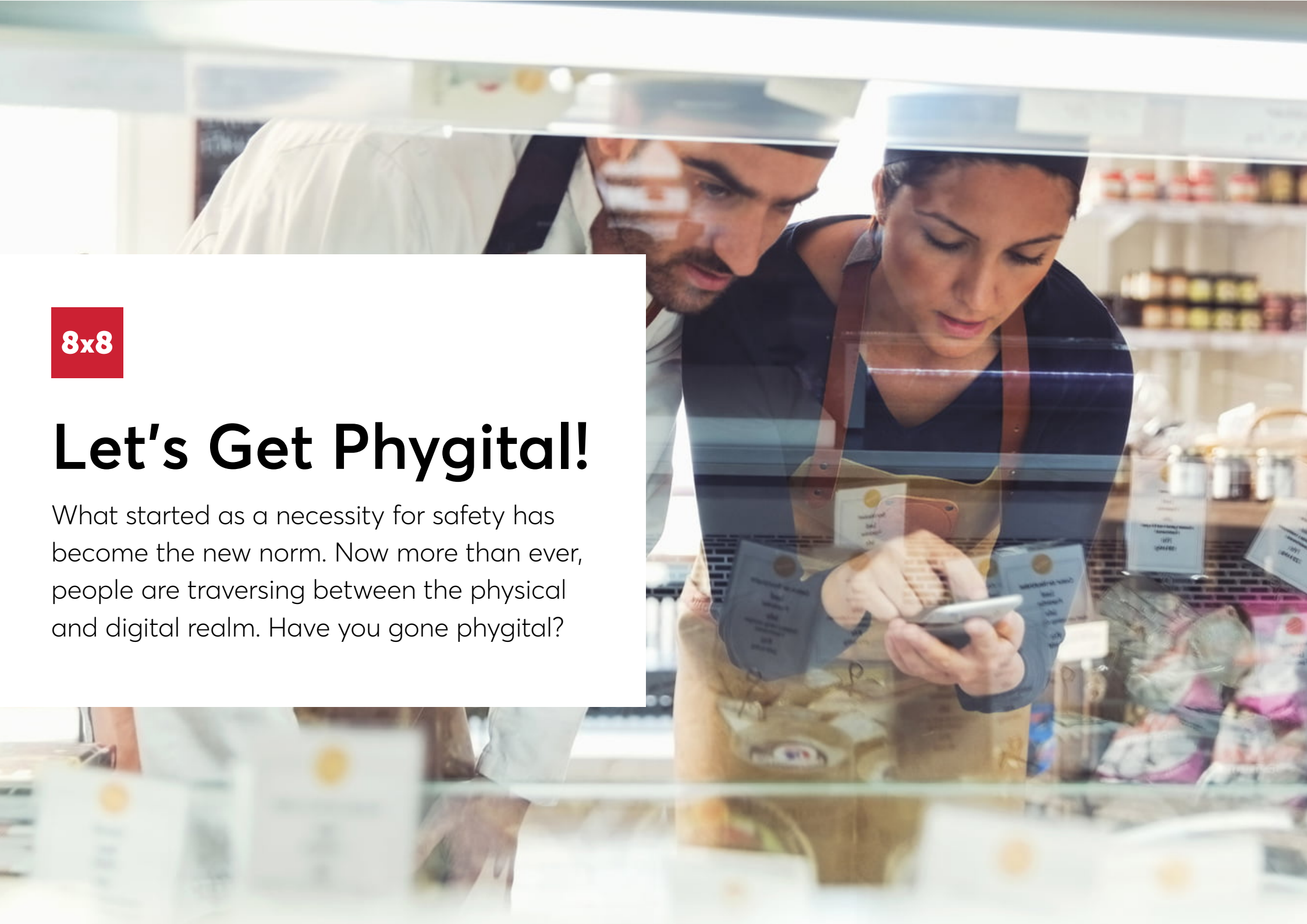


A man and a woman, both wearing aprons and chef hats, are looking at a smartphone together in a grocery store. The woman is holding the phone, and the man is pointing at the screen. They are standing behind a glass display case filled with various products. The background shows shelves stocked with jars and other grocery items.

**8x8**

# Let's Get Phygital!

What started as a necessity for safety has become the new norm. Now more than ever, people are traversing between the physical and digital realm. Have you gone phygital?



