

A man with a beard and short hair is smiling while talking on a dark blue mobile phone. He is wearing a maroon button-down shirt under a grey cardigan. The background is a blurred office interior with warm lighting, including a large circular light fixture and a desk lamp with a globe-shaped shade.

8x8

Staying Ahead of the Pack with Programmable Voice

Introduction

It's no exaggeration to say that the quality of a company's customer experience can save or sink its business. Whether it's eCommerce, healthcare, fintech, or on-demand services like delivery and ride-hailing, brands are facing higher expectations than ever with regard to personalization, omnichannel support, quick 24/7 responses, and emotional engagement—all while maintaining service quality consistency.

And failure can be costly. **Over \$75 billion a year is lost** as a direct result of poor customer service. **Forty percent** of customers say that they have abandoned a brand due to a bad experience, and **re-engaging a lost customer is 500% more costly** than keeping an existing customer satisfied.

The good news is: digital communication solutions, such as programmable voice, can help close that service gap. It's the key reason **companies are committing \$8 billion** towards investments in voice solutions in 2023.

Whether it's seamless omnichannel journeys with in-app calling, voice messaging automation for quick and personalized service, or privacy protection with call masking, programmable voice solutions are your key to staying ahead of customer engagement trends.

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\$75B

Over \$75 billion
a year is lost as a
direct result of poor
customer service

Source: [Forbes](#)

40%

of customers say
that they have
abandoned a
brand due to a bad
experience

Source: [Statista](#)

500%

Re-engaging a lost
customer is 500%
more costly than
keeping an existing
customer satisfied

Source: [The European Business Review](#)

The problem with voice calls isn't what you think

In the age of messaging, voice calls may seem like an archaic and cumbersome part of the new digital experience. AI-powered chatbots are on everyone's mind, while others seem to be focusing more on self-help solutions to ease their contact center talent crunch.

But what customers dislike isn't voice calls themselves—it's how they've been conducted in the past. Exhaustingly complex IVR menus, long wait times to speak with a customer service agent, and a lack of 24/7 support are just some of the frustrations that kept customers from calling in.

Voice calls aren't the problem—it's the tools companies use that are lacking

A common challenge when it comes to voice channels is how to make them seamless, convenient, and safe for the customer. That's where programmable voice solutions come in.

Programmable voice gives businesses the ability to embed real-time voice calls directly into their native platforms, including website and mobile apps. It offers cost-effective scalability through APIs that enable customer service teams to make, receive, and monitor calls anywhere around the world.

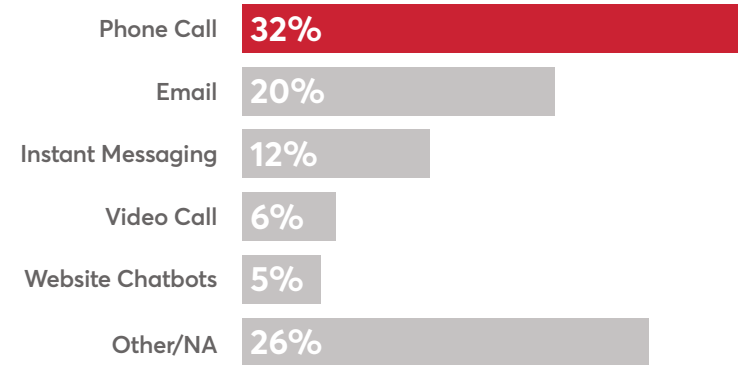
More importantly, it empowers customers to engage with your business via voice calls with zero hassle, while giving your employees the tools they need to deliver faster resolutions and more human-centric, tailored experiences that delight rather than frustrate. It's the win-win key to **taking your customer service from good to great** while achieving sustainable business growth.

32%

of customers rank voice calls as their top preference when engaging with businesses, beating out text, email, and chatbots as the channel of choice. This includes communications with banks, insurance agents, healthcare providers, and delivery services.

