

8x8.

Blending AI Speed and Human Empathy in WhatsApp Customer Support

Scale Without
Losing the Human
Touch



Why Hybrid Support Wins on WhatsApp

[More than 175 million people](#) message a business on WhatsApp every day, and the volume keeps climbing as customers gravitate toward conversational channels. Speed and scale are non-negotiable on this channel.

AI handles that scale effortlessly. Chatbots can resolve [up to 80%](#) of routine inquiries without human involvement, order checks, password resets, and appointment confirmations. That kind of throughput is impossible to staff manually.

Where Human Agents Still Make the Difference

Speed alone does not win loyalty. [54% of customers](#) trust human agents more than AI for product or service guidance, especially in complex or high-stakes interactions.

When a customer raises a billing dispute or needs help with sensitive personal information, no decision tree replicates the nuance a trained agent delivers.

Human agents read tone, catch unspoken concerns, and adapt mid-conversation, e.g., a frustrated customer whose words say 'it's fine' but whose tone indicates otherwise. The goal is not bots versus people; it is routing each interaction to the right resource.



How 8x8 Powers a Blended WhatsApp Support Stack

The [8x8 WhatsApp Business API](#) and [8x8 Converse](#) run AI and human agents side by side in the same WhatsApp thread. The API powers automation and delivery; Converse is the agent workspace.

- **AI-ready chatbot integration**

Connect your own AI agents directly to WhatsApp to handle greetings, qualifying questions, and routine resolutions.

- **Contextual handover**

When the bot escalates, it passes intent data, customer profile, and full transcript to the human agent — no repeated questions.

- **Interactive message formats**

List messages with up to ten options and quick-reply buttons let AI agents qualify intent in seconds before routing.

- **Unified agent workspace**

8x8 Converse brings WhatsApp, SMS, Viber, LINE, and other channels into one interface, with chat history always visible.

- **CRM and unified analytics**

Native connections to Salesforce, Zendesk, and Freshdesk give one source of truth across both bot and human conversations.

- **Supervisor visibility**

Real-time dashboards show active conversations, agent workload, and response times to keep service quality consistent at scale.



Build a WhatsApp Support Strategy That Scales

Customers do not care whether a bot or a person solves their problem. They care about getting the right answer fast.

For a deeper look at how to structure a hybrid WhatsApp support model, [continue reading the full article](#).