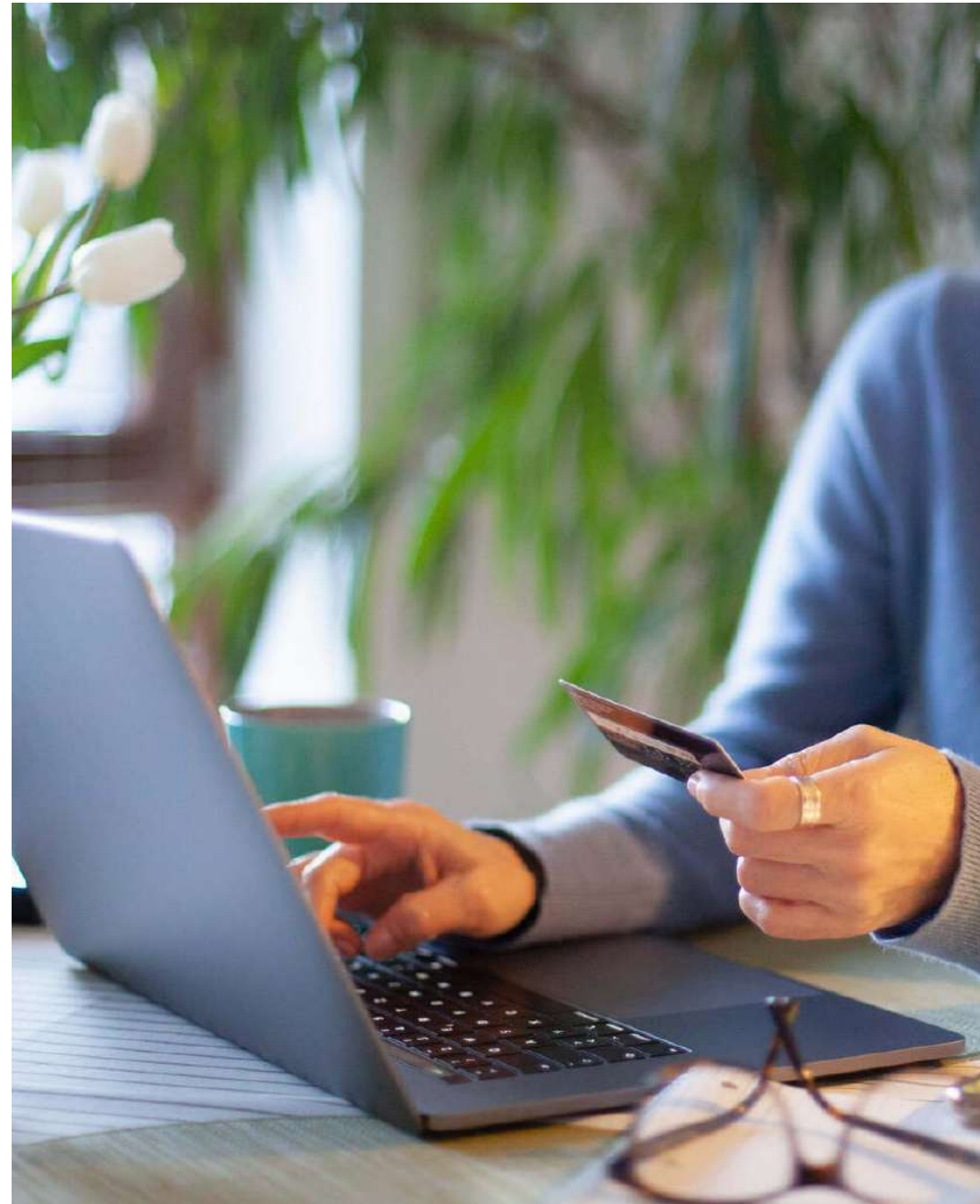
**Phygital? Don't you  
mean Hybrid?**

# Phygital = Physical + digital

The term '**Phygital**' is a portmanteau of the words 'physical' and 'digital' and no, it's not just another pandemic-related buzzword. When it comes to the retail industry, a phygital customer experience is here to stay.

*We know what you're thinking - "doesn't the phrase carry a similar meaning as hybrid?"*

Indeed it does, however, 'phygital' places more emphasis on the physical presence and importance of brick-and-mortar stores, while acknowledging the reciprocal need for ecommerce to complement the physical in-store experience.



# Consumers across the globe are craving human interaction

Perhaps the biggest benefit of going phygital is that retailers now have an opportunity to increase the lifespan of customer journeys by staying in contact with customers even after they've left the store.

And this is extremely important.

