

8x8.

Turning WhatsApp Conversations Into Completed Orders With Flows

Where Conversations Become
Conversions





Why Mobile Checkout Loses So Many Customers

Cart abandonment is a stubborn problem. The global average is [roughly 70%](#), and mobile devices fare even worse.

The usual culprits are predictable: too many form fields, surprise costs, redirects to external sites, and the friction of switching between apps.

Web forms force customers to leave the conversation, navigate to a landing page, and key in details on a screen built for desktop.

Email-based ordering is slower still. Describe what you want, wait for a reply, clarify, and confirm. What should take 30 seconds stretches across hours.

Customers Already Want to Buy in the Chat

The appetite for conversational commerce is clear. [75% of consumers](#) would browse or buy products in messaging conversations. The behaviour is already there; what is missing is the right tooling to meet it.

WhatsApp Flows closes that gap. Flows are structured, multi-screen interactions built directly into a WhatsApp chat.

Customers tap a button, work through dropdowns, date pickers, and form fields across several screens, and submit, all without leaving the thread.

Behind the scenes, the data flows straight to back-end systems for inventory checks, dynamic pricing, and CRM sync.



How 8x8 Powers Service Selection and Ordering at Scale

The [8x8 WhatsApp Business API](#) gives businesses the foundation to deploy interactive Flows beyond static forms, while [8x8 Connect](#) handles orchestration across channels and at scale.

- **Real-time back-end connections**

API-powered Flows pull live inventory, dynamic pricing, and appointment availability into every interaction.

- **Conditional logic**

Each Flow screen adapts based on previous answers, so customers only see fields relevant to their selection.

- **Instant CRM sync**

Every completed Flow updates Salesforce, Zendesk, or Freshdesk in real time, giving sales and support full visibility.

- **No-code platform**

8x8 Connect lets marketing and operations teams launch Flow-triggered campaigns in hours, not weeks.

- **Omnichannel fallback**

If a WhatsApp message goes unsent, 8x8 Connect can resend automatically via SMS, Viber, LINE, or Zalo so no lead falls through.

- **Cross-channel analytics**

One dashboard shows which Flows convert, which messages get opened, and where drop-offs happen across every channel.



Turn Conversations Into Closed Sales

WhatsApp Flows removes the friction between browsing and buying, fewer redirects, fewer abandoned carts, and more completed orders, all in a channel customers use daily.

For a deeper look at how to build interactive service selection and ordering experiences with Flows, [continue reading the full article](#).

