8x8

8x8 CPaaS Product Overview

For Partners and new Customers

Last Updated on 18 June 2020

History & Background.

FOUNDED

Wavecell was founded in 2010 and was self-funded

REGIONAL EXPANSIONS

Expanded presence in Thailand, Indonesia, Hong Kong and the Philippines

NEW PRODUCT ADDITIONS

Chat Apps and Voice solutions were added into our product offering

FULL INTEGRATION WITH 8X8

Global expansion and integration with parallel cloud technology platforms

| 2010 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 |

**SERIES A FUNDING
USD 1.65 MILLION**

Funded by Qualgro and Wavemaker Partners

NEW PRODUCT ADDITION

Video Interaction was added into our product offering

**SERIES B FUNDING
USD 8.15 MILLION**

Funded by Qualgro, MDI Ventures and Wavemaker Partners

ACQUIRED BY 8X8 USD 125 MILLION

Strategic acquisition by 8x8 to pursue CPaaS globally and deep technology capabilities

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2

History & Background (cont.).
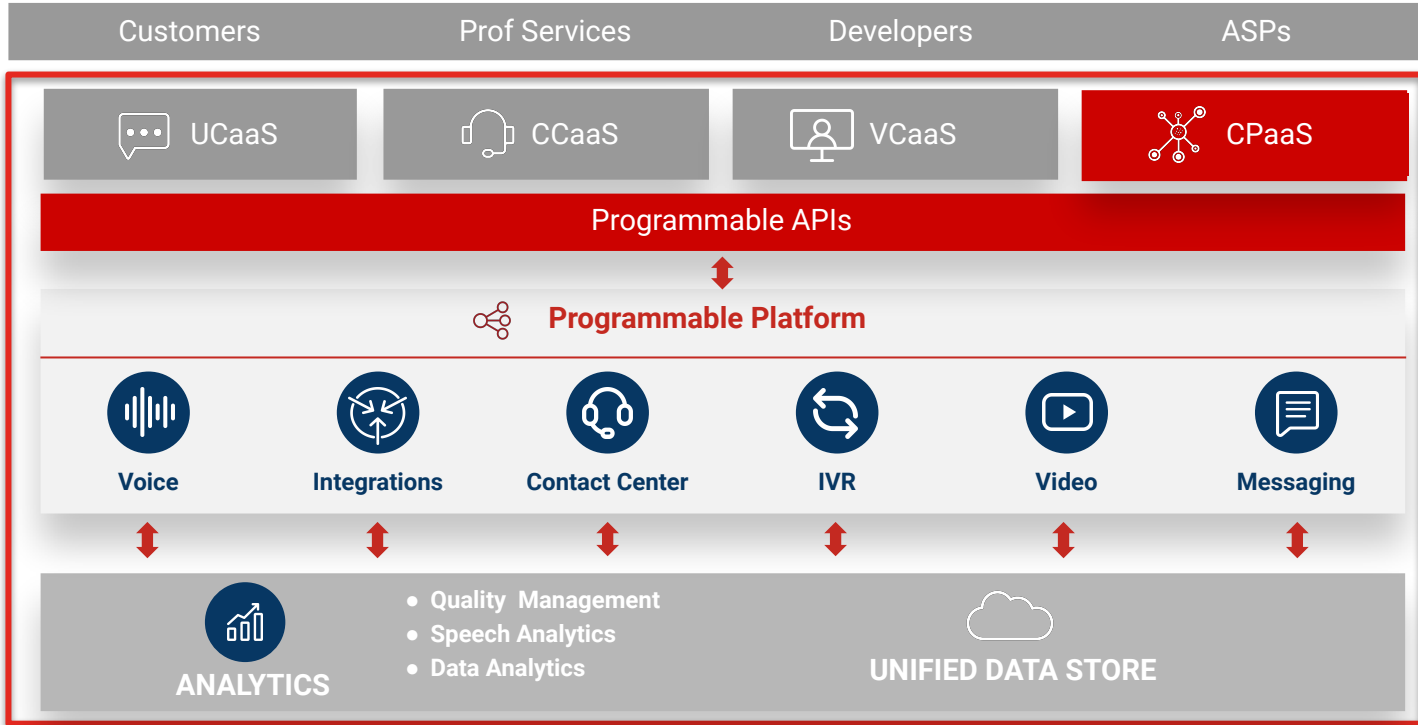
8x8 Connect.

