



Ridesharing: Protect Customer Data with Call Masking



Call Masking for Ridesharing

Overview

Programmable Voice APIs from 8x8 enable customers of all sizes to innovate like a start-up. With the benefits of a secure global network that supports over 1 million users.

Call Masking protects your customer's identity by automatically changing displayed numbers to keep personal phone numbers private. Enabling secure, anonymous communication between riders and drivers.

Key Benefits

- **Enhanced User Privacy.** Enable users to communicate freely without revealing private information or phone numbers.
- **Native Fraud Protection.** Prevent users from engaging in private communication outside your platform, reducing the possibility of lost revenue and ensuring customers do not need to share personal numbers.
- **Powerful Insights.** Monitor call volume and communications between rider and driver, with session-based reporting built into the API.
- **Regulatory Compliance.** Comply with countries' regulatory requirements to protect the personal information of your users.

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"disconnectedTimestamp": "2020-06-17T04:09:37Z",  
"source": "+6283891703225",  
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"sourceCountryCode": "ID",  
"targetCountryCode": "ID",  
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"duration": 60  
},  
"call": {
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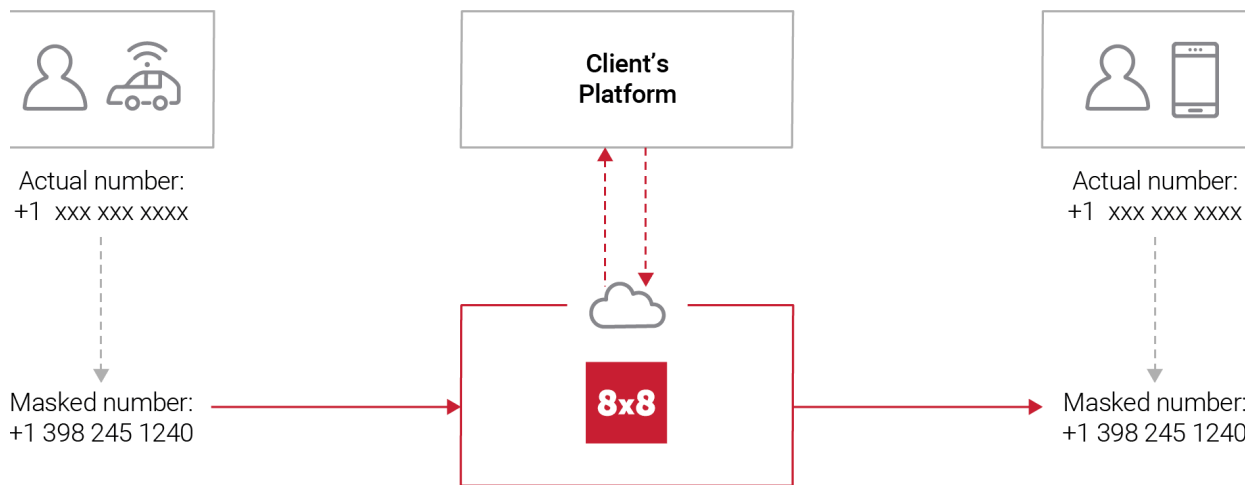
Aggregated Insights Built into the API



How Call Masking Works

How Call Masking Works

When drivers and riders need to communicate, keeping their personal information private is not only a regulatory requirement in most regions, it is also critical to reducing the risk of lost revenue. With Call Masking personal data is automatically hidden, a company-owned virtual number is presented as the caller ID, and communication stays on app. So no more private trips or lost customer data.



[Access the Docs](#)

Why 8x8 Call Masking

- **Useful Insights.** Unlike some APIs the 8x8 Call Masking API provides aggregated insights reducing the manual work needed to calculate successful events.
- **Flexible Integration.** Integrate the Call Masking API as a standalone solution, alongside the 8x8 Voice SDK to enable app to app calling, or with a 3rd party Voice API.
- **Unrivaled Availability.** The only Voice API leveraging the platform and carrier relationships of an 8-time Gartner MQ Leader of UCaaS, globally.



Call Masking for Ridesharing: Case Study

Case Study

A leading ride-sharing company with over 2 million registered users and 170 million app downloads recently integrated the 8x8 Voice API solution to meet local regulatory requirements and provide a better user experience.

Requirements

- Meet regulatory requirements to keep customers personal data safe.
- Prevent fraud and revenue leaks by removing personal phone numbers from the application, preventing riders and drivers from communicating and agreeing on trip or payment details off-platform.
- Enable 2-factor verification via SMS when new users sign up.

Reason for choosing 8x8

Easy to deploy APIs and aggregated insights. The 8x8 Voice API provides aggregated session-based insights, making it easy to measure call metrics, track successful events, and help their support team troubleshoot issues. Other vendors reviewed only provided call leg metrics, which would require time-consuming manual mapping in order to be useful and actionable.

[Access the Docs](#)

Key Facts

API's Integrated

- Voice API for Call Masking
- SMS API for Mobile Verification.

Timeline

- API evaluation to the successful integration - less than 1 month

Counties Deployed

- Indonesia
- Singapore
- Thailand
- Vietnam

Thanks for reading:

How Rideshare Companies keep Customer Data Safe with Call Masking

