

8x8

# The Secret to Smarter Selling:

Real-Time  
Engagement  
with CPaaS







## A Shopper's Paradise in the Digital Age

The ecommerce revolution has truly transformed global shopping – no longer bound by geography, consumers now enjoy unparalleled convenience, personalization, and round-the-clock access to goods and services. In 2024, **2.71 billion people** – about **34% of the world's population** – made online purchases, and that number is expected to surpass **3.9 billion by 2029**. What powers this evolution is not just technology, but how communication is handled at scale. Enter CPaaS (Communications Platform as a Service) – a game-changer that brings real-time, omnichannel interactions into every part of the shopping journey.

This guide explores the role of CPaaS in retail, and how platforms like **8x8 CPaaS** are helping businesses – from multinational giants to startups – deliver world-class experiences.



# Communication Is Conversion – How CPaaS Powers Ecommerce

In ecommerce, communication is everything. From first-click engagement to post-purchase support, timely and contextual messaging makes or breaks the experience.

In ecommerce, communication is everything – whether it's a first-click inquiry or post-purchase support, timely and contextual messaging can make or break the experience. Roughly **37% say talking to a real person over the phone** is a top reason they complete a purchase. And when brands offer live chat alongside voice support, they see a major boost – 91% higher customer satisfaction compared to single-channel service models.

In short, fast, clear – and human – interaction is no longer optional. In a 24/7 ecommerce world, integrating voice, chat, and digital messaging isn't a luxury – it's a necessity.

So, what is CPaaS?

CPaaS enables businesses to embed **real-time communication** – like SMS, messaging, video, and voice – directly into apps and websites. **8x8 CPaaS** empowers ecommerce businesses to build tailored experiences without needing complex infrastructure.



## Key Features Include:

**Real-time alerts:** Notify users about flash sales, low stock, or price drops.

**Automated chatbots:** Handle FAQs, recommend products, and support transactions 24/7.

**Multi-channel support:** Engage customers where they are – WhatsApp, SMS, Viber, voice, or video.

**Secure authentication:** Protect customer accounts and payments with one-time passwords (OTPs), two-factor authentication (2FA), and real-time fraud alerts.

## Case Example:

**King Power**, Thailand's largest duty-free retailer, partnered with **8x8 CPaaS** to modernize its digital communications. By integrating SMS and WhatsApp messaging, King Power improved engagement with over **850,000 online shoppers**, sending **200,000+ SMS annually**.

Using 8x8's SMS API for real-time updates, offers, and delivery alerts, the company enhanced customer experience while achieving a **30% reduction in operating costs** – a key win during pandemic-related tourism declines.



8x8 really excels when it comes to SMS marketing speed, performance, and delivery.

– **Boonthavee Jarudomrongsak**,  
VP, King Power





# The Tech Behind Top Ecommerce Sites

What sets the best online shopping platforms apart? It's more than just a sleek interface.

## Winning Elements:

### Website Speed & Mobile Optimization

In today's fast-paced digital environment, slow websites drive customers away. Leading ecommerce platforms prioritize [lightning-fast load times](#) and mobile-first design – ensuring that users can browse, compare, and purchase effortlessly on any device.

### Clear, Intuitive Navigation

Shoppers want simplicity. Easy-to-find categories, smart search functions, and a frictionless checkout flow dramatically [increase conversion rates](#). The best ecommerce sites guide users naturally from product discovery to purchase, reducing drop-offs and boosting customer satisfaction.

### 24/7 Support & Automated FAQs

Around-the-clock customer service isn't a luxury – it's a standard. Top retailers implement [chatbots](#) and self-service FAQs to answer common questions instantly, minimize wait times, and resolve basic issues without human intervention. For more complex queries, live agents are ready to step in, creating a seamless support ecosystem that builds trust and loyalty.