Campaign Manager

Easily create, manage and schedule SMS & ChatApps campaigns from web-portal
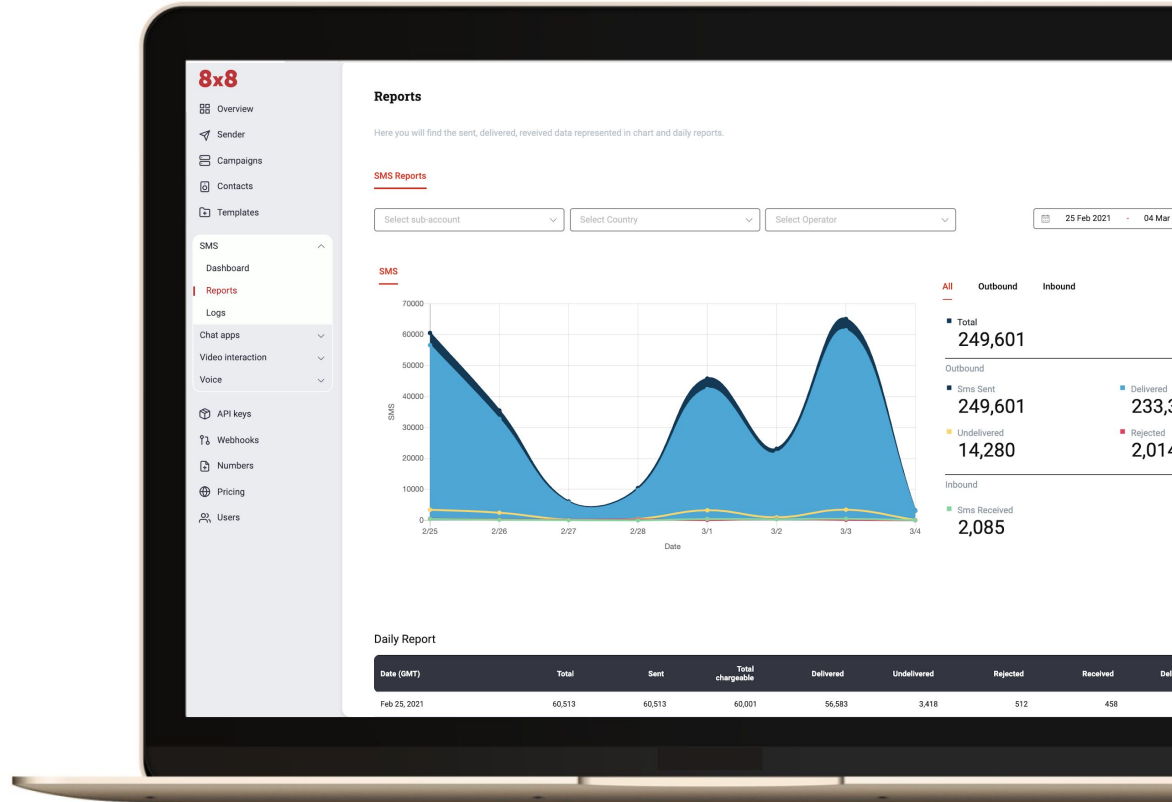
Template Manager

Create and manage both SMS and ChatApps templates directly online

Contact List

Add contacts on-the-fly or upload them from csv, txt or xlsx files: number/firstname/last.

Short URL

We shorten your URL and you can track engagement directly at the portal

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Reports

Here you will find the sent, delivered, reveived data represented in chart and daily reports.

SMS Reports

| Select sub-account | Select Country | Select Operator | 25 Feb 2021 | 04 Mar |

SMS

All   Outbound   Inbound

- Total
  249,601

Outbound
- Sms Sent   - Delivered
  249,601   **233,3**
- Undelivered   - Rejected
  14,280   **2,014**

Inbound
- Sms Received
  2,085

Daily Report

Date (GMT)	Total	Sent	Total chargeable	Delivered	Undelivered	Rejected	Received	Del
Feb 25, 2021	60,513	60,513	60,001	56,583	3,418	512	458	

Sidebar navigation:
- Overview
- Sender
- Campaigns
- Contacts
- Templates
- SMS
  - Dashboard
  - Reports
  - Logs
- Chat apps
- Video interaction
- Voice
- API keys
- Webhooks
- Numbers
- Pricing
- Users

8x8 Connect

WHAT YOU CAN DO: LOGS & REPORTS

Access to all logs for outbound and inbound messages and engagement reports when URLs are part of the message.

WHAT YOU CAN DO: SUB-ACCOUNTS

Add multiple users under the same account with different profile permissions: admin, user, etc.

WHAT YOU CAN DO: PRICING & BILLING

Choose between pre-paid with credit card (default) or post-paid billing; see how much a campaign will cost you.

WHAT YOU CAN'T DO: TWO-WAY MESSAGING

You can see incoming messages in the logs, but you won't get a 1:1 conversational experience in the portal.

WHAT YOU CAN'T DO: VO/VCC INTEGRATION

As of today the 8x8/Wavecell Portal is a standalone solution and not part of 8x8 VC or VCC portfolio.

SKILL SET

Basic understanding of a web-based interface. Basic experience on handling csv or xls tables nice to have.

