

How High-Quality Conversations Can Impact Your Broader Business Goals

With the rise of mobile, your customers are increasingly bombarded with marketing messages every day. With so much noise out there in the world, customers are getting better and better at tuning out low-quality messages.

Consumers want to engage through messaging, and they expect to be delighted in their conversations with businesses. In fact, in a 2020 survey, people agreed that messaging with a business feels more personal than calling.[1] But many businesses that don't bother to investigate their message quality run the risk of getting left behind.

So, how do you examine the value of high-quality messages? To start, a high-quality message can help you rise above the noise and allow you to build a more trusted line of communication directly with your customer. When messaging directly with your customer, you can create a quicker, smoother path to purchase, showing them your most relevant products. It's now easier to build personal, long-lasting relationships with your customers that will ultimately be rewarded with higher engagement and more conversions.

[1] Business Messaging Research Study (Facebook Commissioned study of 8,214 adults ages 18 and older in U.S., Germany, the UK, India, Mexico, Brazil and Indonesia), September 2020

What's a high-quality message?

Message quality is all about creating and delivering messages to the right customer at the right time. By using what you know about your customer's preferences and shopping habits, you can send personalized messages at the right time to help build a much stronger relationship. So, what exactly does a high-quality message entail?

We've defined these three key elements:







01 Expected

Your customer opted-in to receive messages, and your message is something your customer asked for.

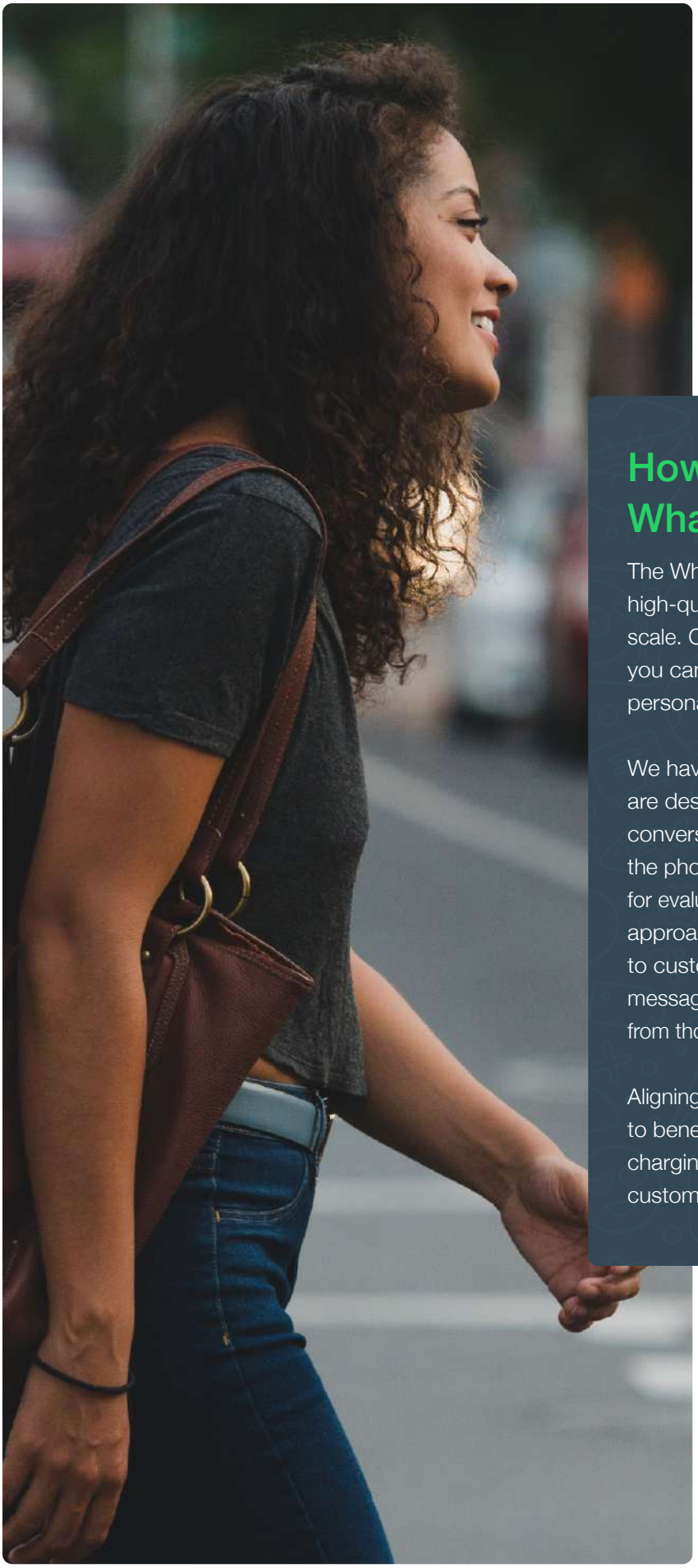
02 Timely

You have a good reason to send that message at that exact moment.

03 Relevant

Your message is personalized by using what you already know about your customer's preferences.

These three elements help ensure better, more fruitful conversations between a business and a customer. If the message you're planning to send doesn't have all three elements, pause and think about if you should still send that message. Not only is a low-quality message unlikely to convert or have any ROI, but it could also cause your customer to ignore future messages or block you, closing off that line of communication altogether. Taking time to align with the expected, timely, and relevant (ETR) framework before you send a message shows your customer that you value the opportunity to connect with them, and you value their business.



How quality works on the WhatsApp Business Platform

The WhatsApp Business Platform helps you engage in high-quality, full-funnel conversations with customers at scale. Once a customer has opted-in to receive messages, you can then proactively reach out to customers with personalized offers and information.

