8x8

When to Use SMS, WhatsApp, RCS & Voice

Choose the Right Channel for the Right Moment



Customer expectations are higher than ever. Whether you're sending alerts, promotions, or providing support, the channel you choose matters. Here's when to use **SMS**, **WhatsApp**, **RCS**, and **Voice** for maximum impact.

SMS
Fast, Ubiquitous & Reliable

Best For:
- Time-sensitive alerts (OTP, delivery updates)
- Global reach without internet dependency
- Fallback for smartphones and basic phones

Ideal When:
You need speed, reach, and simplicity. SMS cuts through digital noise with **98% open rates**.

WhatsApp
Rich, Personalized Conversations

Best For:
- Customer service chats
- Marketing promotions with images/videos
- Appointment reminders with quick reply buttons

Ideal When:
You want to meet users where they are—on their **favorite messaging app**. Great for ongoing, personalized engagement.

RCS
Modern Messaging on Android

Best For:
- Brand-verified messages with images, carousels, and actions
- High-impact promotions with CTA buttons
- Two-way conversations in native Android SMS app

Ideal When:
You're targeting **Android users with a visually rich experience**, without requiring a third-party app.

Voice
Human Connection at Critical Moments

Best For:
- Urgent support escalations
- Complex troubleshooting or sales consultations
- Identity verification via IVR

Ideal When:
A human touch is required. Voice delivers **trust, empathy, and real-time resolution**.



Unified Messaging, Smarter Engagement.

Deliver the right message on the right channel with 8x8 CPaaS.

Find out more!

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

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