

WhatsApp Business Platform: Deeper Engagement to Drive Customer Care Success

The WhatsApp Business Platform can empower your company to not only delight its customers, but vastly improve agent productivity — all while saving costs and yielding an impressive ROI, according to Forrester’s recent work surveying and interviewing existing WhatsApp Business Platform customers.¹ These data, quotes, and conclusions presented here highlight their findings:

90%

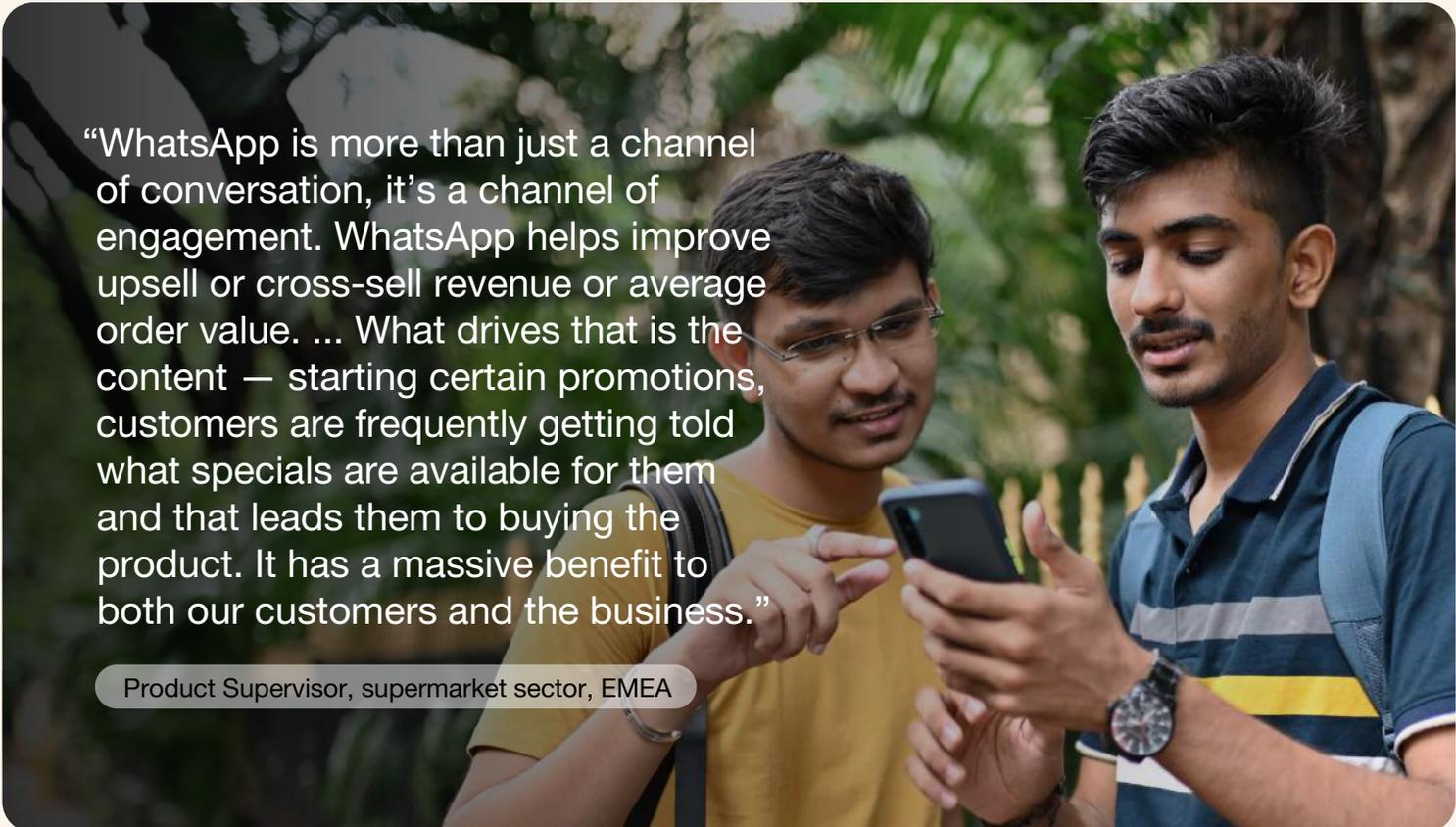
Reported savings
in agent time

94%

saw improved conversion
rates with WhatsApp.