We have a number of features on the platform that are designed to help businesses maintain high-quality conversations with customers. One of those features, the phone number quality rating, serves as a benchmark for evaluating how well you're delivering on a conversational approach to marketing, and driving valuable outreach to customers. We also show a quality rating for certain message templates, showing how the messages coming from those templates are being received by your customers.

Aligning with these benchmarks for quality has the potential to benefit your business in numerous ways, from super-charging conversions across the buyer journey to driving customer satisfaction and trust.

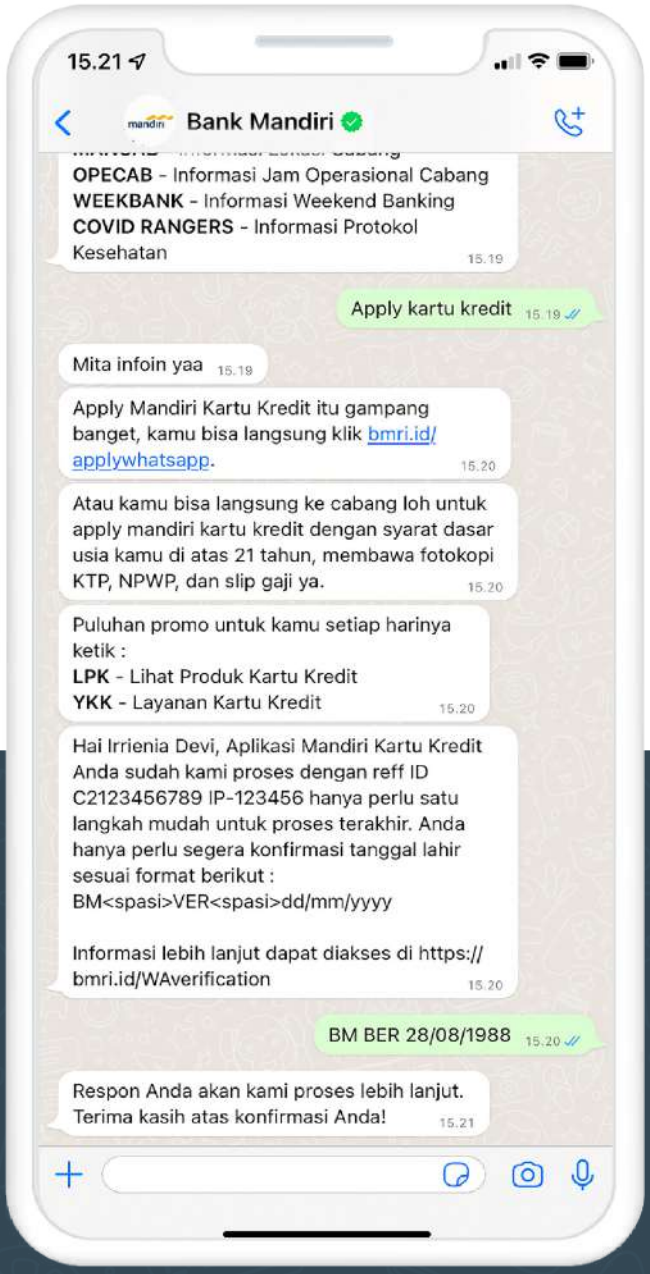
How quality messaging helps your customers convert

It's true that high quality messages help protect the needs of your customer, but they also drive better business outcomes. Businesses that transform their communications with customers to focus on quality can see benefits like higher engagement and conversion rates, and increased qualified leads, all at scale. If you want to know more, check out how some of our partners have had success with high-quality messages:

Bank Mandiri:

As the largest bank in Indonesia, Bank Mandiri is an expert at serving a massive, dispersed population through the smartphone screen. While the bank relies on an omnichannel strategy, they found that WhatsApp is its #1 channel for conversions – higher than SMS, telesales, call centers, the website and the mobile app – and is responsible for 37% of all conversions.

Bank Mandiri uses the WhatsApp Business Platform to send personalized offers to its customers. In one promotion, they offered credit card customers who made a purchase over a certain amount the opportunity to pay in installments, bringing down the size of their credit card bill. As a result of the conversions from WhatsApp-driven promotions, Bank Mandiri was able to add $350K+ in projected revenue.



Lessons learned:

A timely and relevant message based on recent activity is far more likely to drive conversations than a general one, or one that is sent too late after the fact. If you send the message as soon as the customer takes action and their need is top of mind, you can capture their attention while your offer is most valuable.

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Dekoruma:

As a startup home decor brand, Dekoruma is on a mission to help interior designers and construction service providers make their clients' homes more beautiful and comfortable. In order to reach these busy professionals, they used the WhatsApp Business Platform to engage new inbound leads.

By using WhatsApp to start conversations with its leads, Dekoruma achieved a 10x increase in deliverability of promotional messaging compared to its equivalent email outreach campaign, which led to a 3X higher response rate. Not only did it generate more leads, but 100% of incoming leads from WhatsApp were qualified, giving the Dekoruma team a larger, higher-quality source of leads to engage with.



Lessons learned:

Instead of just sending your leads generic sales information that they probably won't want, a conversation allows the customer to tell you what they're most interested in so you can provide them with the most relevant products and offers. Not only does this help them, it also helps you qualify the customer to see if they're worth continued marketing efforts.



Quality is the key to your conversational marketing success

Each of these examples from our partners show how messages that are expected, timely, and relevant can create high-value conversations that ultimately help lead to more conversions. Focus on your message quality to build a direct line of communication with your customer – an invaluable connection in a world where mobile is dominant.

Want to improve your message quality? Check out our How-To Guide on Driving Quality Conversations Across the Funnel