

The logo consists of the text "8x8" in white, bold, sans-serif font, centered within a solid red square.

8x8

Smart engagement is key to fuller digital shopping baskets in Indonesia

Get a share of Southeast Asia's largest eCommerce market





Indonesians are leading the way in digital-first consumption

30 million online shoppers in Indonesia—and growing

Indonesia's digitally savvy consumers are behind one of the largest and fastest-growing digital economies in Southeast Asia. The country's eCommerce revenue reached a record high of US\$52.9 billion in 2023 and is expected to reach US\$86.8 billion by 2028, growing at 10% per annum.

More importantly,

52%

Indonesia remains the largest ecommerce market in the region in 2023, accounting for 52% of the total Gross Merchandise Value (GMV)

64%

of consumer spending is done online in Indonesia

69%

of Indonesian shoppers engage with livestream commerce

Stats by [ecommercedb](#)

For expanding businesses, Indonesia presents massive opportunities for growth—as long as they can secure an online presence and stay current with digital trends.

For a new e-commerce contender in this highly competitive market that is dominated by large local conglomerates, gaining a foothold requires flawless customer experiences and innovative engagement.



To win over a new generation of digital natives, eCommerce businesses in Indonesia need to engage customers on the channels they prefer, including social media, messaging apps, and video.

This means investing in the right digital tools to better manage omnichannel engagement, and deliver effortless customer journeys that boost brand loyalty and conversion.

213 million

internet users in Indonesia

75%

of Indonesians prefer to make internet purchases using smartphones over computers

10%

of Indonesian consumers shop online almost everyday





**APIs - the smarter way
to engage Indonesia's
shoppers**

Connecting communication channels for quicker and easier engagement

Successful retail and eCommerce brands are using communication APIs to:

- Streamline and automate messaging workflows
- Deliver prompt and personalised service
- Strengthen and scale customer relationships
- Access data insights for improved experiences
- Manage omnichannel campaigns more efficiently



From marketing outreach to customer service

Every business today is already practising multi-channel engagement, whether they're sending marketing messages, authenticating passwords, or providing customer support. The problem isn't that new channels aren't available, it's how to manage all of these channels at once, creating a seamless and unified experience.



Enter **8x8 Communication APIs**.

Communication APIs are often the solution of choice because they're easily integrated into existing systems and allow for plug-and-play functionality that's highly scalable and technology agnostic.

They also allow brands to keep up with the increasing number of communication channels in the market, with minimal effort.

The bonus is, when it comes to security and compliance, 8x8's APIs have been built with stringent security considerations to ensure your customer data is constantly safeguarded, and your business is protected against reputational risk and financial loss.



Omnichannel
Messaging



SMS



Voice



Video



Web-Based
Solutions



Omni Shield

**Guarantee customer
engagement with SMS,
programmatically**



Did you know SMS has a 98% open rate, with 90% of SMS messages being read within three minutes of being sent, and a response rate as high as 45%?

This makes SMS extremely reliable for sending one-time passwords (OTPs), confirming purchases, and keeping customers updated on the status of their orders. Being internet independent, SMS is also a trusty channel that allows you to reach customers as long as they have a phone service subscription.



With its high conversion potential, SMS can do so much more than just delivering passcodes and notifications. It is an unexpected performer for marketing, promotions, and engagement.

[<7 SMS Marketing Tips Every Marketer Should Try>](#)

8x8 SMS features:

- Easily schedule bulk and personalised messages for campaigns of all use cases
- [Fully integrated web surveys](#) to effectively collect customer feedback and drive online reviews
- Manage SMS reporting and analytics dashboard using 8x8's [campaign manager portal](#)
- Intelligent routing backed by artificial intelligence to help determine the best SMS gateway that guarantees delivery

[<More on 8x8 SMS API>](#)



SMS API (Single/Bulk)

Send single or bulk SMS messages quickly and efficiently anywhere in the world



Sender ID

Send your SMS marketing messages from your brand or company name



Intelligent Routing

Our SMS gateway selects the best route, with automated fallbacks if required



Auto Adaptation

Adapt message, phone number, and Sender ID formats to ensure successful delivery



Reporting and Analytics Dashboard

View and track your SMS performance and expenditure with an advanced reporting tool



Delivery Receipts

Use customized callback URLs to get delivery receipts of incoming or outgoing messages



SMS History API

Create regular, updated reports by programmatically importing your SMS history data



Customizable API Fields

Create custom message fields using our API or Campaign Manager



**Engage shoppers
where they are
everyday with
messaging apps**

Did you know 40% of online commerce in Indonesia happens over social channels, which include Facebook, Line, and WhatsApp?