## 75%

of global consumers want more human interaction

## 59%

of them feel that brands are losing touch with the human element

Source: [PwC, Future of Customer Experience Survey](#)



**Use communication  
APIs in-store to drive  
online demand**

# Physical stores are still in demand

While nearly everything can be bought online, and often at cheaper prices, retailers should be careful not to fall into the trap of dismissing physical stores altogether. We have officially entered the era of mix-and-match as research shows over half of shoppers (across most generations) still prefer shopping in-store.

## 58%

of shoppers in Asia still prefer to buy from retailers that have brick-and-mortar stores.

Source: [Business Times](#)



# It's all about ascertaining **quality** and improving **convenience**

Customers wish to touch, feel, and see the goods for themselves before making a purchase. But that doesn't mean retailers should neglect an online presence. After all, many in-store customers make their first purchase in-person to ascertain quality, and then make subsequent purchases online for convenience.

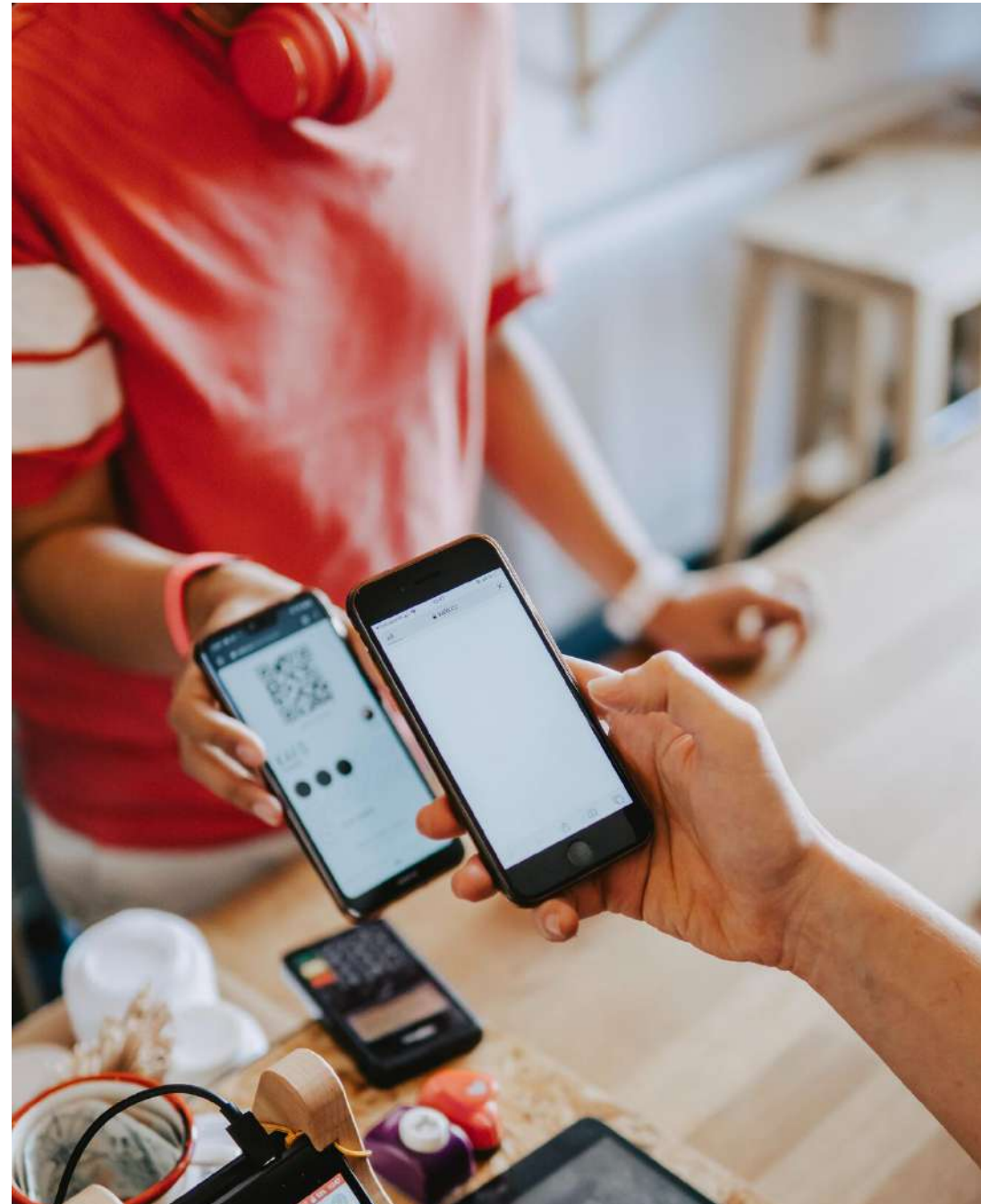


# Integrated communications drive demand, from offline to online

While customers have been streaming onto retail websites from online advertisements and social media links, brick-and-mortar stores can also become legitimate lead generators if they are integrated well with the online experience.