Source: [Hiya](#)

Top communication channels, ranked by consumers



Keep customers on your owned platforms for longer

Keeping customers on your website or app for longer has clear benefits, including increased sales and higher conversion rates. So, instead of having them leave your platform in order to make a customer service call, why not embed that function directly onto your platforms?

8x8's **Voice SDK** allows businesses to offer customers one-touch **app-to-app calling functions** over the internet, so they don't even have to dial any number to engage with your customer support, marketing, or sales teams.

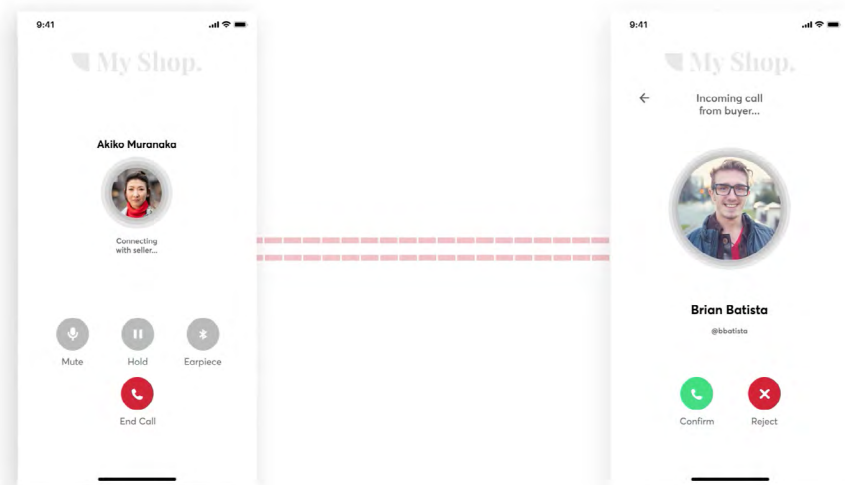


Enhance eCommerce journeys and prevent revenue leakage with app-to-app calling

It's important not to underestimate **the power of voice in online retail**, whether in the form of improved customer experiences or reduced costs.

App-to-app calling is helping eCommerce providers to scale faster and sell quicker by allowing buyer and seller communication without the business having to intervene. It also prevents off-platform transactions as no personal phone number needs to be shared for the buyer and seller to communicate in real time. And most importantly, it keeps users' contact details private. It's a win-win-win solution.

Learn more about **app-to-app calling** and how it works.



Reduce engagement bottlenecks while promoting inclusivity

Voice messaging boasts one of the most reliable and secure ways to deliver sensitive data, such as user authentications and one-time passwords (OTPs). Unlike SMS and instant messaging, which deliver messages via mobile devices, voice messages can be delivered via both mobile phones and landlines.

This not only helps businesses to expand their reach, but it also positions them to be **tech inclusive**. Text-to-speech messaging makes it possible for the elderly population, the visually impaired, or neuroatypical to receive important, time-sensitive, and personalized notifications as phone calls.



Improve patient-provider experiences (especially the elderly) with voice messaging

A staggering \$150 million is lost every year due to missed medical appointments and no-shows. Programmable voice solutions, when used in conjunction with SMS, chat apps, and in-app notifications, are a powerful force for lowering the barrier for digital healthcare transformation.

For instance, voice messaging can help automate routine tasks, such as delivering much-needed appointment reminders, verifying patient benefits, or even performing triage. This helps to reduce strain on healthcare providers and allow staff to focus their efforts on providing better-quality care and addressing more complex healthcare needs.

Learn more about **voice messaging** and how it works.