But the digital habits of Indonesia's shoppers are also as diverse as they are, with people often hopping between different messaging apps for different conversations and purposes. Amongst the most popular are:

- WhatsApp (87.7%)
- Facebook Messenger (52.4%)
- Line (44.3%)
- WeChat (26.2%)



Be omnipresent on multiple messaging apps at once

While some might say that it's enough to invest in integrating WhatsApp to capture most of the Indonesian market, we say - why put all your eggs in one basket? With 8x8's Messaging API, you can expand your reach to almost 100%, with less resources and greater scalability.

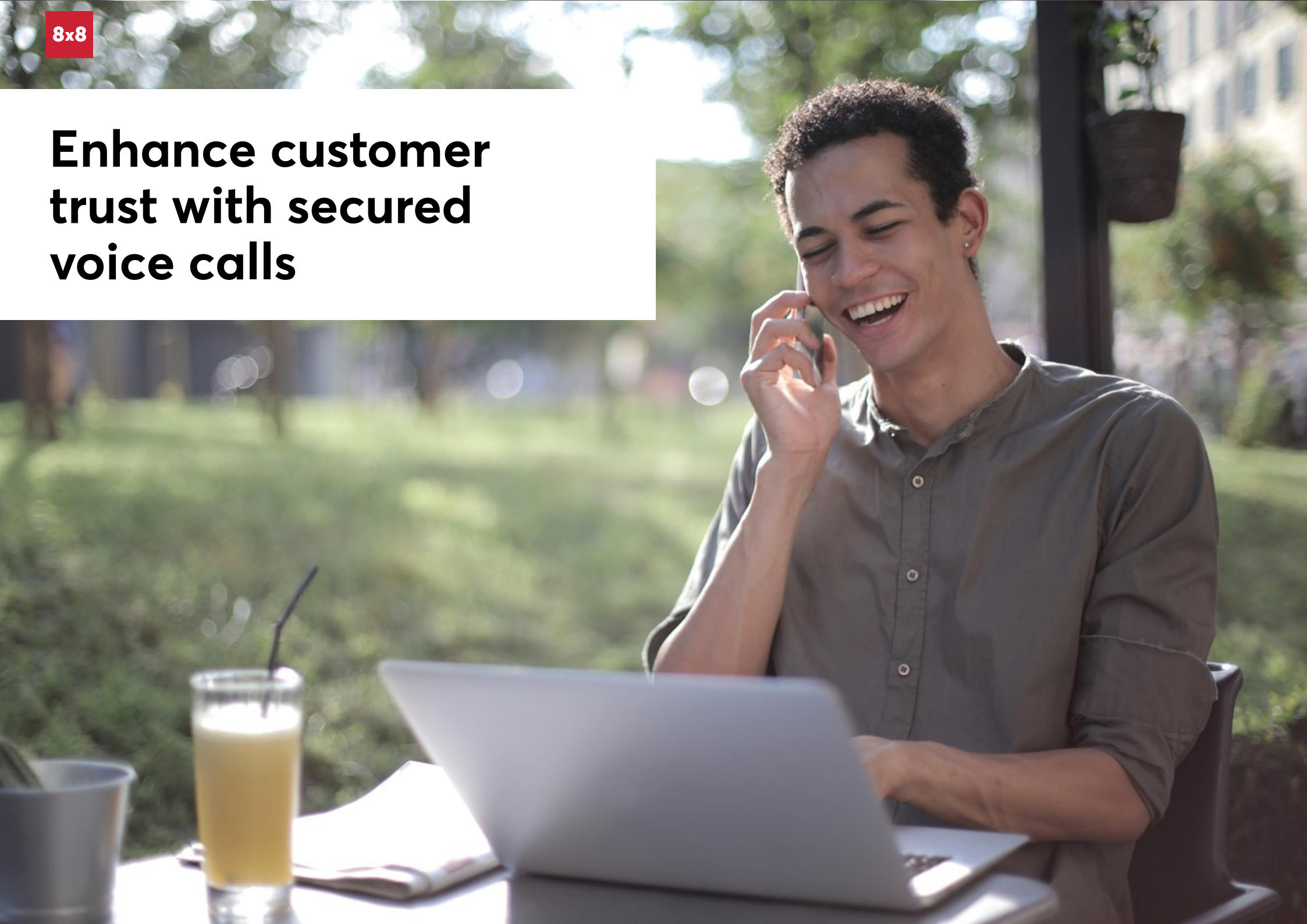
- Capture customers' attention and accelerate customer engagement with rich content - images, videos, links, and more.
- Prepare quick-launch templates to broadcast mass marketing messages and promotions
- Personalise customer service by having one-to-one conversations on the platforms that shoppers are most comfortable with