89%

said AOV was higher
with WhatsApp.

A photograph of two men standing outdoors, looking at a smartphone held by the man on the right. The man on the left is wearing glasses and a yellow shirt, while the man on the right is wearing a blue and white striped polo shirt. They appear to be in a casual setting, possibly a park or a public area with trees in the background.

“WhatsApp is more than just a channel of conversation, it’s a channel of engagement. WhatsApp helps improve upsell or cross-sell revenue or average order value. ... What drives that is the content — starting certain promotions, customers are frequently getting told what specials are available for them and that leads them to buying the product. It has a massive benefit to both our customers and the business.”

Product Supervisor, supermarket sector, EMEA

Increased Productivity

84%

saw a reduction in handle time with WhatsApp.

The WhatsApp API not only allows your agents to engage multiple customers at once, but can be customized with automated chatbots programmed to handle their most frequently asked questions. With your department's most common inquiries now addressed via the power of automation, agents are freed to tackle customers' most complex, sensitive issues.

Increased Purchases

88%

said WhatsApp led to incremental revenue

Thanks to a much higher-than-average conversion rate relative to similar channels (e.g. SMS), most businesses report that engaging their customers on WhatsApp led to an increase in incremental revenue.

Increased Average Order Value

20%

higher order values after a messaging interaction than their average order values.

It's not just higher conversions: Companies who engage customers on the WhatsApp Business Platform report that this newfound pool of customers almost always leads to higher AOV, according to Forrester's report.

“We have our WhatsApp chatbot. It's definitely helpful, because all of those standard queries of customers can be answered...”

Over time we increased the efficiency of the chatbot, and more than 80% of conversations are being answered by it.”

Associate Director, home goods, APAC

“With WhatsApp, we realized there was a 30% conversion to sale. This is higher than SMS. WhatsApp is much more effective because the open rate is higher. We have a 10% conversion rate in WhatsApp, and this is pretty high compared to other channels.”

Business Development Specialist, clothing, EMEA



90%

reported an improved customer service experience with Meta Business Messaging.

78%

reported seeing a decrease in agent turnover, with an average 19% decrease.

Improved Customer Experience

Among respondents,

77%

saw an improvement in Customer Effort Scores since implementing Messenger.

