



Reliably Reach Customers Anywhere with Just One 8x8 Chat Apps API

Reach customers through seven channels with just one API.
Fall back to SMS backed by 160+ carriers in 190 countries.



8x8 Chat Apps API

8x8 Chat Apps API has a built-in orchestration system to send messages to seven chat app channels based on user preferences. If all channels fail to deliver, it falls back to sending over SMS.

- **Reach customers** on their favorite messaging apps
- **Track metrics** to see deliverability and engagement with messages and links
- **Increase engagement** through the use of rich content that automatically adapts to various chat app channels
- **Ensure deliverability** through read SMS fallback for times when a user is out of data coverage
- **Reimagine customer engagement** through two-way conversations in multiple chat apps

Out of the Box Integrations to Speed Up Development

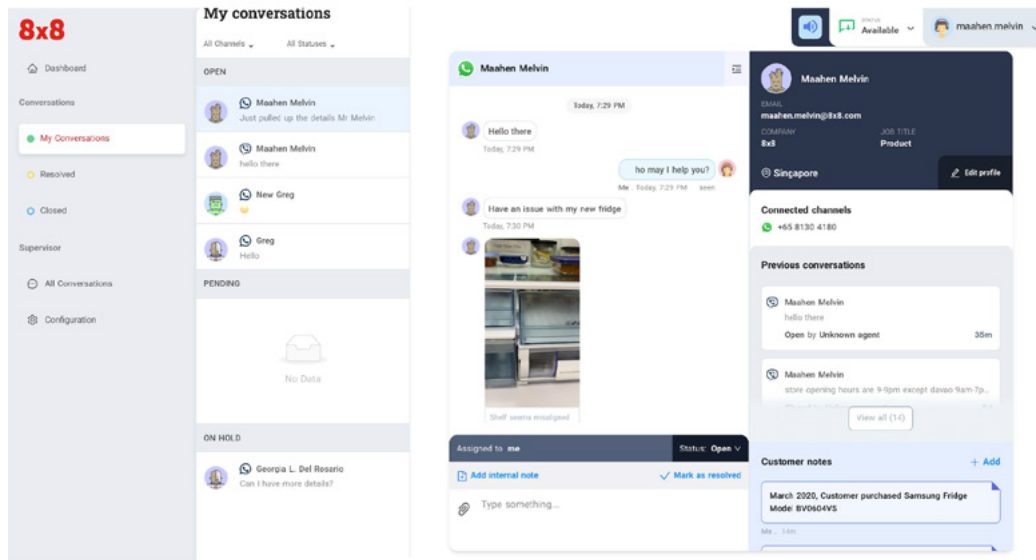
Enable your Sales and Support teams to stay within your system of record while engaging across multiple chat apps. All of these interactions are logged in your system to ensure a single view of customer conversations.



8x8 Converse: Use our console to visually see all conversations

Simplify your customer service process by unifying every chat app conversation into a single interface.

- **Unify all conversations into a single source** to provide seamless support
- **See and edit customer information**, access previous conversations, and more
- **Update conversation statuses** and resolve issues quickly by reviewing notes



Chat Apps in action

- **Customer Support:** Provide your customers an additional avenue to reach you, with 2-way conversation support
- **Reminders and notifications:** Ensure your customers are aware and ready for an impending delivery or status of an order
- **Live updates:** Keep your customers and followers updated on the latest in your industry through timely messages, and drive traffic to your website through links

How it works

- Send messages using the API, use our out-of-the-box integrations to systems of record, or use 8x8 Connect Console
- We process and deliver the messages based on the orchestration rules you set for preferred channels
- We send you back customer replies

Learn more at 8x8.com/products/apis/chat-apps.



8x8, Inc. (NYSE: EGHT) is transforming the future of business communications as a leading Software-as-a-Service provider of 8x8 XCaaS™ (eXperience Communications as a Service™), an integrated contact center, voice communications, video, chat, and API solution built on one global cloud communications platform. 8x8 uniquely eliminates the silos between Unified Communications as a Service (UCaaS) and Contact Center as a Service (CCaaS) to power the communications requirements of all employees globally as they work together to deliver differentiated customer experiences. For additional information, visit www.8x8.com, or follow 8x8 on LinkedIn, Twitter, and Facebook.

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