**8x8**

# 8x8 Two-Way SMS Messaging

Increase customer engagement and enhance communication efficiency

## What is two-way SMS messaging?

Two-way SMS messaging allows businesses to send and receive SMS messages, facilitating interactive conversations and engagement with customers.

It incorporates both outbound and inbound messaging, and can be sent from a virtual number (short code or long code) using the 8x8 SMS API solution.

## Why use two-way SMS messaging?

Two-way SMS messaging empowers customers to engage and communicate directly with your business. With its instantaneous delivery and impressive open and response rates, SMS is an optimal channel for businesses to have real-time, interactive conversations with customers. By engaging with customers in a more personalized manner, businesses can form deeper connections with their customers.

From addressing simple inquiries to launching marketing campaigns, two-way SMS messaging is invaluable in swift issue resolution, enhancing communication efficiency, and boosting customer engagement.

## Key benefits

- **Increased engagement:** Leverage the 98% open rate of SMS messages to achieve high click-through and response rates.

- **Expanded reach:** Customers can access and respond to SMS messages seamlessly and instantly, even without mobile data.

- **Enhanced accessibility:** Text-enabled toll-free numbers allow customers to reach you without incurring any charges (only for supported countries).

- **Optimized communication:** Continuously improve communication strategies by monitoring the effectiveness of SMS messages with reporting insights.

- **Increased customer trust:** Build trust by addressing customer needs and concerns with real-time, one-on-one conversations.
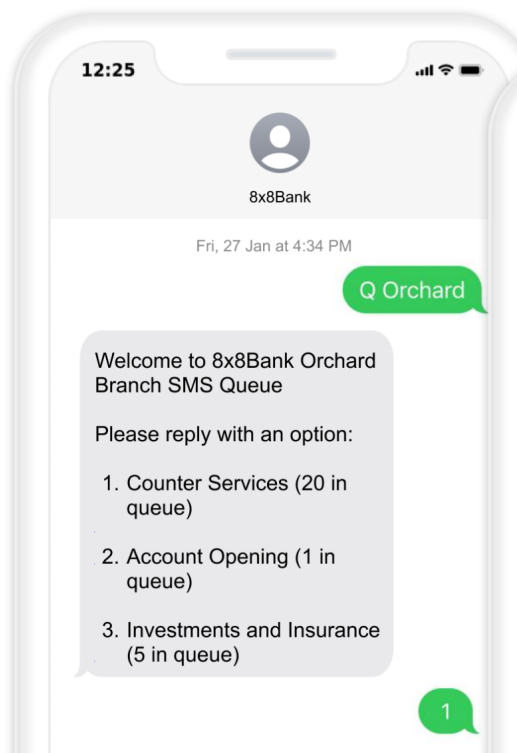
## Reimagine your customer engagement with 8x8 SMS APIs

- Fully supported, multi-function gateway to ensure global SMS message delivery

- Programmatic scheduling for fully automated workflows and campaign

- Industry-leading security and compliance with recognised third-party certifications including SOC 2 Type II, ISO 27001, HIPAA, FISMA & PCI/DSS

- A Tier-1 SMS aggregator in the Singapore IMDA SMS Sender ID Registry

- Scalable service with unlimited number of messages

- Easy integration into your existing business tools

- A robust network of more than 160+ direct mobile network operators in over 190 countries

## Elevate customer relationships with two-way SMS messaging

- **Opt-in and opt-out messages:** Allow customers to opt-in or opt-out of subscriptions, respecting their preferences while ensuring regulatory compliance.

- **NPS surveys:** Collect valuable customer feedback with surveys to foster a deeper understanding of customer perceptions and sentiments.

- **Appointment confirmations**: Proactively send appointment confirmation texts to decrease no-show rates and build trust with customers.

- **Customer support:** Increase customer satisfaction with two-way conversations, ensuring immediate and personalised responses to inquiries.

- **Special promotions and vouchers:** Send exclusive offers and enable customers to spark interest in your business.

**End user initiating SMS to business**

**Business initiating SMS to end user**



12:25

8x8Bank

Fri, 27 Jan at 4:34 PM

Q Orchard

Welcome to 8x8Bank Orchard Branch SMS Queue

Please reply with an option:

1. Counter Services (20 in queue)

2. Account Opening (1 in queue)

3. Investments and Insurance (5 in queue)

1

12:25

8x8Bank

Fri, 27 Jan at 4:55 PM

From 8x8Bank Orchard Branch:

Your queue number 2056 has been called. Do you wish to retake a new Queue number?

Please reply with an option:

1. Yes
2. No
3. I have missed my turn and I am at the branch now.

1