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Zalo Notification Services: Scalable, Secure Messaging for High-Growth Businesses

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Introduction

If you're not looking at Zalo, you're missing the biggest opportunity in Vietnam's digital economy. With over 70 million active users, Zalo has gone from a local messaging app to the country's all-in-one super app - combining messaging, payments, e-commerce, and social features into one seamless platform.

But this isn't just about user numbers. It's about behavior. Zalo users trust the platform. They open their messages. They click. They buy. For businesses aiming to break into or expand in Vietnam, Zalo is a must-win channel.

Whether you're in retail, banking, logistics, or on-demand services, Zalo connects you with the people who matter. And the brands that are embracing it now are the ones setting themselves up for long-term dominance.
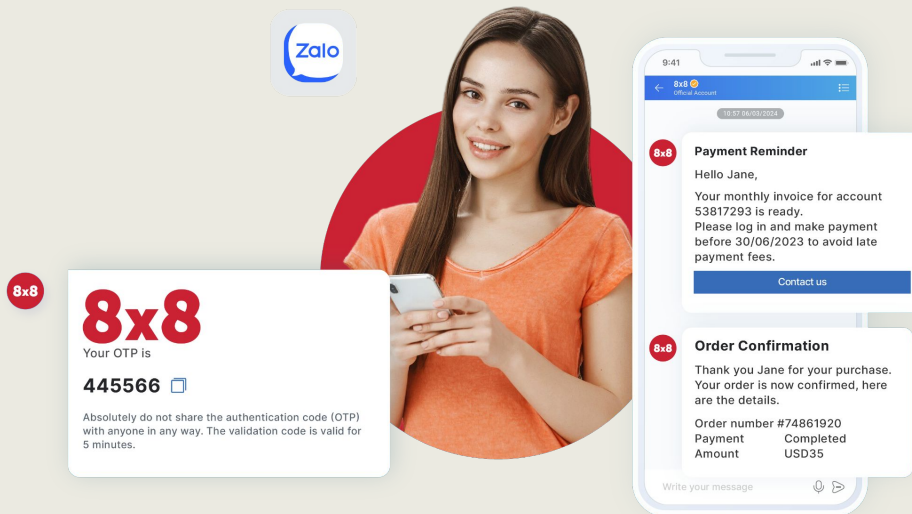
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What is Zalo Notification Service (ZNS)?

Here's where Zalo really flexes its business muscles - Zalo Notification Service, or ZNS. Think of it as a turbocharged communication lane that bypasses the noise and hits your customer directly through their Zalo Official Account. No algorithms. No delays. Just straight, trusted, one-way communication.

ZNS lets businesses send structured, pre-approved notifications - everything from OTPs and order updates to booking confirmations and reminders. These messages aren't treated like spam. They're expected. They're respected. And most importantly, they're read.

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Your OTP is

445566

Absolutely do not share the authentication code (OTP) with anyone in any way. The validation code is valid for 5 minutes.

Payment Reminder

Hello Jane,

Your monthly invoice for account 53817293 is ready.
Please log in and make payment before 30/06/2023 to avoid late payment fees.

Contact us

Order Confirmation

Thank you Jane for your purchase. Your order is now confirmed, here are the details.

Order number #74861920
Payment   Completed
Amount   USD35

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Core Capabilities of ZNS for Business Messaging

ZNS isn't just another notification tool - it's a precision-built system for real results. Here's what you get under the hood:

