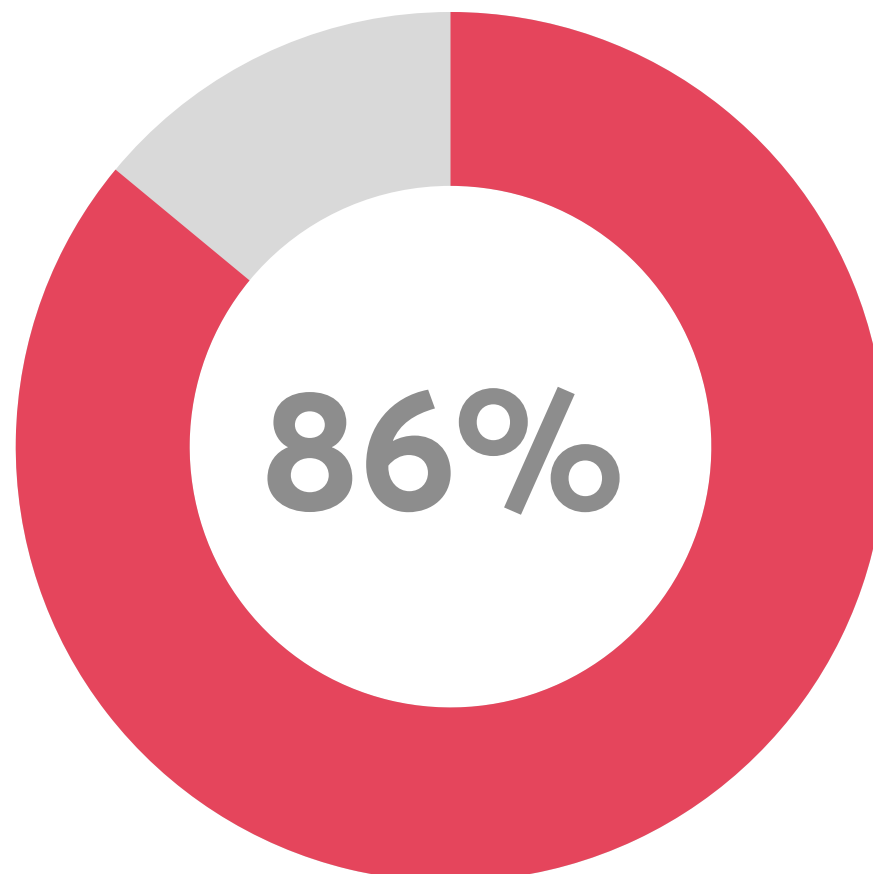
While chatbots might be enough for simple inquiries,



of customers still prefer speaking to a real person for real-time feedback, especially when resolving complaints.

Source: Walker

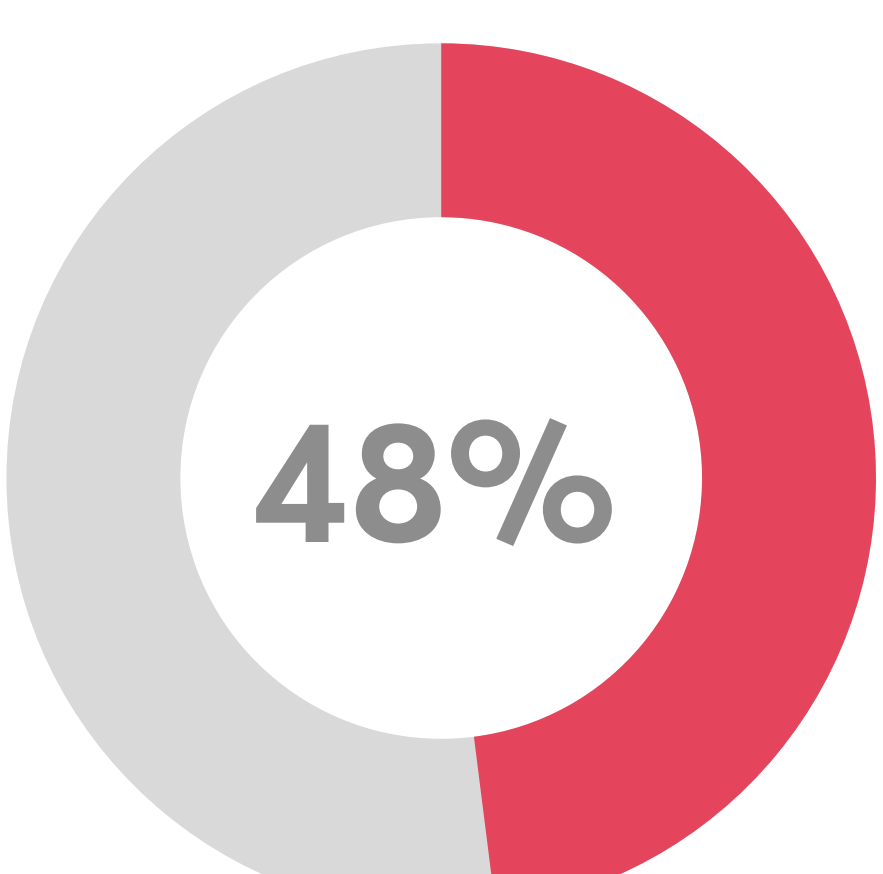
Customer experiences directly impact revenue.



of customers are willing to pay more for a better customer experience.

2 Voice makes it possible for enhanced privacy and personal data protection

Companies have a legal and ethical obligation to ensure privacy



of people have switched companies due to data privacy concerns.

