8x8 Success Feedback API

Increase SMS message deliverability and conversion rate

Ensure smooth business operations and increase customer trust

Mobile verification and other one-time passwords (OTP)-based customer interactions play integral roles in the operations of businesses today.

However, the potential failure of OTP delivery poses a risk to the user experience, impacting customer trust and satisfaction in the long run.

To ensure the efficient delivery of these OTPs to users' mobile devices, businesses can integrate the Success Feedback API to provide 8x8 with the delivery outcomes.

This API enables 8x8 to monitor the SMS performance in real-time and provide immediate remediation if issues arise.

What is the Success Feedback API and how does it work?

The SMS Success Feedback endpoint enables businesses to convey the outcome of SMS messages to 8x8 for performance monitoring and remediation, by returning data to verify whether users have entered the verification code into the client-side network application (APP).

Find out more with 8x8's integration guide.

Key benefits

- **Enhanced message deliverability.** Proactive monitoring of deliverability performance enables 8x8 to take real-time actions to address and prevent issues promptly.

- **Maximised conversion rates.** 8x8's intelligent routing feature guarantees automatic delivery of messages through the highest quality routes, optimising the chances of successful conversions.

- **Increased cost savings.** Successful message delivery via optimal routes prevents unnecessary expenses linked to multiple message transmissions caused by delivery failures.

- **Detailed insights.** Advanced reporting on message performance and latency provides businesses with insights to improve message deliverability.

- **Seamless business operations.** 8x8's 24-hour technical operations team diligently monitors network health, ensuring uninterrupted business operations around the clock.

- **Elevated customer trust and satisfaction.** Prompt delivery of OTPs reassures customers that robust security measures are in place to protect their information, fostering confidence and trust.

For more information, contact us at hello-cpaas@8x8.com or visit www.8x8.com/cpaas/home.