Template-Based Notifications

Forget the creative guesswork. ZNS uses structured templates that are pre-approved and highly trusted by users. You send what matters - no filler, no friction. Customers know these messages are real, and they engage accordingly.
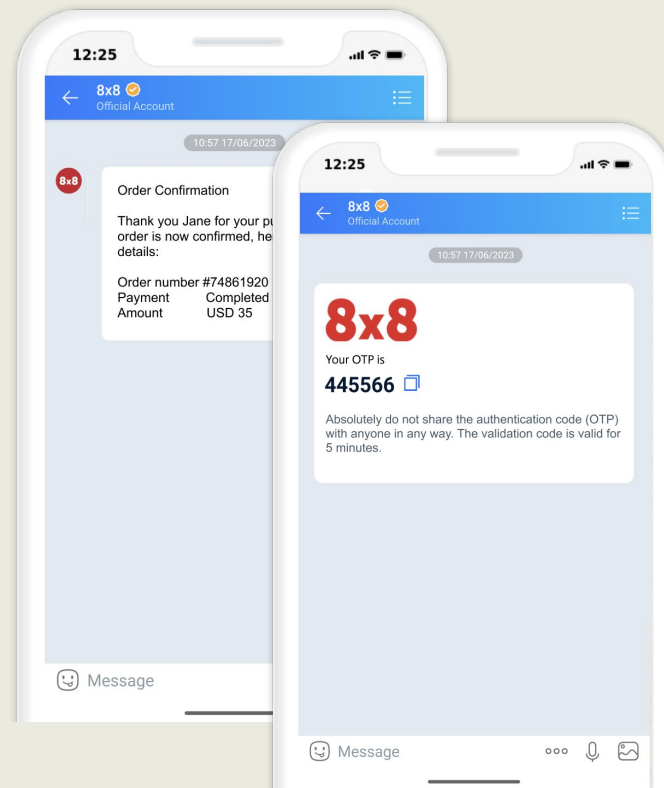
Transactional Messaging That Works

Whether you're confirming an order, alerting a payment, or reminding an appointment, ZNS delivers critical updates when they matter most. These aren't just messages - they're micro-moments that reinforce trust and keep your customer lifecycle flowing.

OTP Support That Actually Secures

ZNS is built for speed and security. One-Time Passwords (OTPs) are delivered instantly, helping verify identities and secure sensitive actions without clogging up user experience.

Multi-Device, No-Nonsense Delivery

Your audience isn't stuck on one screen - and neither should you be. ZNS reaches users across mobile, tablet, and desktop devices, ensuring message continuity no matter where your customers are.

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How ZNS Revolutionizes Retail and E-Commerce

In the cutthroat world of online retail and e-commerce, timing and personalization are everything. That's where ZNS becomes a game-changer.

Instant Order Confirmations and Shipping Alerts
ZNS gives you the power to instantly notify customers when their order is confirmed, shipped, or delayed. No need for customers to go hunting through apps or emails - Zalo messages are front and center, with sky-high open rates.

Personalized Promotions That Convert
You're not just sending mass blasts. ZNS lets you deliver tailored promos and discounts to specific segments, increasing the likelihood of purchase and reducing ad fatigue. It's a smarter, sharper way to drive repeat business.

Customer Support That Runs on Autopilot
Use ZNS to send proactive customer updates - like order status, return policies, and store hours - without waiting for them to ask. While ZNS is one-way, it still reduces inbound support tickets by keeping customers informed in real time, streamlining communication while staying responsive.

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Leveraging ZNS in Finance and Fintech

When it comes to financial transactions, trust is non-negotiable - and speed is survival. ZNS hits both marks with precision.

Secure OTP Delivery for Transactions
From logins to large transactions, ZNS delivers time-sensitive OTPs that protect user accounts without delay. You get bank-grade security, and your users get peace of mind.

Fraud Alerts That Actually Reach Users
When every second counts, a well-timed fraud alert can save an account - or a reputation. With ZNS, alerts don't get buried in spam folders. They get seen, instantly, by the right person on the right device.

Smooth Onboarding and KYC Verification
New customers are gold, but onboarding friction is the silent killer. Use ZNS to guide users through your KYC process, deliver status updates, and help them complete onboarding without bouncing or losing trust.

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ZNS in Action: Enhancing Logistics and On-Demand Services

If your business moves fast - like delivery services, ride-hailing, or logistics - then you need a messaging system that can keep up. ZNS isn't just fast. It's built for real-time hustle.

Live Delivery and Ride Updates
Keep customers in the loop with timely delivery or ride notifications. No need to dig through apps or wait on a call - just a Zalo ping with the latest status.

Collect Feedback Without Nagging
Customer experience doesn't end at delivery. ZNS lets you send simple, actionable feedback requests after a ride or drop-off - zero pressure, high completion.

Automate Driver and Rider Communications
Use ZNS to send one-way updates to drivers or riders - like shift start times or route assignments. It's a great way to broadcast timely info without requiring a reply.