For instance, traditional stores can set up and attach unique QR codes for all your products in-store. Upon scanning these codes it will trigger automated **SMS or WhatsApp notifications** with all the product information that the shopper can then review in detail at home.

This provides opportunities for retailers to keep the sales opportunity alive long after an indecisive customer has left the store.





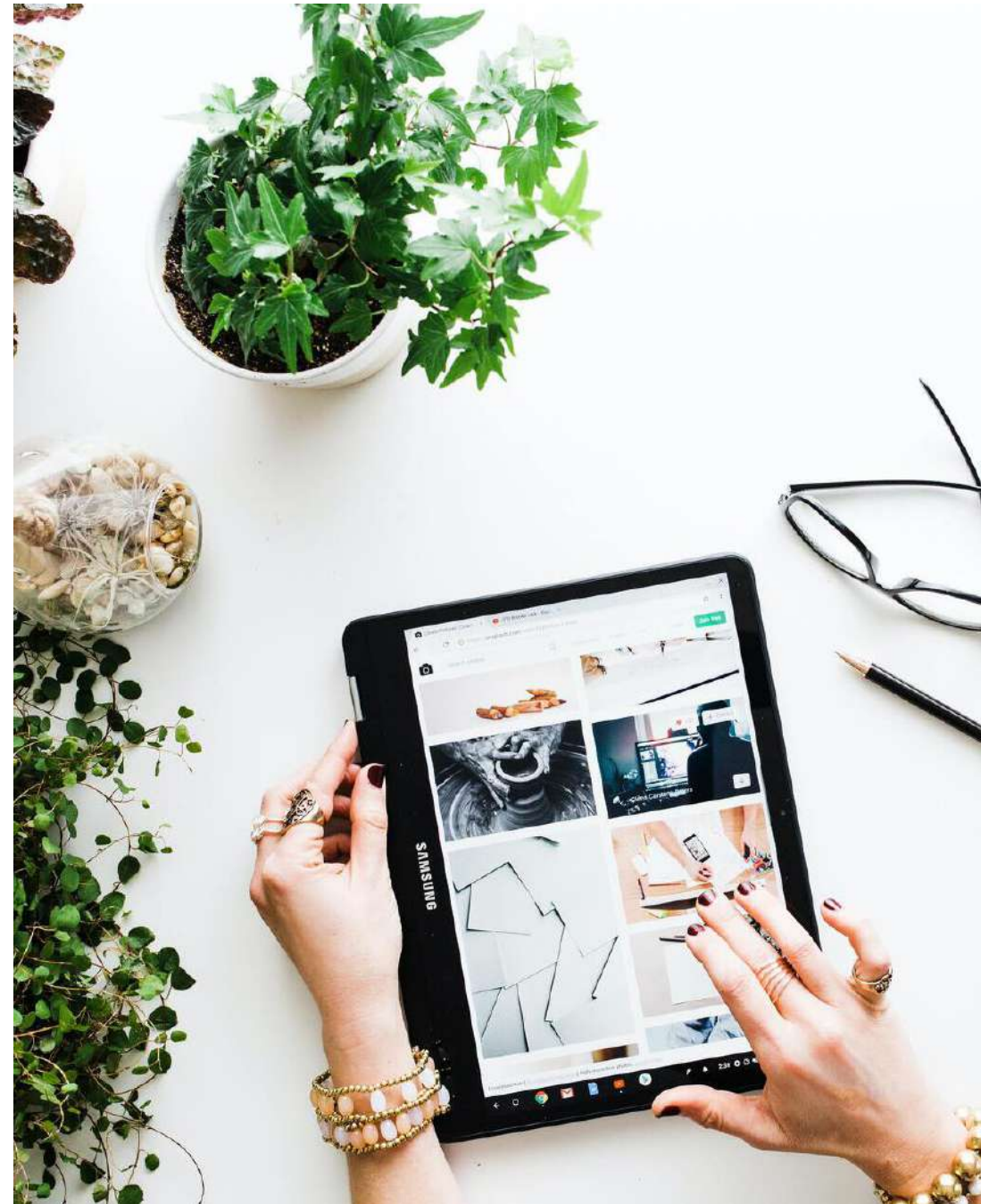
ROUND-NECK T-SHIRT

**Use communication  
APIs online to convert  
online scrollers to  
buyers**

# Don't forget the other half of couch shoppers

While more than half of your shoppers are eager to return to stores, there remains a significant 42% of customers who are content scrolling through catalogues on a digital screen.