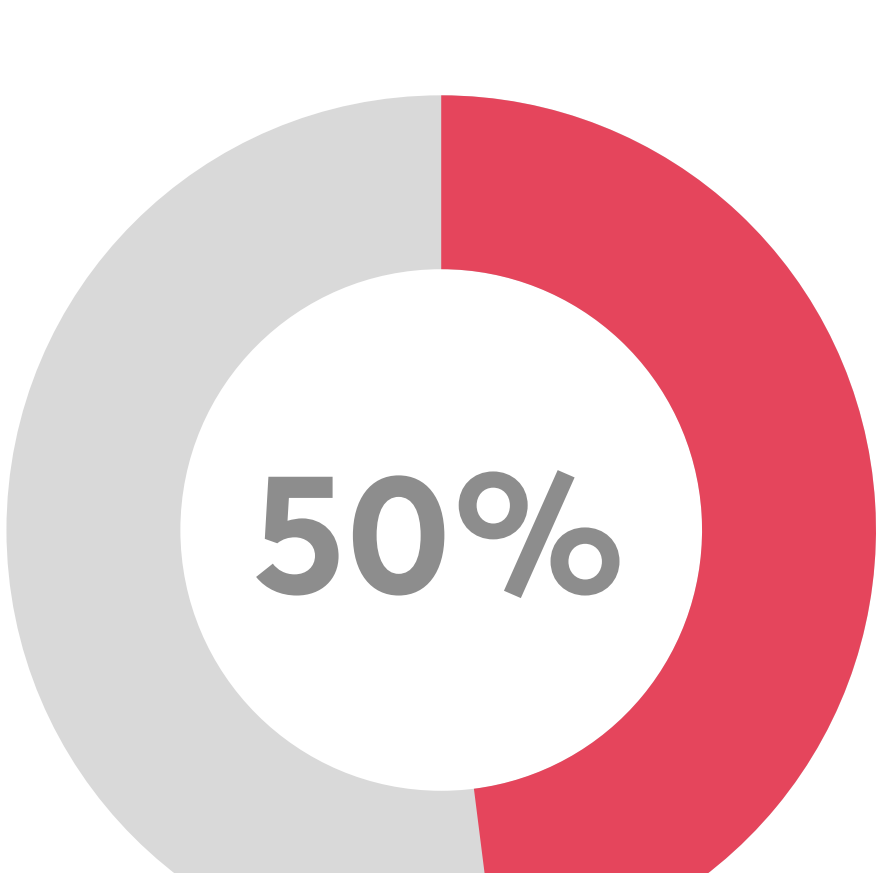
Source: Cisco

App-to-app calling allows your users to communicate with others on your platform without revealing personal information.

App-to-app calling also offers built-in number masking, which is beneficial for delivery services, ridesharing, online dating, marketplaces, and more.

3 Voice allows cross-border calls at a fraction of the cost

Reducing the need for hardware



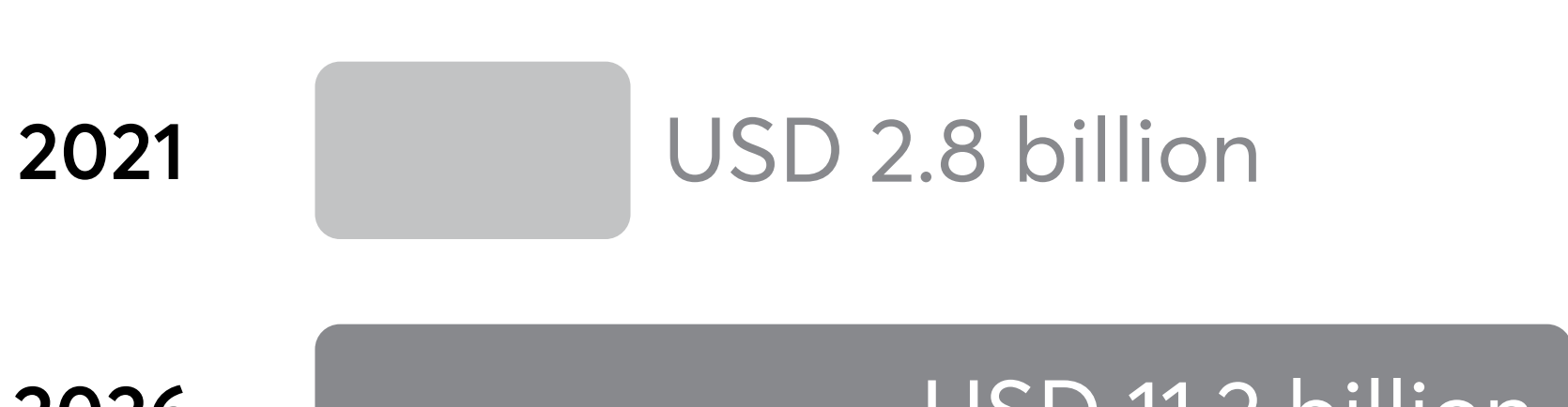
cost reduction can be enjoyed thanks to lower operating and maintenance cost.

Source: Gartner

Since app-to-app calls are conducted over the internet rather than traditional phone systems, users can connect with others all around the world without being charged hefty international roaming fees.

You are in good company

8x8 is proud to support leading organisations across the globe with in-app voice solutions.



The adoption of voice technology is increasing rapidly.

Source: Market and Market

31.9%

CAGR proves voice is not just a trend, it's the future.

No matter how much technology evolves, the need for people to want to feel heard by the companies they are purchasing from will always remain.

Customer experience is at the forefront and things are about to get even more competitive.

Give your product or mobile app the competitive edge. Find out how easy it is to implement 8x8's voice solution.