



Verified Viber Messaging for Smarter OTP Delivery

Branded, Trusted Authentication Through Verif8



The Trust Problem with SMS OTPs

68% of consumers worldwide are concerned about online privacy. Your OTP channel is part of that conversation.

Where SMS falls short:

- Generic threads with no branding or logo
- No visual proof that the sender is legitimate
- Manual copy-paste between apps
- Looks indistinguishable from phishing attempts

The Upgrade: Viber OTP vs. SMS

Viber OTP		SMS OTP
Verified business account with logo and badge	Sender	Unbranded shortcode
Visible brand verification	Trust signal	None
One-tap copy from notification	User action	Manual copy
Encrypted in transit	Encryption	Carrier-level
Trust-led CX, high-engagement markets	Best for	Broad reach, low-data regions

Where the Upgrade Pays Off

Account registration

Brand visibility from the very first code

Login authentication

A security layer customers actually recognize

Transaction verification

Instant, verified codes for high-value moves

Account recovery

Brand reassurance when customers need it most

Powered by Verif8

The OTP-as-a-Service platform that brings verified Viber messaging to any business — no custom infrastructure, no multi-vendor juggling.

- Branded Viber, SMS, and voice OTPs from one platform
- Pre-approved Sender IDs and templates in 40+ languages
- Same-day deployment with self-service onboarding
- Premium routing with automatic voice fallback
- Real-time fraud monitoring and delivery analytics
- SOC 2, ISO 27001, and regional data residency support

Why It Matters

Authentication isn't just a backend function. It's a brand moment your customers see every time they log in, transact, or recover access. Verif8 turns every OTP into a chance to build trust.

[Click Here to Learn More](#)

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

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