



8x8 Connect

Contextualised, on-demand conversations and messaging campaigns at scale.

One platform for all communication

8x8 Connect is an intuitive, all-in-one, multi-channel communications management platform that simplifies communication workflows through automation and easy pre-scheduling of bulk messages. 8x8 Connect enables teams to manage their SMS, voice, and chat app campaigns across multiple channels, send millions of messages through a single platform, and receive real-time reports for better analytics and optimisation.

No-code solution

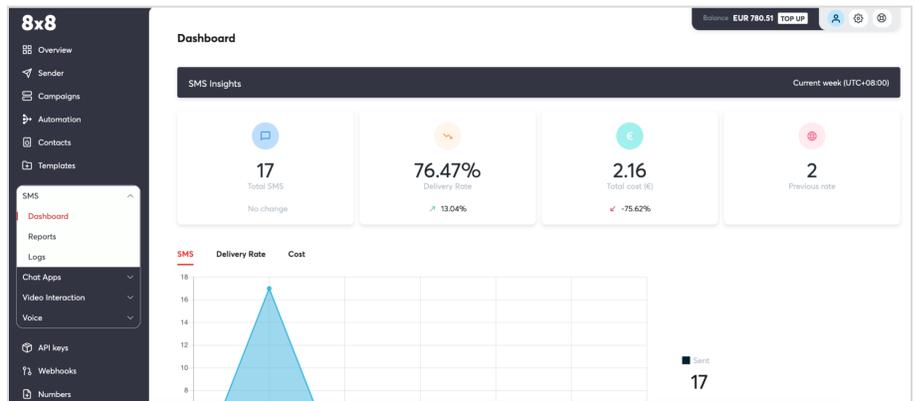
8x8 Connect is a no-code solution which provides organisations with the fastest and most cost effective route to market. Getting started with 8x8 Connect requires zero coding experience, eliminating the need for specialised engineers and reducing the cost of ongoing maintenance. The simplicity of the solution ensures that any organisation can provide seamless customer experiences.

Enhanced user experiences

With a unified communications platform, your customers get the personalised and on-demand engagement they crave, while your employees can automate communication workflows for increased productivity and scalability.

Key benefits

- **Conversations powered by context:** Deliver more effective customer experiences with insight into past interaction data
- **No developers necessary:** While most other customer portal solutions are low-code, 8x8 Connect is no-code
- **Break through silos:** Collaborate better with a single platform that helps you manage all customer conversations
- **Better data and richer insights:** Unified data powers cross-channel analytics, leading to improved strategies and business outcomes



A no-code, drag and drop solution to automate workflows for complex business processes

Work smarter with 8x8 Connect Automation Builder

The **8x8 Connect Automation Builder** provides users with a no-code, visual, and effortless way to build communication workflows. Users can now automate workflows easily by either choosing a pre-built template or dragging and dropping widgets. This means that anyone can orchestrate meaningful interactions in just a few clicks.

With the Automation Builder, the tedious and time-consuming process of iterating complex workflows and custom code becomes effortless. Because it's highly customisable and flexible, you can make tweaks and create repeatable workflows quickly and easily.

Additionally, the Automation Builder integrates seamlessly with your existing CRM and marketing tools. This gives you a consolidated interface for all your conversations, so you can have context-driven, omnichannel communications with your customers.

Key use cases for Automation Builder include:

- **Always-on customer support:** Set up automated responses for all incoming messages
- **Reminders and notifications:** Build workflows to automate reminders and notifications
- **Self-service customer support:** Integrate interactive menus to route customers to the resources they need
- **Surveys:** Collect customer feedback with customisable and easy to set up, two-way communication flows

