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# Unlock Viber for Business: Strategies for Success

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## Introduction

In today's digital-first era, businesses need communication tools that are not just efficient but also versatile. Enter [Viber for Business](#), a real game-changer that's reshaping how companies connect, market, and engage. With [over a billion users](#), Viber isn't just another app - it's a powerhouse.

For businesses, it's not about sending messages; it's about driving conversations that matter. Personalized outreach, multimedia messaging, and two-way engagement? Viber's got it all. Modern businesses thrive on [omnichannel communication](#), and this is where Viber truly shines - offering seamless integration into a broader messaging strategy and empowering you to [own the omnichannel game](#).



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# Why Choose Viber for Business?

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## Viber's Popularity and Global Reach

Before diving into its features, let's look at the numbers that demonstrate Viber's global impact.

- Over 1 billion active users worldwide make Viber one of the top messaging apps.
- Viber is particularly popular in regions like Eastern Europe, Southeast Asia, and the Middle East, where it boasts over [60% penetration rates](#) in certain markets.
- Businesses on Viber enjoy [engagement rates up to 40%](#), significantly higher than traditional SMS or email campaigns which average around 15%-20%.

These impressive statistics show why businesses can't afford to ignore Viber as part of their communication strategy.





## Harness the Features of Viber: Revolutionizing Business Communication

### 1. Rich Media Messaging

- Deliver more engaging content with images, GIFs, videos, and emojis.
- Example: A beauty brand using videos to showcase tutorials directly through Viber messages.

### 2. Verified Business Profiles

- Build trust with your audience using Viber's green tick verification, ensuring customers know they're interacting with a legitimate business.

### 3. Interactive Features

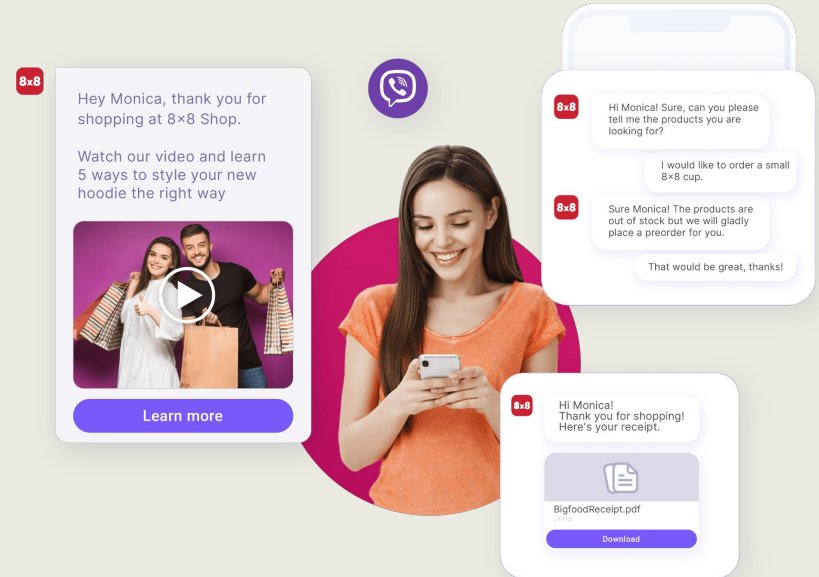
- Viber supports quick replies, buttons, and polls, enabling businesses to create interactive campaigns.
- Example: A food delivery service uses quick reply buttons for customers to reorder their favorite meals.

### 4. Broadcast and Bulk Messaging

- Send promotional offers, updates, or alerts to large audiences simultaneously.

### 5. End-to-End Encryption

- Viber prioritizes privacy and data security, ensuring all messages are encrypted and secure.



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Unlocking  
Success: How  
Viber Transforms  
Customer Service  
and Marketing

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Viber doesn't just enhance communication—it transforms it. With rich messaging, chatbots, and rock-solid end-to-end encryption, businesses can deliver fast, secure, and around-the-clock support that keeps customers coming back.

On the marketing side, Viber's **Broadcast Messages** ensures businesses can deliver personalized offers, updates, and promotions that hit directly where they count. **Communities** turn passive audiences into loyal advocates, fostering interaction, discussion, and a genuine buzz around your brand.

Viber's interactive tools—think polls, quizzes, and stickers—don't just engage; they ignite action. Combine transactional messages like order updates with promotional content, and you've got a formula for consistent, relevant communication that your customers will notice. All in a secure, data-driven environment that gives you the insights to lead, not follow.

By combining robust messaging capabilities with marketing tools, Viber gives you the edge to connect smarter, [engage harder](#), and win bigger.



Here's how businesses are leveraging Viber to achieve measurable results:

**1. Improved Customer Service**

Businesses can respond to inquiries in real-time, send order updates, and provide proactive support, [reducing customer queries by 25%](#).

**2. Cost-Effective Marketing**

Businesses can include multimedia and longer text without extra charges. Campaigns on Viber often result in higher conversion rates due to its engaging content formats.