8x8 Messaging API features:

- A single API with access to 6 messaging channels - WhatsApp, Viber, Zalo, LINE, SMS and voice
- Rich media & file transfer
- Delivery and read reports
- Plug-and-play CRM platform integration - Zendesk, Salesforce, Freshdesk, and Microsoft Dynamics
- Comes with conversations portal - [8x8 Converse](#), where you can easily switch chat windows across all messaging apps on a single interface

[<More on 8x8 Messaging API>](#)

Enhance customer trust with secured voice calls



On average, an Indonesian citizen receives 14 spam calls every month. This puts millions of Indonesians at risk of falling victim to fraud.

But, voice calls remains one of the most used communication channels among APAC consumers. Often times, customers still prefer to pick up the phone, especially for complex issues such as high-value transactions, incorrect orders, and refunds. This is where businesses need to balance meeting consumer demands and safeguarding their privacy.



Protect your customer and business communications with call masking

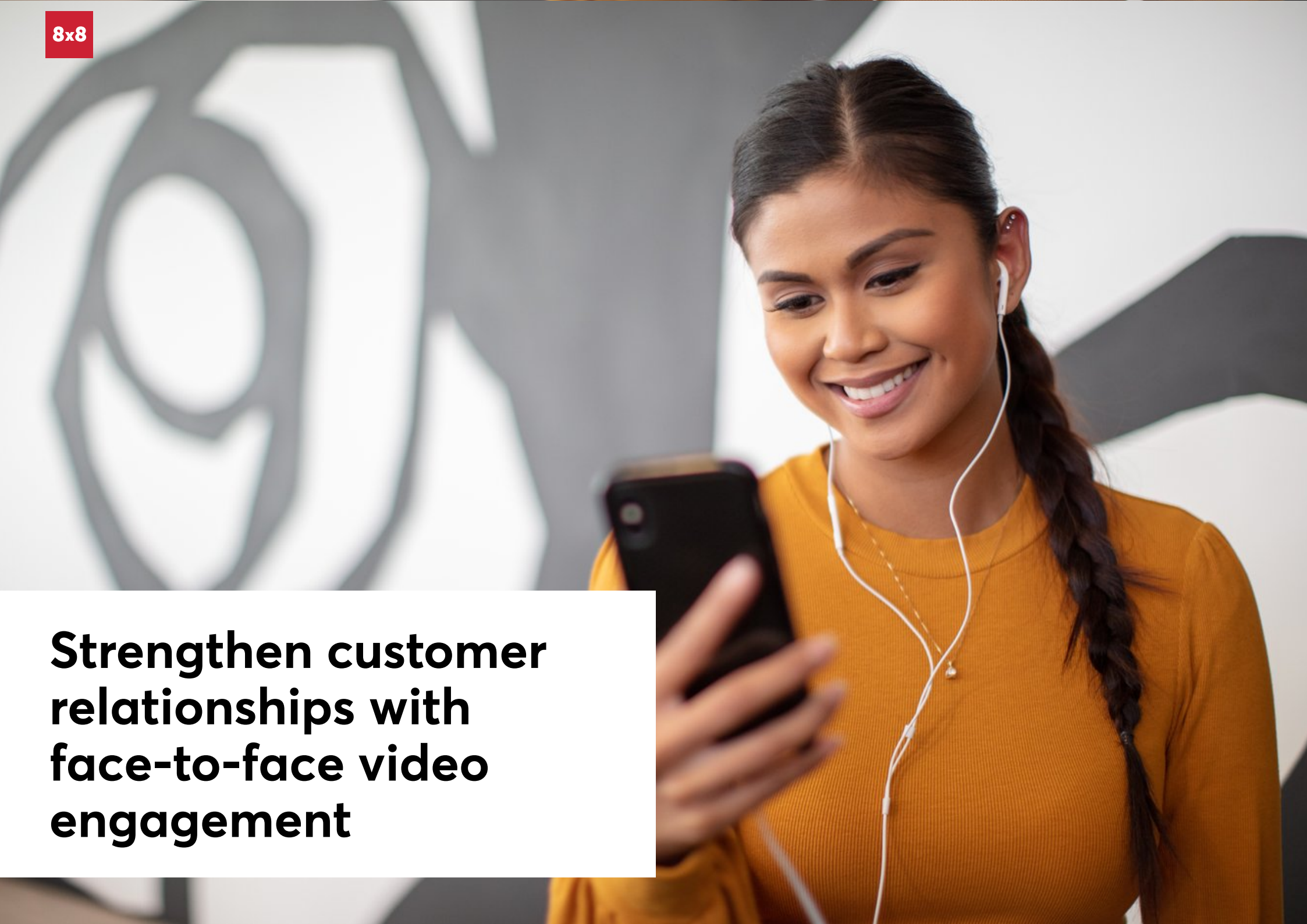
Simply put, call masking replaces a user's personal phone number with a virtual one, keeping any identifiable information hidden and protected in two-way calls.

