

# 8x8

## WhatsApp Automation: Flows, Bots, or AI Agents?



### Customers Expect Instant Answers on WhatsApp

Customers no longer wait. They message, and they expect a reply right away.

**>3 million people**

worldwide use WhatsApp, making it the channel businesses can't afford to ignore

**175 million people**

message a business on WhatsApp every single day

**98% open rate**

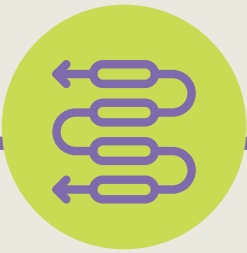
for WhatsApp messages vs. email's typical 20% average

**55% of consumers**

expect businesses to offer automated replies on WhatsApp

### Three Types of WhatsApp Automation, Explained

Not all automation is built the same. Each type solves a different problem.



#### Flows

Predefined decision-tree paths; ideal for predictable interactions like appointment reminders, delivery updates, and menu-driven options



#### Chatbots

Natural language processing that understands varied phrasing; handles FAQs, lead qualification, and high-volume repetitive inquiries



#### AI Agents

Reason through complex problems, access multiple systems, and resolve issues end-to-end, without human intervention

### How to Pick the Right One for Your Business

The right fit depends on your inquiry complexity, team resources, and growth goals.



Use **Flows** when interactions are predictable: confirmations, notifications, and survey collection

Use **Chatbots** when volume is high: product questions, return policies, store hours, basic troubleshooting

Use **AI Agents** when issues require context, judgment, and action across multiple systems

Many businesses use all three in combination, each layer handling what it does best.

### How Companies Can Automate WhatsApp with 8x8

Companies can use 8x8's WhatsApp Business API to build automation that scales, from simple flows to full AI agent deployments.



#### List Messages

Present up to 10 menu options to guide conversations



#### Quick Reply Buttons

Let customers respond instantly with up to three tapped options



#### Rich Content

Send images, videos, files, and product catalogs to drive engagement



#### Bulk Messaging

Reach up to 3 million recipients and track campaign performance



#### Automation Builder

Build custom workflows or launch from prebuilt templates, no coding required



#### Unified Inbox

Manage all two-way conversations in one place, with full chat history

[Click Here to Learn More](#)



For more information, contact us at [hello-cpaas@8x8.com](mailto:hello-cpaas@8x8.com) or visit [cpaas.8x8.com](https://cpaas.8x8.com)

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