



WhatsApp Voice Calls for Business

What You Need to Know



The Chat-to-Phone Handoff Problem

Messaging is the default support channel, until a chat hits a wall. Then the customer gets sent to a separate phone line, and everything unravels:

01

The chat conversation hits a complexity wall.

02

The customer is told to call a separate number.

03

They hang up, dial in, and wait on hold.

04

They re-explain everything — context lost, patience spent.

Why the Handoff Costs You

WhatsApp is where your customers already live — at massive scale. Pulling them off-channel mid-conversation doesn't just frustrate them. It wastes the trust you already earned getting them there.

50M+

businesses worldwide use WhatsApp Business for sales, marketing, and support.

100B+

messages and 2B+ calls flow through WhatsApp on a regular day.

There's a better way. WhatsApp Business Calling keeps the conversation exactly where it started — no new number, no repeated story, no lost context.

Where Voice-in-Chat Wins

Some conversations are too complex for text but too valuable to restart on a cold phone line. Voice-in-chat steps in exactly there:



Resolve complex claims and disputed charges without re-explaining.



Cut average handling time, agents skip rebuilding lost context.



Lift answer rates with a verified profile, name, and logo on-screen.



Close sales faster by adding voice to chat-based lead nurturing.

One Thread, Two Ways to Connect

Voice-in-chat uses VoIP to bring calls inside the existing thread, no new number, no lost context. Two call types cover both directions:



Customer-initiated
a tap on the call button escalates chat to voice instantly.



Business-initiated
companies call customers who grant explicit permission first.



Context preserved
the agent sees the full chat history during the call.



End-to-end encrypted
every call meets WhatsApp's security standards.

Why Companies Choose 8x8

Most BSPs can connect to the API, but voice infrastructure is a different capability. Companies can use 8x8 to bridge WhatsApp calling into systems they already run:



Native voice network

Calls inherit existing routing, IVR, queuing, and compliance logging.



APAC presence

Calls terminate locally with regional regulatory support built in.



Unified workspace

8x8 Converse unites WhatsApp, voice, SMS, LINE, Viber, and Zalo in one inbox.

26%

more conversions*

50%

faster call-to-close for an early adopter.*

*Cartão de Todos, using the WhatsApp Business Calling API (Meta case study, 2025).

Your Customers Are Already on WhatsApp. Meet Them There.

Explore WhatsApp Business Calling



For more information, contact us at hello-cpaas@8x8.com or visit cpaas.8x8.com

© 8x8, Inc. All Rights Reserved. Unless otherwise specified, all trademarks identified by the ®, TM, or SM are registered trademarks, trademarks, or services marks respectively of 8x8, Inc. 8x8®, Experience Communications as a Service™, Experience Communications Platform™ are trademarks of 8x8, Inc.