8x8 Call Masking

Secure your voice communications while protecting your customers' experience
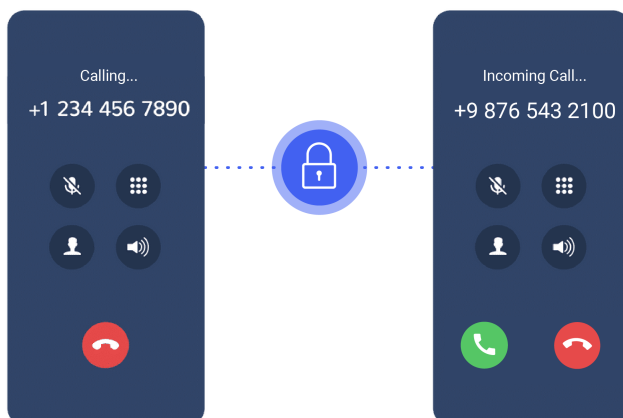
Privacy, for everyone

Call masking, also known as number masking, keeps your customers' identity safe by enabling secure voice communication between two parties without exposing their real phone numbers.

Boost your business and customer experience

- **Flexible integration:** Integrate as a standalone solution, alongside the 8x8 Voice SDK, or with a third-party voice API.

- **Comprehensive status monitoring:** Easily check on call status to optimize CX.

- **Tailored voice prompts:** Play a text-to-speech message while waiting for the second call to be answered.

- **Custom reporting:** Tailor reports on call delivery, success rates, duration, and more.

- **Transparent billing:** Only pay for what works; billing is per successful call answered.

Key benefits

- **Protect privacy:** Keep your users' phone numbers and personal identities secure.

- **Reduce friction:** Remove the hassle of making calls outside of your application or platform.

- **Increase efficiency:** Connect your customers directly with who they need, without detouring to an operator.

- **Improve customer experience:** Customize all customer interactions and increase customer engagement.

- **Gain actionable insights:** Gain access to key insights with call reports and logs.

- **Prevent fraud:** Reducing the risk of off-platform transactions and potential revenue loss.

- **Streamline expenses:** Utilize 8x8's extensive virtual number pool without needing external operators.

Calling...
+1 234 456 7890

Incoming Call...
+9 876 543 2100

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

Meet customer needs, exceed customer expectations

Ride sharing: Ensure safe travel with anonymous communication between riders and drivers.

Delivery services: Address customer concerns and increase efficiency by connecting them with couriers.

Healthcare: Keep personal information secure during sensitive, health-related discussions.

Marketplaces: Connect buyers and sellers on your platform, where they can have secure and private discussions.

Passenger

1 Passenger calls virtual number
+65 8123 4567

8x8 voice platform

Callback request for driver's details

2

Rideshare app platform

3 Corresponding driver's actual number
+62 xxx xxx xxx

4 Driver received call from masked number
+65 8123 4567

Driver