The two years of restrictions ensued by the pandemic has built up significant inertia and made it hard for some customers to leave their home.



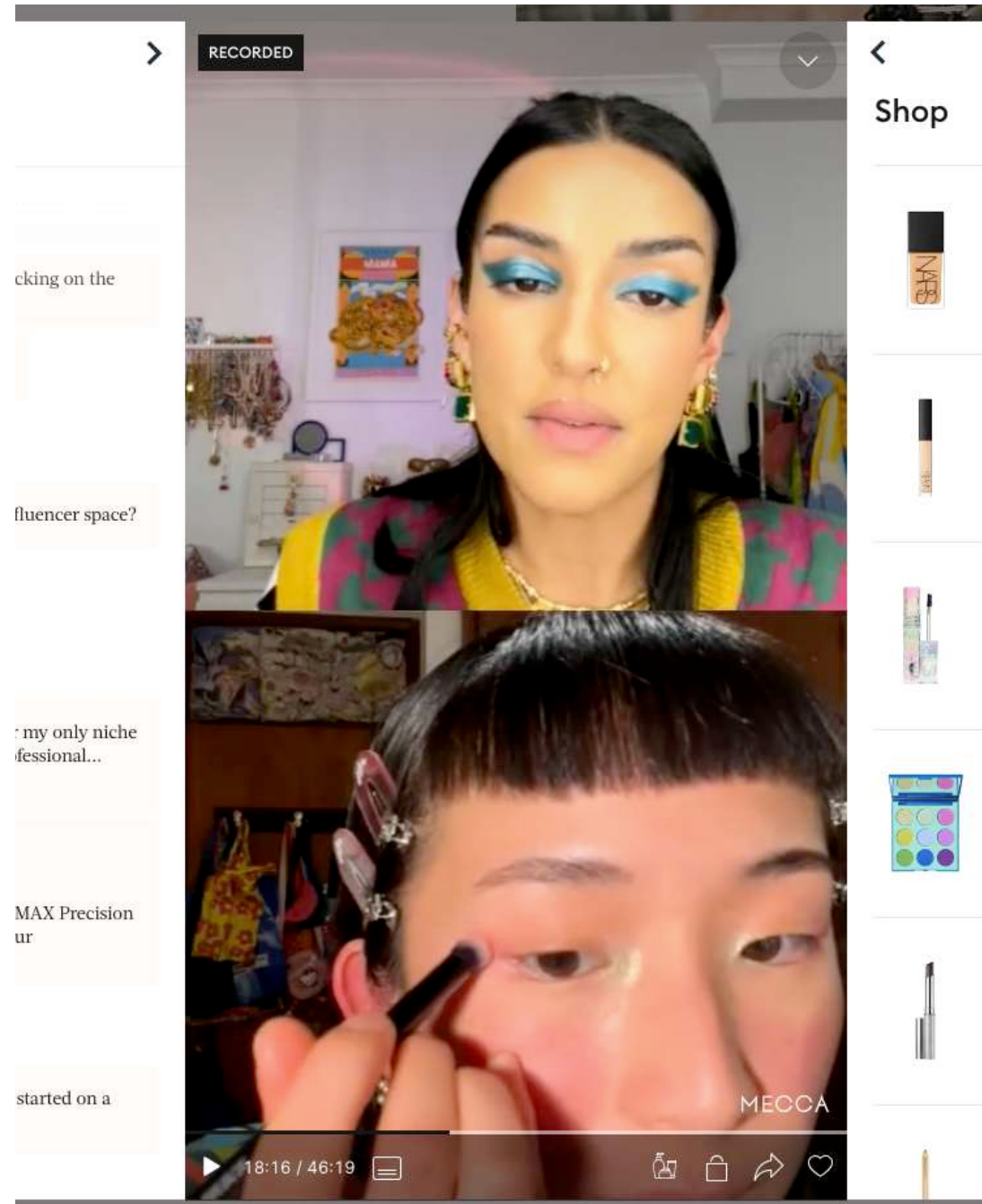
# That's why going **phygital** is important.

It helps retailers to reach out to customers where they're at. A virtual shopping solution for instance can help to rebuild brand connections without forcing shoppers back to your store.

For example, embed video conferencing into your touchpoints and start a livestream where you can instantly showcase products to your customers and reply to any of their queries.

To cope with the aftermath of a nationwide lockdown, Australian cosmetics brand Mecca quickly pivoted to live stream shopping where they not only conducted product demos, but also sold on the spot.