**3. Enhanced Customer Engagement**

Viber's interactive capabilities foster deeper relationships with customers. A travel agency achieved a [30% increase in bookings for top-rated locations](#).

**4. Localized Reach**

Viber's popularity in specific regions allows businesses to connect with their target audiences effectively. A fintech company promoting its services in Southeast Asia saw a [20% increase in sign-ups by focusing campaigns on Viber](#).





## Engage Customers with Promotions and Campaigns

Viber empowers businesses to connect with customers through engaging promotions and campaigns. Exclusive offers, interactive content like polls and surveys, and personalized messages make customers feel valued and drive action. For example, a sports apparel brand [achieved a 25% higher conversion rate](#) with a flash sale on Viber compared to email, while a hotel chain boosted bookings by 30% through tailored vacation packages.

Integrate Viber with tools like Zendesk and Salesforce to segment audiences and deliver visually rich, targeted campaigns that make every message count.



## Boost Engagement with Omnichannel Messaging Using Viber

In today's omnichannel world, customers expect seamless communication. They want every interaction—whether on an app, email, website, or in-store—to feel connected and reliable.

Viber helps you meet that challenge head-on:

- **Real-time interactions** on your customers' favorite channels.
- **AI-powered automation** for faster responses.
- **Consistent, personalized messaging** that builds trust.
- **Unified analytics** to track what's working and where to go next.

For instance, an [ecommerce company](#) can use email to confirm orders, Viber to share shipment details, and SMS for urgent updates. The result? A unified communication experience that builds trust and loyalty.



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# Elevate Your Business with 8x8 CPaaS and Viber



Viber is powerful on its own, but throw [8x8 CPaaS](#) (Communications Platform as a Service) into the mix, and you've got a game-changer. This integration takes Viber's rich messaging, interactive tools, and regional reach and supercharges them with CPaaS's flexibility, scalability, and automation.

With 8x8 CPaaS, businesses can sync Viber with other channels like SMS, voice, and video, creating a [unified communication strategy](#) that meets customers wherever they are. Run high-impact campaigns on Viber, while CPaaS ensures critical updates hit home with SMS fallback—no message left behind. Automation cuts the hassle – schedule campaigns, send reminders, or deliver personalized offers, all in a few clicks. Viber and CPaaS aren't just tools – they're your ultimate communication powerhouse.





## How 8x8 CPaaS Enhances Viber Messaging

- **Single API for Multiple Channels:** Leverage a [unified API](#) to manage communication across various platforms, including WhatsApp, Viber, Zalo, LINE, SMS, and voice calls, simplifying operations.
- **Automated Fallback Mechanisms:** Ensure message deliverability by automatically retrying undelivered or unread messages via SMS or alternative channels.
- **Unified Dashboard:** Simplify communication management with [8x8 Connect](#), a centralized platform that allows you to oversee and manage all your channels from one interface.
- **Comprehensive Analytics:** Access detailed insights on message performance, such as delivery status and open rates, to optimize your communication strategies.
- **Seamless Integrations:** Quickly integrate additional channels with [existing CRM, ticketing](#), or support systems using plug-and-play connectors, streamlining your workflow.



## Benefits of Integrating Viber with CPaaS Solutions

- **Improved Efficiency:** Save time and streamline operations by automating message scheduling and delivery across channels.
- **Better Insights:** Leverage advanced analytics to monitor campaign performance and optimize communication strategies.
- **Enhanced Personalization:** Use customer data to deliver hyper-targeted messages that resonate with your audience.
- **Secure and Compliant:** Benefit from industry-leading [security and compliance](#) certifications, including SOC 2 Type II, ISO 27001, HIPAA, FISMA, and PCI/DSS, ensuring data protection and regulatory adherence.
- **First-Class Connectivity:** Access high delivery rates through 160+ direct mobile [network operator connections](#) in over 190 countries.





# 8x8 and Viber: Shaping the Future of Business Communication

As business communication evolves, 8x8 and Viber are leading the charge. When you combine 8x8's powerhouse CPaaS solutions with Viber's rich media messaging, secure interactions, and seamless omnichannel integration, you unlock a new era of customer engagement.

This partnership doesn't just keep you in the game—it puts you ahead. With AI-driven tools and hyper-personalized experiences, [8x8 and Viber](#) future-proof your communication strategy, making sure your business stays on the cutting edge.

Ready to transform your communication strategy? Start your Viber business journey with 8x8 CPaaS today and unlock a world of possibilities. Learn more [here](#) or reach out to an expert at [cpaas-sales@8x8.com](mailto:cpaas-sales@8x8.com).

[Find out more](#)

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# Conquer complexity with 8x8 Platform for CX

Say goodbye to fragmented data, siloed teams, and disconnected communication, and say hello to the 8x8 Platform for CX. Connect your teams and customers and make smarter, empowered decisions with integrated AI tools and insights to create real results.

For more information contact [hello-cpaas@8x8.com](mailto:hello-cpaas@8x8.com).