8x8 Connect

INCREASE acquisition and conversion rates by tracking key metrics such as SMS conversion rate, deliverability, etc

retail, e-commerce, gaming

MESSAGES

Special promotion till 08 Nov' 17! Enjoy **20%** storewide, log online http://www.shop.sg
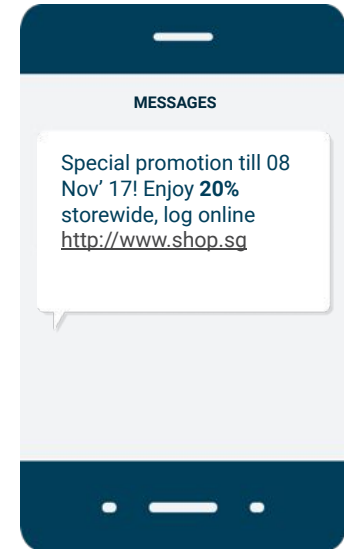
8x8 SMS API.

Deep Integration

Integrate the 8x8 SMS API directly into your CRM of choice: Salesforce, Zendesk, Freshworks, etc.

Send Single or Bulk SMS

With the 8x8 SMS API you can send SMS in a single way, in bulk; and decide whether to send it now or schedule it

Receive SMS

Define a destination webhook, and we will send you a JSON/XML with the SMS you just received in your LVN

8x8 SMS API.

WHAT YOU CAN DO: SEND SMS IN JSON

Send SMS, single or batch, by submitting a POST request with a

JSON object to https://api.wavecell.com/sms/v1/{subAccountId}.

WHAT YOU CAN DO: RECEIVE SMS AND DLR

Use our API to manage webhooks for received SMS or Delivery

Reports (DLR). They can be account-wide or per request.

WHAT YOU CAN DO: SMPP

Alternatively to POST API, you can use SMPP. All details in

https://developer.wavecell.com/sms/smpp/smpp-connection

WHAT YOU CAN DO: SOFTWARE/WEB DEV.

SMS enable your application by integrating our API or

digesting our webhooks. Check our API reference.

WHAT YOU CAN'T DO: SDKs

As of today, only plain POST/JSON API is offered. No

SDK in python, node, ruby, Java, etc. is provided.

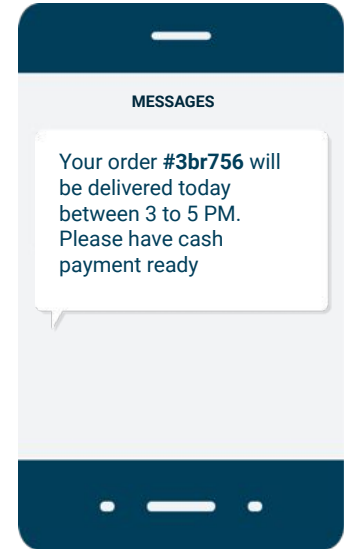**SKILL SET**

Understanding of HTTP Requests and JSON objects.

Basic software/web development would be ideal.

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8x8 SMS API.

NOTIFY your customers of their ordering, shipping, delivery updates and more in real time

e-commerce, travel, transportation, logistics, public sector

MESSAGES

Your order **#3br756** will be delivered today between 3 to 5 PM. Please have cash payment ready
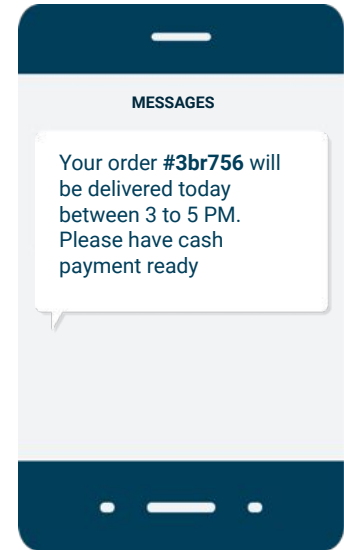
8x8 Mobile Verification API.

Secure Your App/Website

Integrate the Mobile Verification API directly into your website or software/web application for 2FA or OTP.

Managed Service

Trust 8x8 to generate and validate a random code for you, while you focus on your application logic.

Verify Your Identity

One Time Password (OTP) through SMS is still one of the most secure ways to validate your identity, your online transactions and webbanking according to EU PSD2 regulation.

8x8 Mobile Verification API.

WHAT YOU CAN DO: TWO-FACTOR-AUTHENTICATION

Use the 8x8/Wavecell Mobile Verification API to generate and send an SMS containing a one-time password (OTP).

WHAT YOU CAN DO: VALIDATE THE OTP

Use the 8x8/Wavecell Mobile Verification API to validate the code. Your app doesn't need to store, keep or know the code.

WHAT YOU CAN DO: CREATE TEMPLATES

Create message templates to send together with the one time password, e.g. "Your ACME code is: {{code}}"

WHAT YOU CAN DO: SOFTWARE/WEB DEV.