The most popular ecommerce websites today aren't just selling products – they're creating immersive, interactive shopping experiences. By combining technologies like CPaaS, AI, AR/VR, and advanced personalization, these platforms empower shoppers to browse smarter and buy with confidence. Features like [virtual try-ons](#) paired with real-time chat-to-buy support help customers make faster, better-informed decisions – without ever visiting a store.

But ecommerce is no longer just online. Many retailers are blending digital with physical, turning their brick-and-mortar stores into hybrid spaces connected to the customer's online profile. CPaaS powers this seamless experience through tools like:

### **In-store check-ins via SMS links**

Let customers check in for appointments or events by simply tapping a personalized SMS link – no need for apps or paper slips.

### **Appointment booking and queue management**

Reduce wait times and manage foot traffic efficiently with real-time SMS updates, allowing shoppers to book, reschedule, or get notified when it's their turn.

### **Personalized in-store promotions via geo-targeted messages**

Send [instant offers or reminders](#) when a customer enters a store, based on their location and past shopping behavior – boosting conversions while enhancing their experience.







## Operational Excellence with CPaaS – Logistics, Support & Trust

It's not just about selling – it's about delivering. Today's shoppers expect to track their orders in real time, resolve issues instantly, and feel safe while transacting.

### How CPaaS Supports This:

#### **Real-time order tracking via SMS or messaging apps**

CPaaS enables seamless integration of [real-time logistics updates](#) into messaging channels like SMS, WhatsApp, or in-app notifications. Shoppers receive instant updates on shipping status, delivery windows, or unexpected delays – reducing anxiety and lowering support inquiries.

#### **Post-purchase support bots that resolve delivery delays or return requests**

With [CPaaS-powered chatbots](#), businesses can offer 24/7 support after the sale. Customers can quickly check return policies, initiate product returns, or get status updates on late deliveries – without waiting on hold or opening a ticket.

#### **Cart abandonment reduction using timely nudges (SMS, WhatsApp, or email)**

CPaaS allows businesses to set up automated, personalized reminders when a shopper leaves items in their cart. These nudges – delivered via [preferred channels](#) like SMS or WhatsApp – can include dynamic discount codes or product recommendations to recapture lost sales.



### **Fraud prevention via 2FA, OTPs, and secure account alerts**

CPaaS platforms simplify the implementation of [secure login and transaction flows](#) with programmable two-factor authentication (2FA) and one-time passwords (OTPs). Businesses can also send real-time alerts when suspicious account activity is detected, protecting both the customer and the brand.

### **Scalable communication during peak times like holiday sales or mega campaigns**

During high-volume periods like Black Friday or Singles Day, CPaaS scales instantly to handle thousands – even millions – of messages across channels. Whether it's [sending promotional blasts](#), managing delivery notifications, or fielding support inquiries, CPaaS ensures uninterrupted service without overwhelming internal teams.

These systems are especially vital for retail businesses competing in fast-paced, high-demand periods such as Singles Day or the Great Singapore Sale.





## CPaaS for SMB Ecommerce Growth

You don't have to be Amazon to deliver Amazon-level service. Today's small ecommerce businesses are competing in a global marketplace where speed, personalization, and trust are non-negotiable. While platforms like Shopify, WooCommerce, and Wix provide the storefront, 8x8 CPaaS adds the communication layer that powers [world-class customer experiences](#).

From securing logins to recovering abandoned carts, 8x8 CPaaS helps small businesses [grow faster, convert more, and support customers better](#) – with minimal resources.

### Automated marketing campaigns

8x8 CPaaS allows small businesses to send [targeted promotions and time-sensitive offers](#) through SMS, WhatsApp, and Viber. You can segment your customer base and schedule automated messages that drive traffic during key sales periods – no need for a large marketing team.

### 24/7 chatbot support for international customers

With 8x8's messaging APIs, you can deploy multilingual, always-on chatbot support across multiple channels. This means international customers can ask product questions, check order statuses, or initiate returns – even outside your business hours – without overwhelming your small support team.