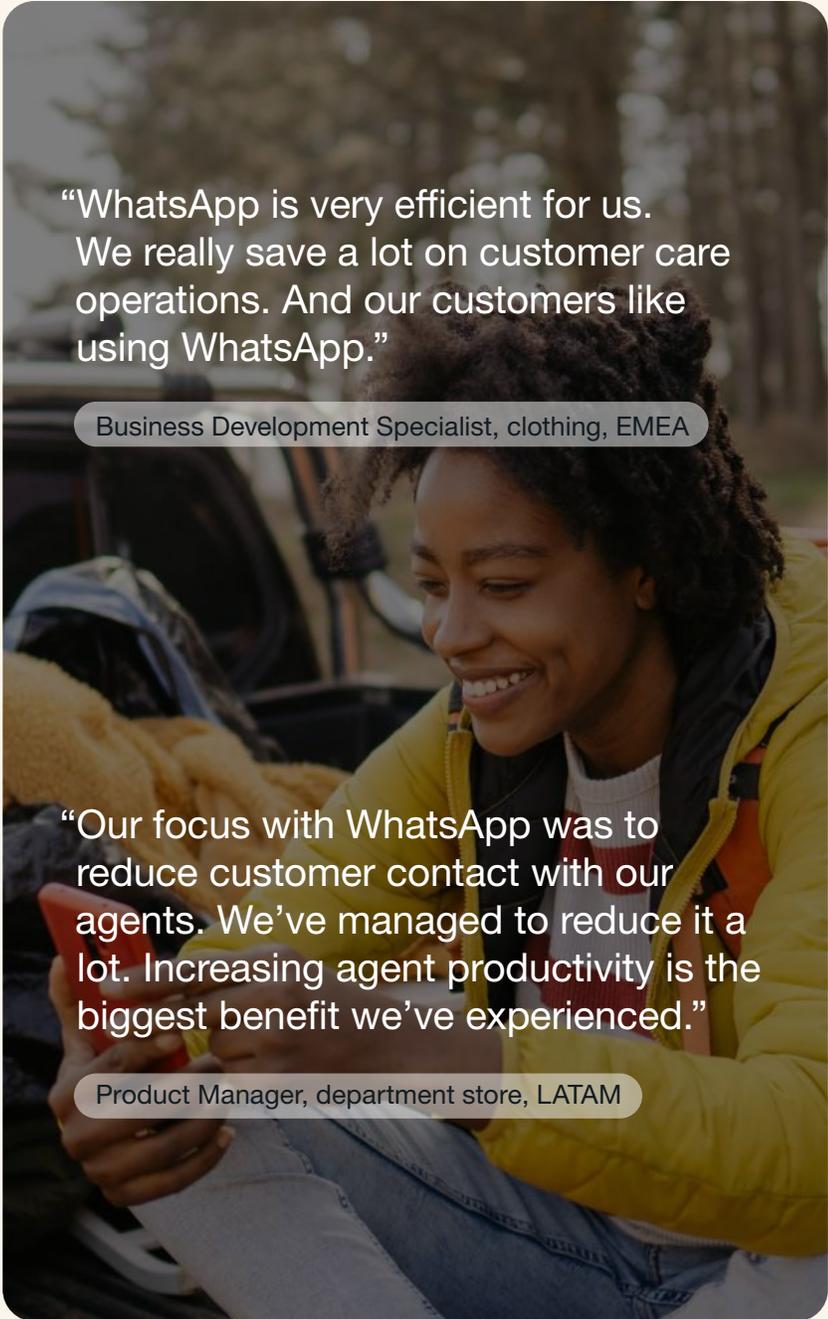
WhatsApp Business Platform doesn't just take the pressure off of your customer service team — most customers, too, report an easier time interacting with businesses who provide the service, according to Forrester's research.

Improved Agent Experience

93%

saw a reduction in customer contact volume

Reduced customer contact volume will help lead to a happier, more productive team — helping to curb burnout, avoid turnover, and foster enthusiasm for tackling your customers' problems with the attention and sensitivity they expect.



“WhatsApp is very efficient for us. We really save a lot on customer care operations. And our customers like using WhatsApp.”

Business Development Specialist, clothing, EMEA

“Our focus with WhatsApp was to reduce customer contact with our agents. We've managed to reduce it a lot. Increasing agent productivity is the biggest benefit we've experienced.”

Product Manager, department store, LATAM

Long-term Ability to Innovate and Customize

Flexibility of an API-based Solution

Many companies reported a high level of satisfaction with the flexibility of an API-based solution for their business messaging needs, including leveraging their chatbots in other channels, reducing cross-channel costs.

Third-party Support for Integrating Chatbots, Automation, and More

Others reported that they appreciated the ability to work with third parties, who partner with Meta, to customize their WhatsApp experience both on the front and back end.

Delight Your Customers, Employees, and Bottom Line

WhatsApp Business Platform allows you to engage shoppers where they are and frees your service agents to focus on the issues where they're needed most — all while unlocking new streams of revenue and cost savings for your company in the process.