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Why ZNS is Ideal for High-Growth Sectors

Fast-growing companies don't have time for fragile systems or tools that buckle under pressure. ZNS is built for scale - without compromising performance.

Scalability that Keeps Up with Demand
Whether you're sending 100 messages or 1 million, ZNS delivers with consistent reliability. You don't need to redesign your system when your customer base doubles - ZNS handles the load effortlessly.

Flexible Across Industries
From banks and retailers to logistics firms and tech startups, ZNS molds to your needs. It's not locked into one vertical. You can customize templates, triggers, and integrations to match your business flow.

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Why Partner with 8x8 for ZNS

Zalo is powerful - but when you pair it with 8x8, you get enterprise-grade firepower that puts your communication strategy in a league of its own.

Omnichannel Mastery

With 8x8, ZNS isn't an isolated tool. It's part of a broader ecosystem that includes WhatsApp, SMS, Viber, and more. Manage everything from one platform - reach your customers where they are, not where you wish they were.

Actionable Insights, All in One Place

Use 8x8 Connect, a no-code multichannel campaigns platform, to manage and monitor all your messaging campaigns in one dashboard. Track performance across channels, optimize campaigns in real-time, and gain deep customer intelligence. You're not just sending messages - you're refining strategy.

Global Support, Local Knowledge

From Vietnam to the world, 8x8 offers 24/7 support with region-specific expertise. That means fewer blockers, faster resolutions, and peace of mind as you scale.

Ready-Made ZNS Templates

Don't start from scratch. With built-in ZNS template support, you're up and running fast. No delays. No red tape.

Plug It In, Power It Up

ZNS integrates smoothly with your existing tech stack - no need to reinvent your backend. Whether it's your CRM, ERP, or e-commerce platform, 8x8's ZNS plays nice and scales fast.

Hassle-Free Integrations

Easily plug ZNS into your existing CRM, ticketing, or support systems using 8x8's prebuilt connectors. No custom dev work needed - just seamless setup and scale.

Orchestrate Your Message Flow

Design message sequences that suit your customer journey. With 8x8, you can route ZNS messages intelligently and fall back to SMS when needed - ensuring critical info always gets delivered.

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Security and Compliance: Protecting Customer Data

ZNS isn't just fast - it's fortified. In industries where privacy, compliance, and customer trust are non-negotiable, ZNS delivers with military-grade security and regional compliance.

Secure Message Transmission
ZNS messages are transmitted over encrypted HTTPS connections and secured using AES encryption standards. This ensures that sensitive information, such as OTPs and financial alerts, is protected during delivery, maintaining customer trust and safeguarding your business reputation.

Regulatory Compliance That Doesn't Cut Corners
Whether you're operating under Vietnam's local data laws or adhering to global standards like GDPR, ZNS (via 8x8) helps you stay on the right side of regulation without stalling innovation.

Built-In Anti-Fraud Measures
With verified message templates, real account ownership, and platform-level safeguards, ZNS makes it harder for fraudsters to impersonate your brand - and easier for you to maintain user trust.

Measuring Success: KPIs and Performance Tracking

Good messaging isn't just about what you send - it's about what you learn. ZNS helps you close the feedback loop with smart metrics and deep visibility.

Delivery and Open Rates That Matter
ZNS lets you monitor delivery success and open rates, so you know exactly how your campaigns are performing. No more sending into the void.
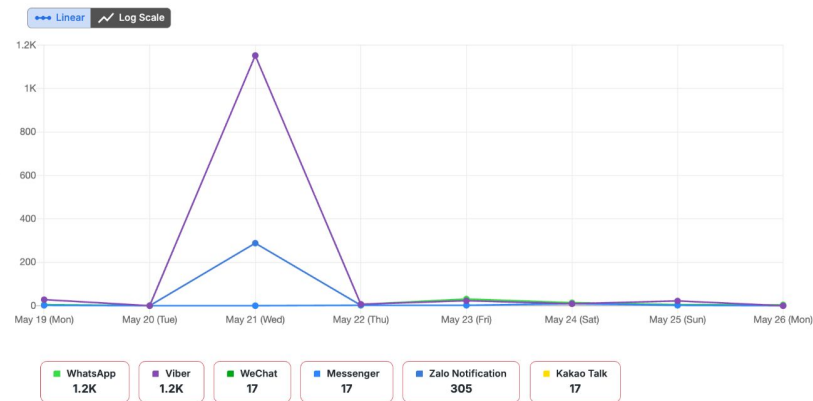
Customer Engagement Metrics
Track user behavior: Did they click the link? Respond? Complete a transaction? These insights aren't just interesting - they're fuel for smarter targeting and sharper messaging.

