

**8x8**

# **WhatsApp Flows with 8x8**

Turning Conversations into  
Structured Customer Actions





## From Chat to Completion in Fewer Steps

Messaging has become the default channel for customer engagement. But speed alone does not guarantee results. When conversations unfold as slow, unstructured exchanges, intent fades, and drop-offs climb. WhatsApp Flows change that by turning everyday chats into guided, actionable journeys.

## When Conversations Create Friction Instead of Conversions

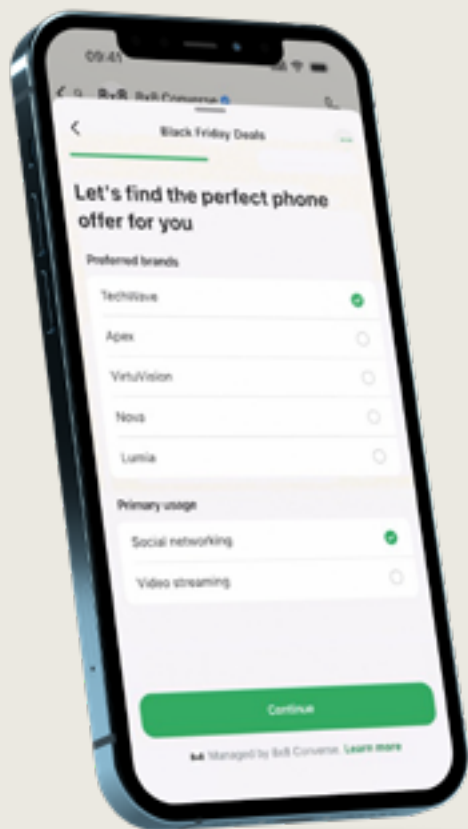
WhatsApp reaches more than [3 billion active users](#) worldwide, and messages regularly achieve [open rates](#) of up to 98%. Attention is not the problem. Friction is.

Traditional messaging forces customers through multiple back-and-forth exchanges, manual clarifications, and external links that break the experience.

Each extra step raises the likelihood of abandonment, especially on mobile-first channels where [89% of consumers](#) already prefer messaging over phone calls or email.

Businesses need a way to capture intent and guide action without losing momentum.





# What WhatsApp Flows Actually Do

WhatsApp Flows introduce app-like structure inside the chat itself. Customers can select options, enter information, and confirm actions through clearly defined steps, all without leaving WhatsApp.

With easy-access buttons, a customer can immediately see predefined choices via buttons or dropdowns. They enter their details, receive instant confirmation, and your system automatically captures and routes the lead.

Flow collects context upfront, so customers move forward faster and agents resolve issues with fewer follow-ups.

With [74% of consumers](#) expecting to communicate with businesses as easily as they do with friends and family, and [83% willing to browse](#) and buy via messaging, structured conversations are becoming the new standard.

## 8x8: Built to Scale WhatsApp Flows Across Your Business

Through the [8x8 WhatsApp Business API](#), businesses can deploy and operate WhatsApp Flows as part of a [unified messaging strategy](#). The platform delivers:

- **Enterprise-grade reliability:** Guaranteed uptime and consistent performance across multiple markets, even during peak traffic.
- **Self-service onboarding:** Get operational in days through [8x8 Connect](#), with pre-built templates and visual Flow builders for non-technical teams.
- **Centralized control:** Monitor all WhatsApp Flows from a single dashboard with role-based access for different departments.
- **Native integrations:** Connect seamlessly to CRM platforms, customer support systems, and marketing automation tools.
- **Real-time visibility:** Analyze engagement patterns and optimize Flows without disrupting live conversations.



# Move Customers Forward, Not Away

With [80% of large enterprises](#) expected to adopt the WhatsApp Business API, structured messaging is no longer optional. 8x8 gives you the infrastructure to deploy WhatsApp Flows reliably, at scale, and without engineering bottlenecks.

Ready to turn conversations into completions? Explore deeper insights here: [WhatsApp Flows with 8x8: Turning Conversations into Structured Customer Actions](#)