This resulted in \$3.2 billion in sales by the end of 2021!



# Let your customers decide what's best for them in the phygital experience

Omnichannel Messaging, Voice, Video and more

**Improve your  
communications by  
integrating messaging  
apps**



# Improve your communications by integrating messaging apps

Merely reminding customers of your existence hardly makes you memorable, especially when every other business out there is popping up on your customers' push notifications.

Maximise your chances of a two-way interaction when you contact customers on their preferred chat app with **8x8 Converse**.

This intuitive customer conversations platform allows you to manage conversations across some of the most popular chat apps such as *WhatsApp*, *LINE*, *Viber*, and *Zalo* on a unified dashboard. This is important because each country across Asia has different chat app usages and many customers switch between channels.



# Manage conversations with ease - 8x8 Converse

## 8x8 Converse core features include:

- Natively supports 6 popular chat apps
- Rich media & file transfer
- Advanced Analytics
- Ticket management

## Additional features available:

- Plug-and-play installation - Zendesk, Freshdesk, Salesforce
- Advanced user and agent management



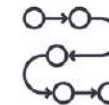
### Support Multiple Channels

WhatsApp, Facebook Messenger, WeChat, Zalo, Viber, Kakao Talk, SMS



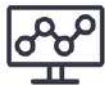
### Customer Care

Previous conversations, customer notes, and tags all available on customer profiles



### Process Control

Ticket assignment based on agent availability



### Advanced Analytics

View previous tags, and open/close conversations



### Easy User Management

Let admins re-assign tickets, create agents and merge contacts



### Agent Tracking

Filter tickets assigned to each agent and track customers' average wait time



### Simple Navigation

Toggle between the different ticket statuses with a click

# Secure customer's online transactions with SMS and voice messages



# Cover your security ground with SMS

More often than not, online transactions involve a series of time-sensitive messages. They can include OTPs for identity verification, notifications of delivery notice, or alerts on payment information.

With a 98% open rate, it's almost a guarantee that customers read such SMS messages, preventing any potential leakage of sensitive data.

## Here's where 8x8's SMS APIs stand out:

- Send up to 50 messages per second
- 99.99% server uptime
- Industry-leading security standard
- Automated routing based on network availability and quality



### 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



### 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



### 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



### SMS History API

Create regular, updated reports by programmatically importing your SMS history



### Customizable API Fields

Create custom message fields using our API or Campaign Manager

[More about 8x8's SMS APIs](#)

# Additional security layer with 8x8's voice technology

## Voice Messaging

There's no denying that SMS channels have experienced an uptick in cyberattacks.

Leave no digital trace of one-time passwords with **voice messages enabled by text-to-speech technology** that reads out login details in mere seconds, shutting down the window of opportunity for cyber interception.

## Call Masking

Alternatively, give your delivery providers, employees, and customers **complete anonymity with call masking**.

It connects unknown parties with masked numbers which ensures complete privacy as identities are kept safe.

## App-to-App Calling

Retailers with apps can take advantage of **app-to-app calling API** that keep your customers in your app while contacting you - instead of forcing them to use their own call minutes.

It comes with built-in number masking and is embedded directly into your app.

[More about 8x8 Voice APIs](#)

A young woman with long dark hair is sitting in a colorful striped hammock outdoors. She is wearing a white t-shirt with thin black horizontal stripes and light-colored cargo pants. She is smiling broadly, showing her teeth, and waving her right hand towards the camera. In her left hand, she holds a blue smartphone. The background is a soft-focus outdoor setting with green foliage and trees. The lighting is bright and natural, suggesting daytime.

**Tell a story with live commerce**

# Tell a story with live commerce

Did you know? 23% of internet users are frequently watching live ecommerce shopping streams and 11 billion dollars in sales were generated by live-stream ecommerce in 2022. The convergence of video and retail not only helps to close the gap between brands and products in the digital space, it also improves real-time engagement and drive sales at the same time.

