

8x8[®]

Conversations That Convert

How WhatsApp Transforms Engagement Into Action





Most businesses today have no shortage of ways to reach their audiences. What they struggle with is getting a response.

Event marketers already see this challenge clearly. Nearly [49% say](#) audience engagement is the single biggest factor in determining whether an event succeeds, yet traditional channels such as email continue to underperform, with open rates typically hovering between [13% and 30%](#).

In an environment where attention is scarce, communication only works when it reaches people in a space they already trust and use every day.

When Engagement Fails to Become Action

On paper, engagement can look healthy while outcomes quietly suffer. An invitation may be opened but never acted on. A follow-up may technically exist, yet arrive too late or in the wrong place. Over time, these small gaps add up to significant losses.

Missed appointments alone are estimated to cost businesses [US\\$150 billion annually](#) in lost productivity, while in e-commerce, roughly [70% of online shopping carts](#) are abandoned.

In most cases, these outcomes happen because responding takes effort, information feels incomplete, or communication arrives in a channel people are not actively checking. Turning engagement into action requires removing that friction at the moment it matters most.

Why WhatsApp Changes How People Respond

With more than [3 billion active users](#) worldwide and message open rates [reaching 98%](#), WhatsApp is already embedded in daily routines. Messages appear alongside conversations with loved ones, which changes how they are perceived and how quickly people respond.

For businesses, this creates an important shift.

Interactions feel conversational rather than transactional. Quick replies replace long forms, and confirmations happen with a single tap. At the same time, automation allows these conversations to scale. The result is communication that feels timely, personal, and easy to act on.

Scaling Conversations Without Losing Trust

WhatsApp Business lets you reach thousands of contacts through broadcast messaging while keeping every interaction feel one-to-one. Automated templates handle routine touchpoints — reminders, order updates, event confirmations — without manual effort for each send.

Rich media support means you are not limited to plain text, allowing you to share catalogues, schedules, or videos directly within the conversation.

Interactive buttons let recipients confirm, reschedule, or browse with a single tap, removing the friction that slows decisions. Built-in read receipts give you visibility into what is working, so you can refine your approach based on real engagement data.





Why 8x8 WhatsApp Business API Drives Conversion

By leveraging WhatsApp Business API as part of a unified communication approach, businesses reduce hesitation, prevent drop-offs, and restore reliability across interactions. In a crowded digital landscape, the conversations that convert are the ones people actually respond to.

Powered by 8x8, WhatsApp engagement becomes more than messaging. It becomes a structured, scalable way to move audiences from awareness to action. If you want a deeper look at how conversational engagement drives results, continue reading the full articles here:

[From Browsers to Buyers: WhatsApp Business for Ecommerce and Retail](#)

[Power Your Events with WhatsApp Business for Marketing](#)

[Reducing Missed Meetings with Voice and WhatsApp Reminders](#)