## Follow-ups and review collection via SMS or messaging apps

After a purchase, CPaaS automates friendly follow-ups – thanking customers, providing delivery confirmation, or asking for a review. These personalized touches build trust, improve retention, and boost your ratings on ecommerce platforms.

## Secure user authentication with Verif8

Small businesses are increasingly targeted by fraud, especially during login and checkout flows. 8x8's Verif8 solution enables fast, frictionless identity verification via programmable OTPs and two-factor authentication. This [OTP-as-a-Service solution](#) protects customer accounts, builds trust, and helps prevent chargebacks or account takeovers – without requiring complex backend systems.







# Future of Ecommerce: Where Retail and Tech Converge

The next frontier of ecommerce is all about zero-friction journeys. Shoppers will move from seeing to buying in seconds – no redirects, no extra steps.

## Emerging Trends in Ecommerce: Where Retail Meets Real-Time Engagement

Ecommerce is entering a new era – one that's mobile-first, experience-driven, and deeply personal. Consumers expect to interact with brands on their terms, in real time, and across their favorite channels. This is where CPaaS is redefining the customer journey. Let's explore the trends shaping the future of online retail:

**Conversational Commerce:** Shoppers now browse, chat, and buy – all within the same messaging app. Platforms like WhatsApp, Instagram, and Facebook Messenger are turning into storefronts where customers can ask questions, get product recommendations, and complete purchases without ever leaving the chat.

**Live Shopping Experiences:** Retailers are going live – hosting product demos, styling sessions, or Q&A segments through [video streams](#) where viewers can ask questions and purchase on the spot. This is especially powerful in fashion, beauty, and electronics, where product interaction influences buying decisions.

**Mobile-First Design:** With [nearly 90% of internet users](#) in Southeast Asia using smartphones – including [98.8% in Thailand](#) alone – ecommerce platforms must be optimized for mobile-first user experiences. SMS messages, which don't require downloads or app installs, are essential for satisfying thumb-driven behavior.

# How CPaaS Powers the Future Beyond Transactions

These trends are not just about selling – they're about building lasting, trusted relationships. CPaaS helps brands go beyond the cart by supporting:

## Sustainability and Order Transparency

Today's consumers want to know where their products come from, how they're made, and when they'll arrive. Transparency builds trust. With CPaaS, businesses can automatically update customers on order status, shipping emissions, or delivery timelines [via SMS or chat](#) – keeping them informed and engaged.

## Social Commerce Through Embedded Messaging

Customers are discovering products through social feeds, reels, and stories. With CPaaS, you can embed click-to-message or click-to-buy CTAs directly into these experiences. This allows for [immediate product inquiries](#), guided purchases, and support – right from social media apps – bridging content and conversion.

## Hyper-Personalization Using Behavioral Data

Modern ecommerce is [powered by context](#). Shoppers respond better to messaging that reflects their interests, actions, and timing.

8x8 CPaaS enables businesses to automate messaging flows based on user behavior – like browsing history, cart activity, or past purchases. Send the right message, at the right time, on the right channel.

To future-proof your business, building an omnichannel communication stack is no longer optional. It's the standard for modern retail.







## In Retail, Speed Talks. Smarter Connections Win.

The success of ecommerce websites today isn't just about what they sell – but how they connect with customers.

From discovery to delivery, CPaaS powers every moment that matters. With 8x8 CPaaS, retailers can scale personalized, real-time communication across every channel – web, mobile, messaging apps, and even in-store.

Whether you're a global brand or a small local ecommerce business,, the ability to communicate smarter – and faster – is what sets you apart. Retailers who embrace this shift will thrive in the digital age. Those who don't risk being left behind.

Explore how **8x8 CPaaS for Retail & Ecommerce** can help you elevate your ecommerce game – whether you're starting small or going global. **Contact us** to find out more.



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