Secure your application by integrating our API or digesting. Check our API reference.

WHAT YOU CAN'T DO: VERIFICATION GUI

8x8/Wavecell only provides you the API. No web front end or validation portal is part of the framework.
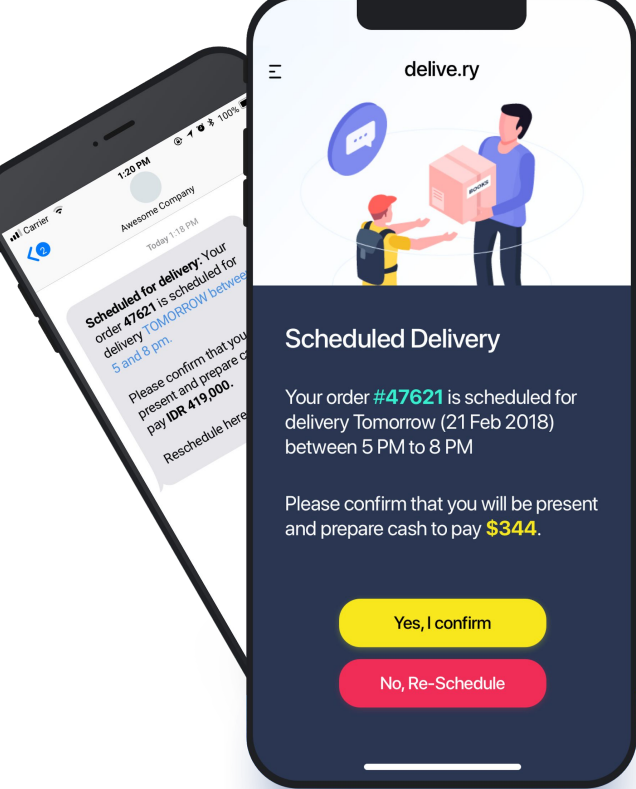
SKILL SET

Understanding of HTTP Requests and JSON objects. Basic software/web development would be ideal.

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8x8 Mobile Verification API.

NOTIFY your customers of their ordering, shipping, delivery updates and more in real time

e-commerce, travel, transportation, logistics, public sector

MESSAGES

Your order **#3br756** will be delivered today between 3 to 5 PM. Please have cash payment ready

SMS

LAZADA
Effortless Shopping

GOJEK

agoda

8x8

12

8x8 SMS Engage API.

Keep Your Customer Engaged

Send SMS with links that take your customer to web-portals for interactive surveys, rescheduling deliveries, order food, etc.

Track The Response Rates

In the 8x8 SMS Portal you can keep track of user engagement metrics such as response and click rates, etc.

Service or Product Surveys

Create web-based surveys that you can send through SMS to keep control of your user satisfaction and track all responses.

8x8 SMS Engage API.

WHAT YOU CAN DO: SPECIAL URL LINKS

Using the API endpoint lets you send SMS containing special links

to surveys for any use case: feedback, marketing, e-commerce, etc.

WHAT YOU CAN'T DO: SURVEYS ON-THE-FLY

Surveys are submitted to your account manager and we

will create both the page and "magic" links.

WHAT YOU CAN DO: SEND BATCH

Create an SMS message template and send the survey as part of

a dynamic message body, so you can send to a batch of users.

WHAT YOU CAN'T DO: OTHER CHANNELS

This service is part of the SMS API only. Other

channels such as email or chat are not supported.

WHAT YOU CAN DO: GET THE DATA ELSEWHERE

Retrieve the SMS Engage response programmatically using
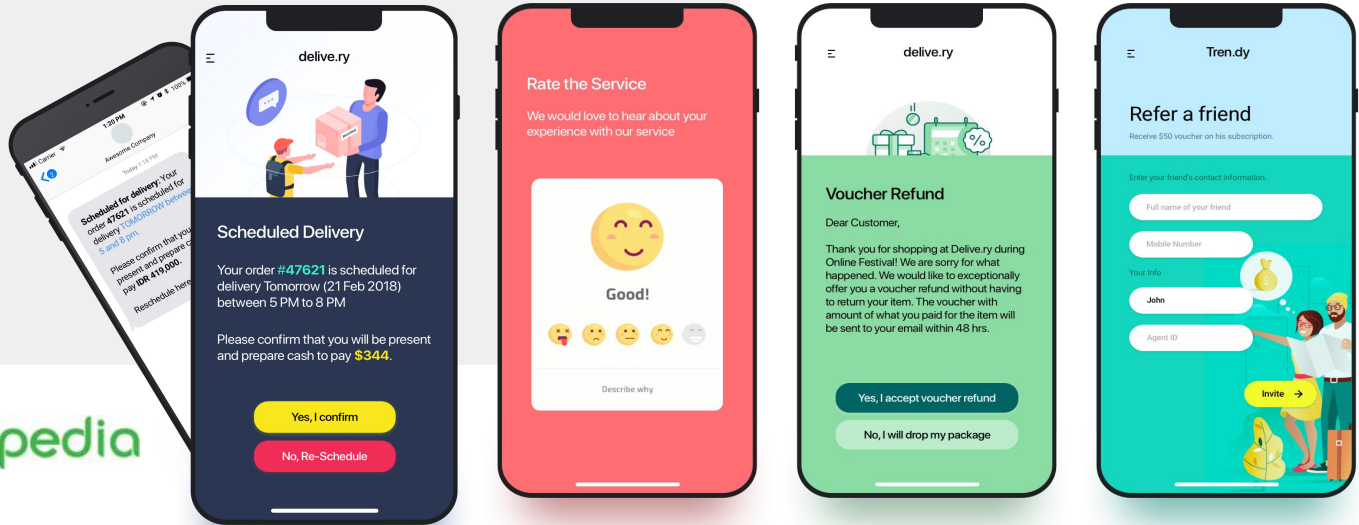
dedicated webhooks that you can set.