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Source: 8x8

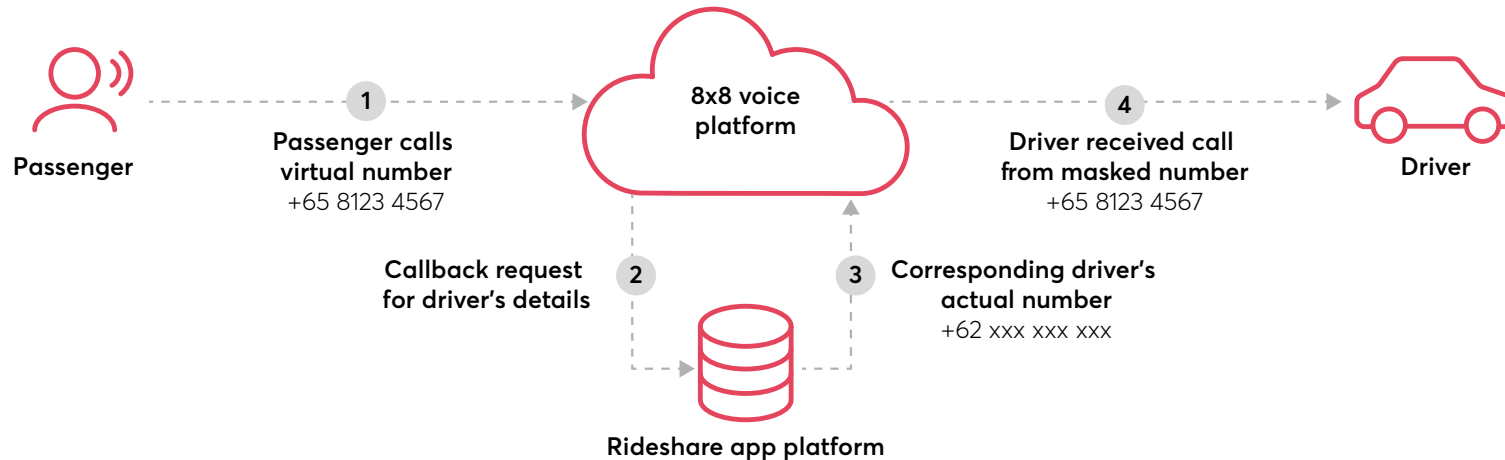
Make customers feel safe sharing their personal data with you

Consumers are increasingly scrutinizing how businesses collect, store, and use their personal data. And as customer-to-customer engagement increases over ridesharing apps, delivery platforms, and eCommerce marketplaces, **call masking has become crucial to protecting user privacy**. With regulatory bodies clamping down on personal data policies, making privacy a priority has gone from optional to essential in any business.



Provide safer on-demand services with call masking

Call masking goes hand-in-hand with app-to-app calling. With digital voice calls, virtual numbers are automatically assigned to both parties in order to keep personal details private, and to prevent misuse of customer contact information. Call masking has already helped a **leading ride-sharing company** meet local regulatory requirements, reduce fraud risks, and enhance user experiences.



Learn more about **call masking** and how it works.

Voice continues to be the heart of the customer experience

As consumers get increasingly tired of standard messaging templates and poorly executed chatbots, it's the businesses that can deliver truly human experiences that will win the day. Programmable voice solutions are your powerful ally in **building more powerful customer connections** that will strengthen your brand, while simultaneously improving both customer and employee experiences.

Find out more about how 8x8's Voice APIs can help you transform customer experiences that meet current and future demands.



Communications for the Customer Obsessed

The companies that get ahead today are truly customer-obsessed. Business leaders know they can't settle for good-enough customer experience or just-okay employee engagement scores. To go above and beyond, they know they need a communications platform built for them. One that unites contact center, voice, video, chat, and SMS and delivers it with the reliability, integration, and expert services only a customer-obsessed company can provide.

At 8x8, we know that it takes great experiences to make new connections, to bring teams together, and to turn prospects into loyal customers. Communications for the customer-obsessed means that we believe in our obligation to provide incredible communications experiences, every time.

[Read more here](#)

Contact 8x8 sales or your 8x8 partner for additional information, or visit 8x8.com.



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