To reap all the benefits of video, the key lies in choosing a solution that allows you to build a seamless experience. Specifically, one where your customers can skip additional, tedious app downloads and join live streams simply by click on a link in emails or text messages - introducing, **8x8's Jitsi as Service.**

## **With 8x8's 8x8's Jitsi as Service (JaaS), you get:**

- White-label video solution that allows customised branding
- No third-party applications, embedded into your site or app
- No downloads, access via browser via link
- Highly resilient with 99.99 uptime SLA and end-to-end encryption
- Integrated chat, remote camera control, recording and annotation

[More about JaaS](#)

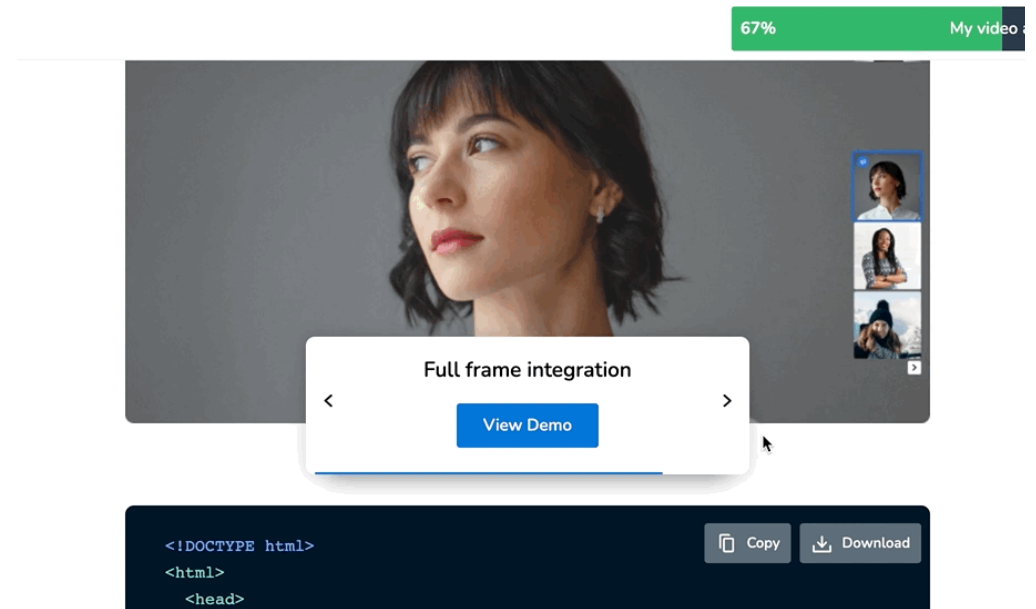
# JaaS helps you reach more online shoppers with audio captions

Prioritising the online shopping experience is the first step toward growing your customer base. And a well-designed CX can make customers feel heard and appreciated, even in the digital space.

Using 8x8's Jitsi as a Service, this can be as easy as enabling real-time audio captions which allows buyers with hearing disabilities, or anyone facing device technical issues, to know what the presenter is saying even if they are unable to listen-in.

## ***Why is this important?***

Nothing's more frustrating than an unfruitful video conference. Closed captions make it easy to show customers you care and reinforce your message.



**Try the easiest way to setup real-time video now**

# The best time to get phygital was yesterday, the second best time is now

Communication APIs = zero downtime, low cost  
and full-security



# Get started immediately with zero downtime

8x8's Communication APIs are not just end-to-end encrypted and fully customisable, they are also low-code platforms that can be integrated into any CRM system in a matter of minutes.

## 8x8 SMS API

Leverage 8x8's strong global partnership with more than 130 direct mobile network operators to reach customers all around the world.

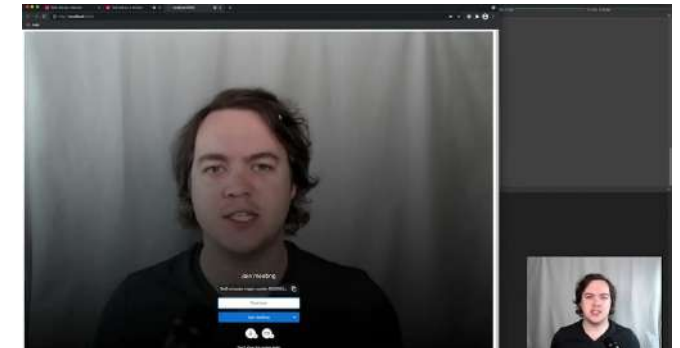


## 8x8 Messaging API

Seamlessly integrate with any existing CRMs, including Salesforce, Zendesk, and Freshdesk.

## 8x8 Jitsi as a Service

Leverage 8x8's proven, global communications infrastructure and set up your first video conferencing solution in minutes.



# Low implementation costs from the get-go

We know that you run a business on margins and our pricing model is built to support exactly that.

## 8x8 SMS API

To bring about cost-savings, 8x8 adopts a pay-per-use pricing model. **Going as low as €0.0055**, the price per SMS is dependent on the destination country, message type, and carrier the message will be sent to.

Get started for free and send your first SMS with complimentary credits on 8x8 Connect.