SKILL SET

Understanding of HTTP Requests and JSON objects.

Basic software/web development would be ideal.

8x8 SMS Engage API.

ENGAGE with your customers through embedded links within your SMS message campaigns

e-commerce, retail, logistics

Scheduled Delivery

Your order **#47621** is scheduled for delivery Tomorrow (21 Feb 2018) between 5 PM to 8 PM

Please confirm that you will be present and prepare cash to pay **$344**.

Yes, I confirm

No, Re-Schedule

Rate the Service

We would love to hear about your experience with our service

Good!

Describe why

Voucher Refund

Dear Customer,

Thank you for shopping at Delive.ry during Online Festival! We are sorry for what happened. We would like to exceptionally offer you a voucher refund without having to return your item. The voucher with amount of what you paid for the item will be sent to your email within 48 hrs.

Yes, I accept voucher refund

No, I will drop my package

Refer a friend

Receive $50 voucher on his subscription.

Enter your friend's contact information.

Full name of your friend

Mobile Number

Your Info

John

Agent ID

Invite

Confirm cash and delivery
Reschedule delivery

Net Promoter Score
Customer Surveys

Promotions & Campaigns

15

🗨 8x8 ChatApps API.

✓ **"One API To Rule Them All"**

Use only one API for all the most used Chat Apps in the market: Whatsapp, FB Messenger, WeChat, etc.

✓ **Maximise Reach**

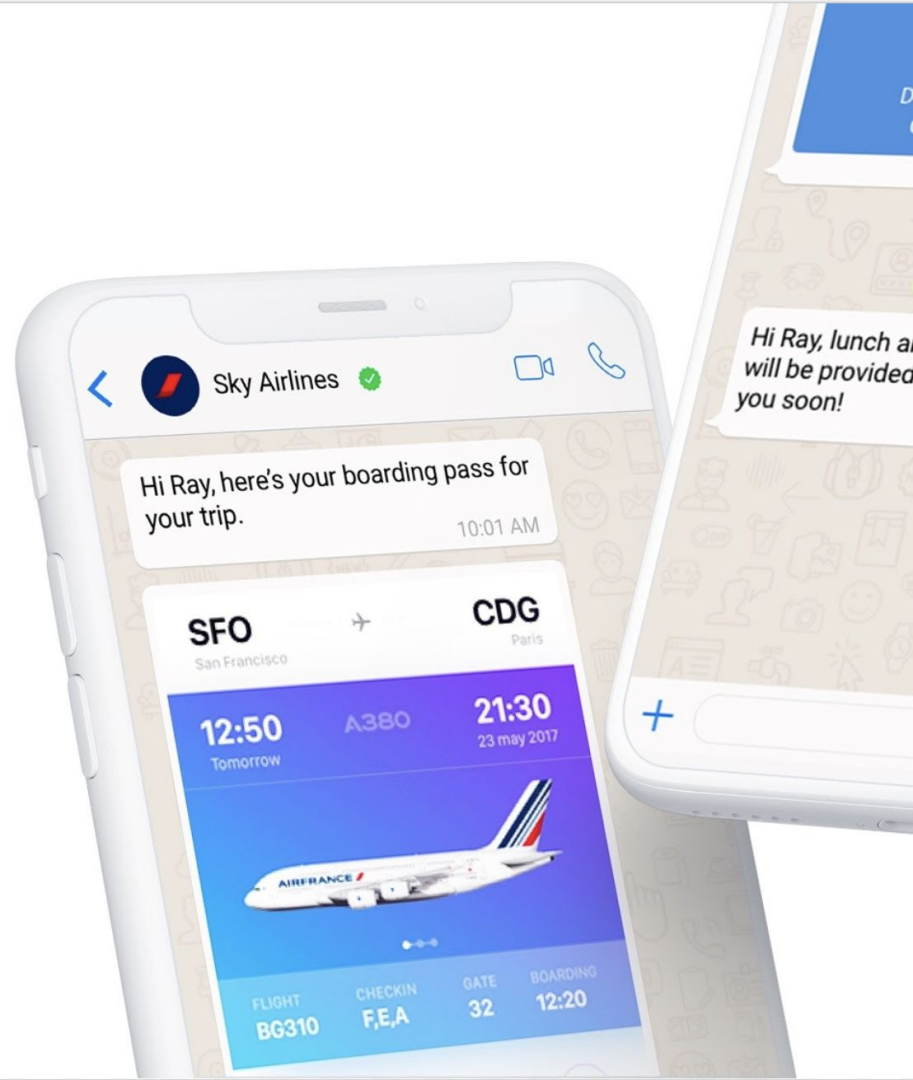Automate fallback to SMS with content adaptation to ensure the message delivery.