For eCommerce marketplaces, this creates privacy-centric experiences for third party sellers and buyers to safely connect over the most convenient communication channel. Besides raising digital safety standards, call masking works to prevent revenue leakage in the long run. By embedding the dialing option right into your app or website, users can easily clarify transactions, resolve disputes, and receive support, all without navigating out of your platform.

8x8 Call Masking features:

- An extensive virtual number pool that allows you to select local numbers without the need for additional operator integrations
- Dynamic display names, giving you the option to anonymise voice calls with your brand names or local numbers
- Auditable customer interactions through call recordings and extensive session summary reports
- Guaranteed delivery and high quality connections with a global coverage of over 160 network partners

<[More on 8x8 Call Masking](#)>



**Strengthen customer
relationships with
face-to-face video
engagement**

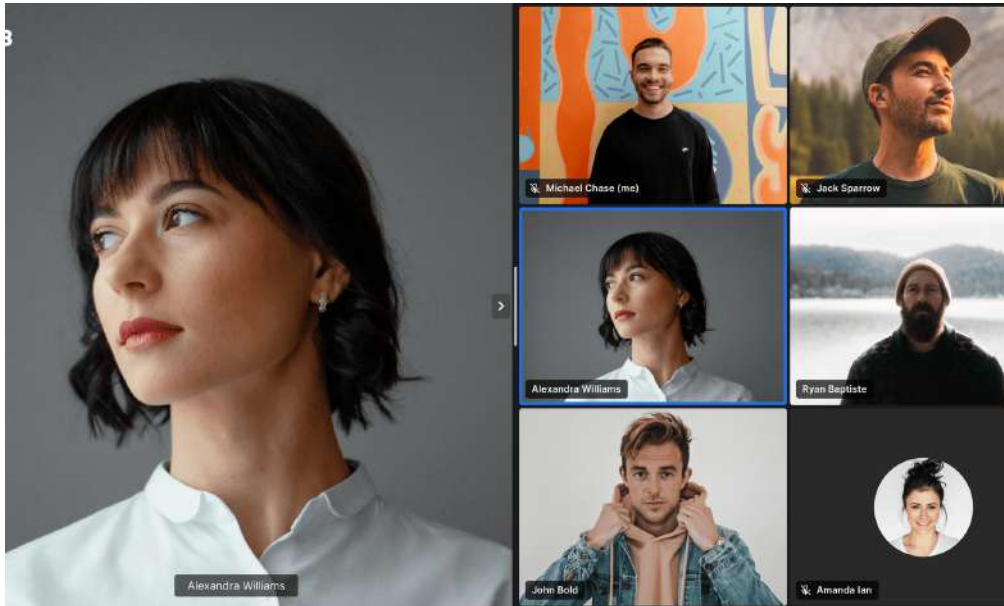
Did you know brands that engage in live shopping have conversion percentages of up to 30%, 3x greater than traditional ecommerce platforms?

Indonesia is home to a consumer base that loves interactive, real-time engagement. Enhance customer experiences and establish brand credibility by offering HD audio and video streaming on your very own eCommerce platforms. And the possibilities don't stop at live shopping—every customer touchpoint can benefit from live video.



High-quality live video engagement with JaaS

Using a fully embeddable video conferencing solution like 8x8's Jitsi as a Service (JaaS) prevents shoppers from navigating out of your web or mobile app, improving security while giving you full control over branding and experience.



8x8 JaaS features:

- Leave no customers out with cross-platform and device compatibility
- Customisable branding and UI to create a seamless and familiar experience
- Join with a click of a link with no additional app download or login required
- Reporting and analytics dashboard to monitor and improve call experience
- End-to-end encryption to safeguard all customer communications

[<More on 8x8 Jitsi as a Service \(JaaS\)>](#)

Thanks for reading:

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Contact hello-cpaas@8x8.com for more information

