

8x8

Talk is Money: The CX Playbook for Fintech Leaders





Why Communication Is Fintech's Most Underrated Power Move

Banking and finance are evolving rapidly. Traditional institutions – once centered on physical branches – now compete with agile fintech companies that release updates weekly through cloud-native platforms.

But technology alone no longer sets leaders apart. Customer engagement is the new battleground, with **32% of customers** walking away from a brand they love after a single bad experience. Meanwhile, **90% of consumers** expect a consistent experience across channels.

In this environment, real-time, human support is essential. Whether it's resolving issues via WhatsApp or onboarding users through secure video chat, delivering seamless, personalized communication builds loyalty and trust.

This guide equips fintech leaders to thrive in this shift. Discover how to use SMS, messaging apps, video, and voice to **streamline operations, reduce fraud, and scale marketing** – foundational tools in today's always-on economy.



Breaking the Silence: The New Rules of Customer Connection in Finance

The days of needing to visit a bank branch are over. In Asia-Pacific, **88% of consumers now prefer digital banking** over traditional in-person visits. This marks a fundamental shift in how people interact with financial services.

Today's customers expect fast, personalized responses via apps, messaging platforms, and video – not ticket queues. They demand **secure, human communication** at every touchpoint.

This shift brings both risk and reward. Institutions that fall short on communication lose more than revenue – they lose trust. In fact, **40% of users cite poor support** as a reason for switching providers.

For fintech companies, the opportunity is clear: delivering real-time, secure, and humanized communication isn't just customer service – it's a strategic advantage.

Digital Trust, Real Talk: Reinventing Support to Win Customer Loyalty

In fintech, trust is earned – or lost – through communication. Nearly **90% of consumers expect instant support**, and **50% say they'll leave** after just one bad experience.

To meet these expectations, fintech companies rely on messaging apps like **WhatsApp, LINE, and Viber**. They're fast, familiar, and reduce friction – leading to faster resolutions and higher satisfaction.

But messaging is just the start. **Video chat** adds the human layer. It helps agents guide users through complex tasks, verify identities, and build trust – especially during high-stakes moments like loan approvals or account freezes.

A great example: **8x8 Jitsi as a Service (JaaS)**. This open-source video solution integrates directly into fintech platforms, enabling secure, app-free video calls. For finance, where simplicity and trust matter most, it's a game-changer.



AI-driven chatbots and **voice assistants** take it further by resolving routine queries instantly – freeing agents for high-empathy tasks. The winning formula: automate for speed, humanize for trust.

Automation as Advantage: Operational Excellence in Fintech

Operational excellence in fintech isn't about adding more people – it's about doing more with less. That's where communication automation becomes a strategic lever, not just a convenience.

Voice bots and automated messaging systems are key to scaling operations without scaling headcount. 8x8's voice bots, for example, [streamline debt collection](#) by automating payment reminders, follow-ups, and negotiations. They engage debtors with secure, personalized voice calls – even outside business hours – while reducing overhead costs by up to 80%. Follow-up SMS and speech recognition ensure higher response rates and accurate records.

For global fintech companies, this kind of scalable automation isn't just efficient – it's essential.





A compelling real-world example is **Coda Payments**, a fintech platform serving digital transactions across Asia, the Middle East, and Latin America. By switching from email to 8x8's **SMS API**, Coda now delivers OTP codes and vouchers to **millions of users daily** across 30 countries – cutting fraud, reducing support tickets, and increasing trust.

With minimal integration time and high deliverability, the team was able to scale **Codashop** to new markets faster while simplifying workflows and freeing up resources. The result? Greater security, faster go-to-market, and smoother expansion across emerging economies.

In fintech, where milliseconds matter, removing operational friction is a competitive edge. Automation isn't about replacing people – it's about freeing them to focus on the high-value, high-empathy work machines can't do.

Speak to Secure: How Communication Is Reshaping Fraud Defense

Financial fraud is evolving fast – and communication is often the weakest link. In 2023, global losses from digital payment fraud surged to **\$48 billion**, up from **\$41 billion in 2022**. Delayed messages and unsecured channels give fraudsters an easy entry.

To counter this, fintech companies are adopting smarter tools that secure communication and protect users. One example is **8x8's Omni Shield**, built to stop SMS fraud like Artificially Inflated Traffic (AIT), which cost businesses **\$6.7 billion globally**. It uses behavioral analytics, real-time monitoring, and number profiling to detect and block suspicious traffic – reducing costs and boosting trust.

Authentication is also evolving. Video KYC simplifies onboarding while ensuring compliance in regulated markets. It's secure, fast, and reduces drop-off.

Meanwhile, no-code customer authentication and identity management (CIAM) platforms like Descope modernize access with biometrics, passkeys, and social logins – turning friction into **seamless identity flows**.





From Broadcast to Bond: Winning Customers Through Precision Messaging

Fintech marketing used to be about reach. Now it's about resonance. Customers are bombarded by messages every day – what cuts through is relevance, timing, and tone.

Traditional ads won't cut it anymore. In fact, **72% of consumers** say they only engage with marketing messages that are personalized to their interests. That's why smart fintech are pivoting to conversational engagement – two-way, contextual messaging that mimics how people naturally communicate.

Rich messaging – via channels like RCS and WhatsApp – transforms plain notifications into dynamic, **interactive experiences**. With images, videos, carousels, and CTA buttons, users can confirm a payment, schedule a call, or upgrade an account with a single tap. RCS, for example, supports branded messages, verified sender IDs, and real-time suggested replies – driving higher engagement, trust, and conversions. No app download needed, no friction – just **fast, seamless interaction**.

FinTech winning in this space aren't just communicating – they're creating micro-moments of value. One message at a time.

Built for Fintech: Simplicity, Security, Global Scale

8x8 CPaaS empowers fintech companies to [streamline their communication stack](#) – without compromise. From SMS and voice to WhatsApp, Viber, Zalo, and LINE, 8x8 gives you unified control over every major channel.

Global Reach & Local Expertise: Engage users wherever they are with [enterprise-grade reliability](#) and regional support.

Fortress-Level Security: Data protection is built in – so you can scale trust alongside growth.

Effortless Integration: Plug into your existing tech stack with ease, so your tools scale with your ambitions.

Actionable, Visual Insights: Utilize powerful, real-time insights to better engage customers

Always-On Support: 24/7 guidance from a team that understands fintech urgency.

8x8 CPaaS isn't just infrastructure – it's a [strategic advantage](#).





Speak Smarter, Win Bigger – The Fintech Future Depends on It

In fintech, communication is no longer back-office support – it's a strategic differentiator. Every message is a chance to build trust, drive loyalty, and fight fraud.

The channels are here: SMS, voice, video, WhatsApp, RCS. What's missing is a unified strategy – and the right platform to bring it together.

8x8 CPaaS gives fintech companies the tools to deliver secure, seamless, and scalable experiences across every touchpoint – from onboarding to authentication and beyond.

The future belongs to those who speak smarter – and act faster.

[Find out more.](#)



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