✓ **Know Your Customer**

Make use of our detailed reports, logs and customer data acquisition to create demographic reports.

✓ **Add Chat to Your Application**

With the API you can easily integrate Chat Apps such as Whatsapp in the CRM or any other in-house tool.

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8x8 Chat Apps API.

WHAT YOU CAN DO: MULTI-APPLICATION SUPPORT

As of today the 8x8/Wavecell Chat Apps API supports: WhatsApp, Facebook Messenger, WeChat, Zalo, Viber and Line.

WHAT YOU CAN DO: PLUGIN SUPPORT FOR CRM

We offer you off-shelf plugins (no API integration needed), and guidance for setup, for **Zendesk**, **Freshdesk** and **Salesforce**.

WHAT YOU CAN DO: ORCHESTRATE YOUR DELIVERY

Based on your needs and use cases, we route your messages in the best way, e.g. try whatsapp first, then viber, etc.

WHAT YOU CAN'T DO: FREE OUTBOUND

Most Chat Apps don't allow outbound messaging (A2P) without a pre-approved message template.

WHAT YOU CAN'T DO: RESELLER

Customers' brand registration (if applicable) is always managed by 8x8/Wavecell to ensure T&Cs are met.

SKILL SET

Understanding of HTTP Requests and JSON objects.

Basic software/web development would be ideal.

8x8 Chat Apps API

SUPPORT your customers through their channel of preference and integrate the API in your CRM of choice

support, customer service, contact centre

Coppel

aramex
delivery unlimited

Automation API

Auto Reply
Set up an automation for all incoming SMS and Chat Apps messages you receive .

Integration
Make external API calls, to transfer events or messages to another system.

Business hours
Set up an automation reply outside of your business hours only.

Personalized
Craft the content or the logic of your workflow based on message content.

Follow up
Send a follow up message after your original message was delivered to a customer.

Customized reply
Change or customize the flow based on the channel and/or user country.

🗨️ 8x8 Converse.

One Dashboard

Seamless, plug and play support of all your chat app channels and SMS.

Support Ticket Manager

Easily visualise, assign to support agents and reply to your customers live.

Keep Track of Everything

See the discussion history at the first glance, to get all the context of the conversation.
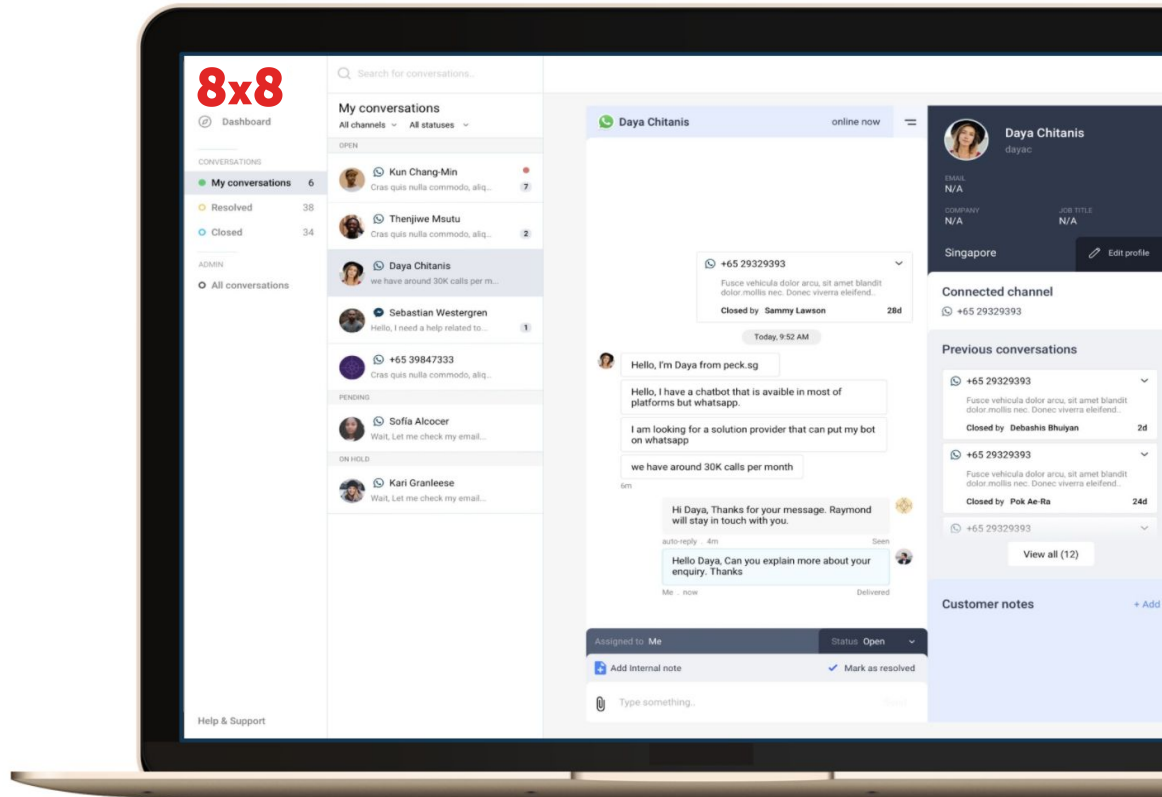
8x8 Converse.

