8x8

Which CPaaS Channels Should You Start With?

A Use-Case Mapping Guide

Accelerate Engagement. Enhance Experiences. Optimize Workflows.

Communication Platform as a Service (CPaaS) enables teams to embed real-time voice, video, and messaging directly into applications, delivering seamless and scalable customer engagement.

Choosing the Right Channel

Appointment Reminders

`SMS` `WhatsApp`

Fast, reliable, and widely adopted—even without an internet connection

Customer Support Escalation

`Voice` `Chat` `Video`

Real-time resolution, human interaction when it matters most

Transaction Alerts

`SMS` `Email`

Secure and asynchronous; customers can reference messages anytime
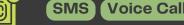
Lead Nurturing

`WhatsApp` `Email` `Rich Messaging`

Engage on preferred platforms with media-rich, branded content

Two-Factor Authentication

`SMS` `Voice Call` `Push Notifications`

Ensures delivery and security through redundant, multi-modal reach
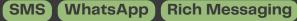
In-App User Engagement

`In-App Chat` `Push Notification` `Video`

Contextual communication without leaving your application

Marketing Campaigns

`SMS` `WhatsApp` `Rich Messaging`

Promote offers, events, or products at scale with trackable, branded messaging

What CPaaS Solves for Your Teams

Product: Rapidly integrate communication into your UX without building infrastructure

CX/Customer Support: Deliver fast, contextual assistance via preferred customer channels

Marketing: Drive engagement and conversion with personalized, automated outreach

IT: Deploy secure, scalable communication with minimal dev lift

Best Channels by Industry

Retail
SMS, WhatsApp, Push

Healthcare
SMS, Voice, Video

SaaS/IT
Email, In-App Chat, Push

Travel
SMS, WhatsApp, In-App Messaging

Financial
SMS, Email, Voice, Messaging App

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