Optimize in Real Time
Through 8x8 Connect's intuitive dashboard, you can adjust your campaigns as they run. A/B test templates, modify timing, and track changes live. You're not flying blind - you're flying precise.

Reports

Here you will find the channel-wise data represented in chart and daily report.

Linear | Log Scale

| WhatsApp 1.2K | Viber 1.2K | WeChat 17 | Messenger 17 | Zalo Notification 305 | Kakao Talk 17 |

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Challenges and
Best Practices
for ZNS
Implementation

Even the best tools come with a learning curve. But with the right strategy, ZNS implementation doesn't just succeed - it scales.

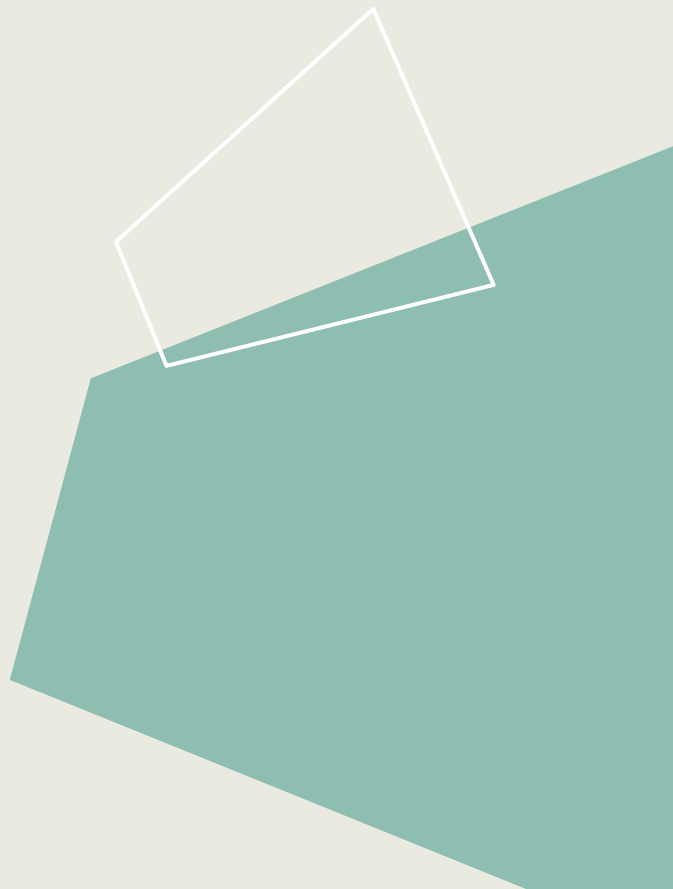**Integration Hurdles? Fix Them Early.**
Start by involving your tech team from day one. ZNS integrates cleanly, but skipping upfront planning leads to late-stage friction. Map out systems and dependencies before launch.

Customer Consent Is Key
ZNS only works when customers opt in. Build consent flows into your onboarding, make value clear, and respect boundaries. The more transparent you are, the more engaged your audience will be.

Content Isn't One-Size-Fits-All
A transactional message in retail won't look like one in finance. Tailor your templates to each use case, localize tone and language, and always ask: "What does the user *actually* need to know right now?

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ZNS + 8x8 - A Smart Move for Future-Ready Businesses

Zalo Notification Service is more than a feature - it's a strategic communication backbone for brands serious about Vietnam and Southeast Asia. From e-commerce confirmations to real-time banking alerts, ZNS ensures your message isn't just delivered - it's trusted, seen, and acted on.

And when you partner with 8x8, you go from using ZNS to owning it. You get omnichannel integration, global support, real-time analytics, and a platform that's proven at scale.

In a market where trust, speed, and personalization define winners, ZNS + 8x8 is the edge that turns good brands into great ones.

Find out more

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**.