WHAT YOU CAN DO: MULTI-APPLICATION SUPPORT

As of today 8x8/Wavecell Converse supports: SMS, WhatsApp, Facebook Messenger, WeChat, Zalo, Viber and Line.

WHAT YOU CAN DO: SUPPORT MANAGEMENT

Assign as many agents you need to 8x8/Wavecell Converse and add them to multiple roles: supervisor, agent, etc.

WHAT YOU CAN DO: PERSONALISE CONTACTS

Edit information about your customers to provide more personalised service and context in future contacts.

WHAT YOU CAN'T DO: 8x8 VCC

8x8/Wavecell Converse is a standalone application and not part of the 8x8 Virtual Contact Centre solution.

WHAT YOU CAN'T DO: A2P or CAMPAIGNS

The dashboard was designed to manage inbound customer queries. It is not designed for campaigns.

SKILL SET

Basic understanding of a web-based interface. Knowledge on the apps used is beneficial.
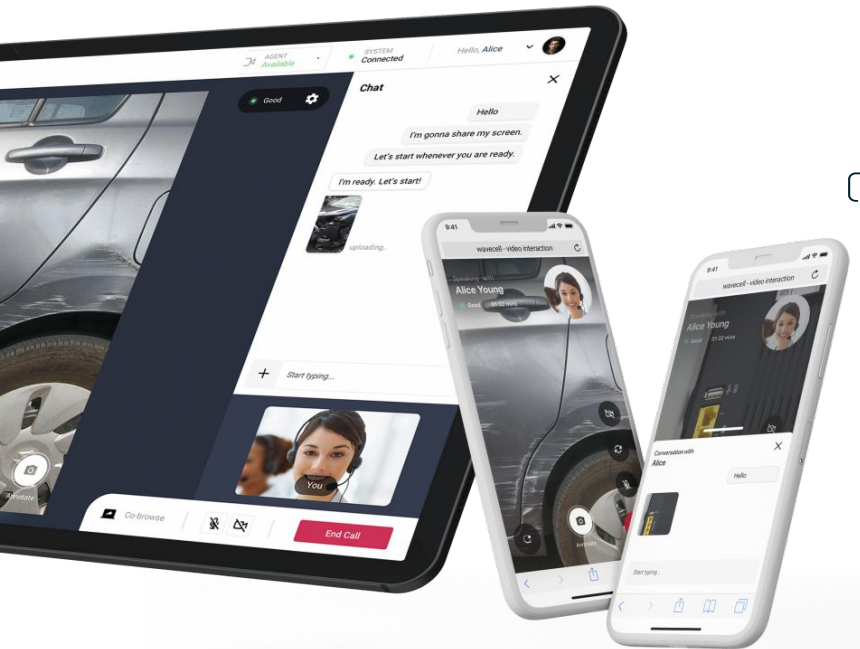
8x8 Video Interaction.

Instant: No Download Needed

No mobile app to download, extra software or setup is needed. WebRTC based, directly from customer browser.

Capture HD Pictures

Capture HD photos during the video call. An automatic timestamp is added, valid for future legal disputes.

Live Annotations

Increase efficiency by annotating images in real-time and highlight the relevant part. The customer also sees the annotation in real-time so everyone is on the same page.

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8x8 Video Interaction.

WHAT YOU CAN DO: TRIGGER VIDEO CALL WITH SMS

Start your interaction by sending an SMS with a link to the customer. All he has to do is to click on the link and the call starts.