## 8x8 Messaging API

Get access to 6 of the most popular messaging apps from a single API. Going **as low as \$0.004 per message**, you are only charged for successfully delivered messages.

## 8x8 Jitsi as a Service

We strive to take the time pressure away from you and your customers and ease them along a more natural customer journey. That's why we only charge for your effective usage based on the number of **Monthly Active Users (MAU)**.

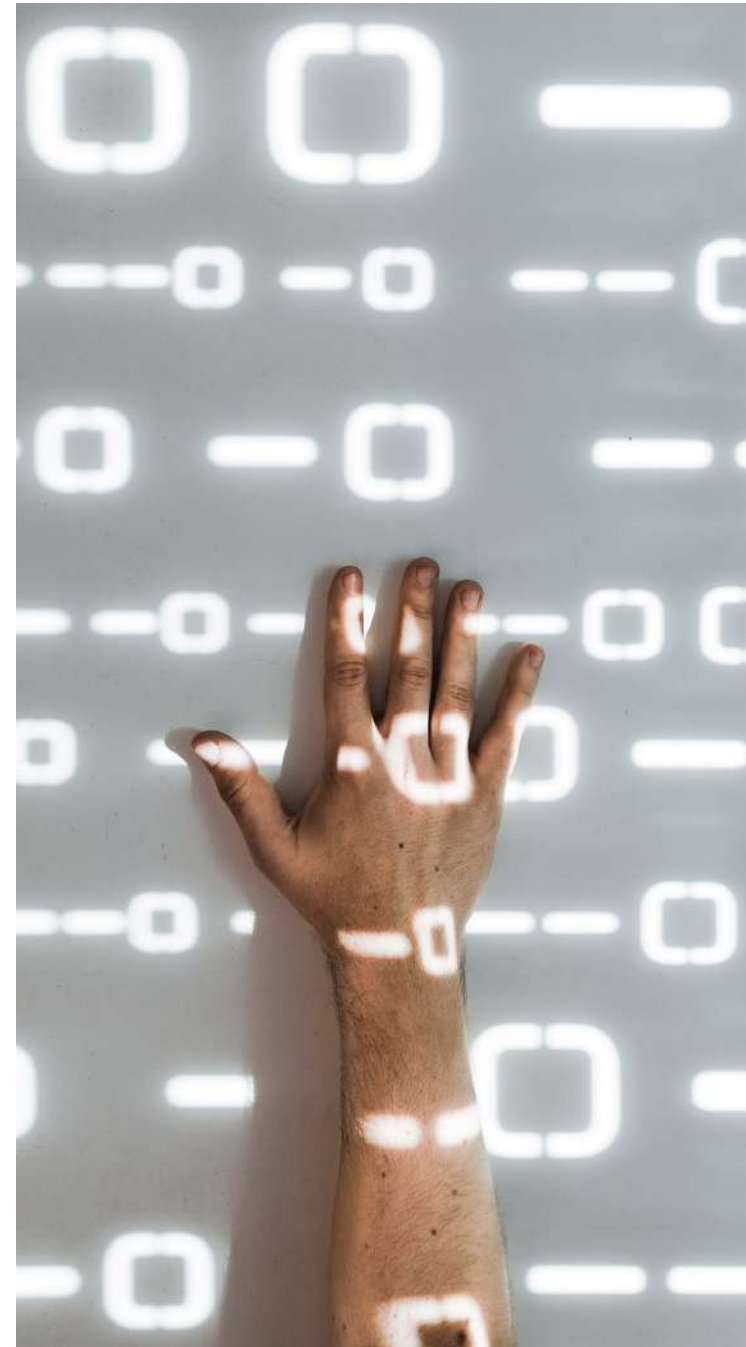
No matter how many consultations a customer schedules or how many times a customer comes to a live stream event, they will remain as 1 MAU.

# Choosing the right API partner is essential for data security

8x8 employs the best practices of the Security by Design approach to proactively identify, mitigate, and protect against security threats at all times.

- **Stringent security specifications** for the handling and storage of customer data, including fraud detection and secure endpoint provisioning.
- **Verification from recognized third-party certifications** for security and compliance, including HIPAA, FISMA, FCC, and CSA.
- **Proactive monitoring and vulnerability management** allows us to maintain good security hygiene and reduce the impact of exploitation.
- **Physical and digital infrastructure security** ensures that everything from our data centers to our cloud networks and IT equipment is safeguarded.

[More about the security of 8x8 Communication APIs](#)



Thank you for reading

# Let's Get Phygital, Phygital!

[hello-cpaas@8x8.com](mailto:hello-cpaas@8x8.com)