WHAT YOU CAN DO: REMOTE ACTIONS

Control the camera, microphone and collect user location remotely. The user needs to give browser permissions on-the-fly.

WHAT YOU CAN DO: KEEP ALL THE LOGS AND RECORDING

All recordings, logs, chat transcriptions can be sent over sFTP to a customer location of choice. Basic logs, pictures, and chat transcriptions are kept on the portal as well.

WHAT YOU CAN'T DO: 8x8 VCC

8x8/Wavecell Live Video Support is a standalone app and not part of the 8x8 Virtual Contact Centre solution.

WHAT YOU CAN'T DO: CRM INTEGRATION

8x8/Wavecell Live Video Support is an off-shelf standalone app and not to be integrated with other 3pp

SKILL SET

Basic understanding of a web-based interface.

Knowledge on the apps used is beneficial.

8x8 Video Interaction.

COMMUNICATE efficiently instead of using the traditional phone calls, emails or sending screenshots back and forth

insurance, fintech, financial services, banking, technical customer support,
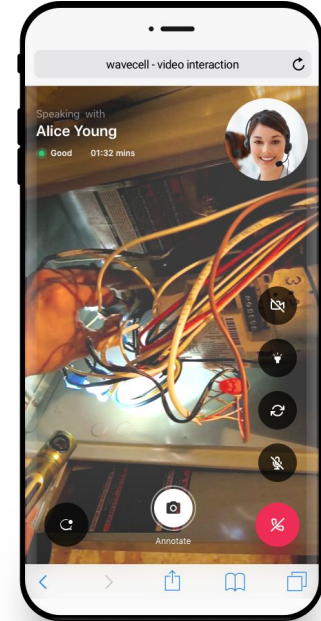
Watch a 2 min Video Interaction demo

wavecell - video interaction

Speaking with
Alice Young
🟢 Good   01:32 mins

Annotate
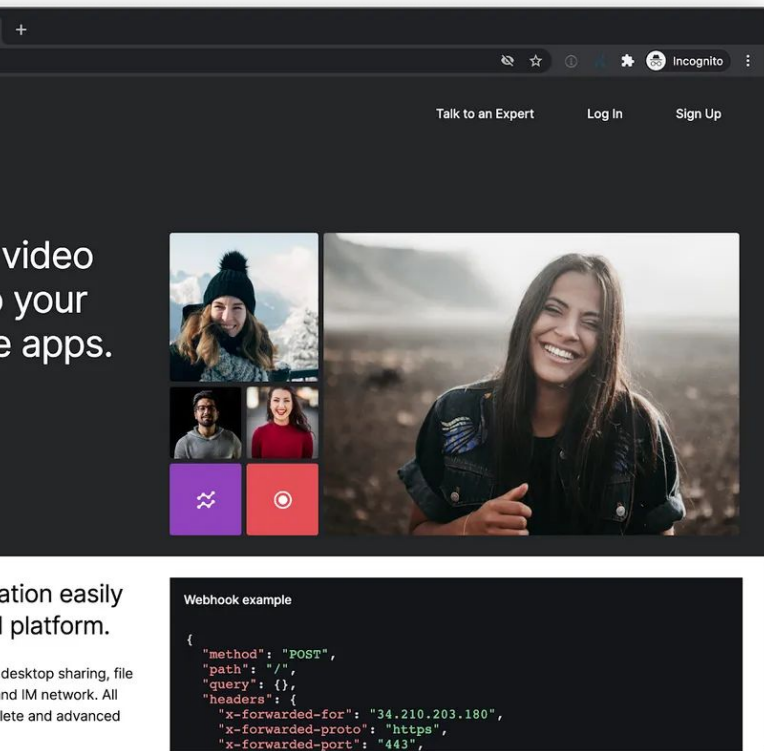
8x8 Jitsi as a Service.

Your Own Conferencing Service

Integrate, rebrand and customize Jitsi to your needs and present it as your own conferencing solution.
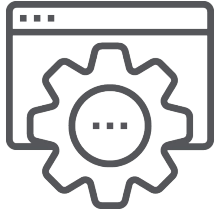
Managed Service

Your own conferencing system… hosted by us. Focus on your business and let us take care of the video hosting piece.

Simplicity

Forget about low-level video or audio APIs; direct your resources to where they are needed the most and simply integrate the Jitsi iFrame on your app.

Embed video in minutes with Jitsi as a Service

Easy to build & deploy

A ready-to-use solution that helps accelerate time to market, or further customize to fit existing workflows

Security & privacy built in

Industry-leading security and compliance certifications - GDPR compliant, HIPAA compatible

Customize your video experience

Brand the video experience with white-labelling options

Healthcare   Education   Customer Support   Consumer Apps   Software Platforms

8x8

Open™
x8x8

For tips, updates and
the latest information.
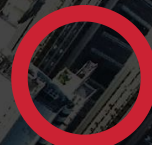
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