

Case Study Library

Meta Business Messaging APIs



Vertical Quick Links (WhatsApp)

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Vertical Quick Links (Messenger / IGD)

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Financial Services





Providing fast, secure customer service to boost satisfaction and customer acquisition

25%

of new product sales attributable to WhatsApp

100%

customer satisfaction scores with WhatsApp

35%

decrease in call center volume attributable to WhatsApp

- The WhatsApp virtual assistant enables Banco LAFISE customers to quickly access information; which also helped improve call center wait time by 90%
- LAFISE allows customers to open a bank account through WhatsApp, which helps customers avoid transaction fees with third-party agencies. This resulted in increased customer satisfaction and an estimated 20% growth in new customer accounts



Virtual assistant allows customers to easily check on the status of their remittance



Bajaj Allianz Life transforming customer relationship journeys in real-time

12%

Of total service transaction volumes are handled by the WhatsApp Business Platform

2.4 lac

Customers interact with the BOT monthly to fulfill their policy requirements

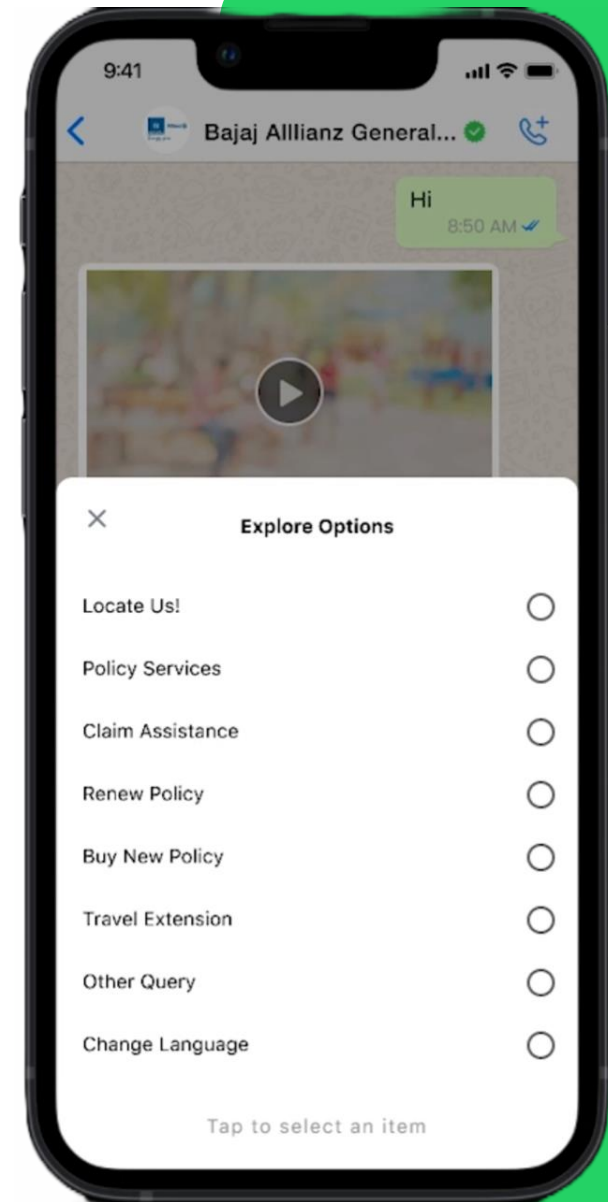
INR 152 Cr

Renewal premium payments collected through WhatsApp since inception

46%

Of their sales teams use the BOT for their daily activities

- Empowers customers to self-serve and resolve complex queries
- Provides 24*7 customer support
- Enables sales teams to service customers effectively
- Allows seamless workflows within organisation



The use of interactive content emojis, and multimedia tools spanning video, images, and vernacular content helps to make the conversation more engaging and immersive.



Boosting customer engagement and support with WhatsApp

70%

of customers use WhatsApp over other digital channels

98%

of customer inquiries handled via WhatsApp

46%

decrease in call center volume with deflection to WhatsApp

- Banco Bolivariano customers have adopted an organic flow of interacting in WhatsApp, showing interest in additional offers. 56 percent of customers engaged through WhatsApp expressed interest in additional services vs 23 percent by phone
- Dedicated WhatsApp teams addressed issues up to 27 percent faster than counterparts over the phone

Read more at <https://developers.facebook.com/success-stories/bancobolivariano>

Source: Client-approved measurements, WhatsApp Success Story, 2023



Chatbot “Avi” offers options to assist customers with banking needs





Bank Drives Conversions and Business Growth with the WhatsApp Business Platform

37%

of all conversions are via WhatsApp

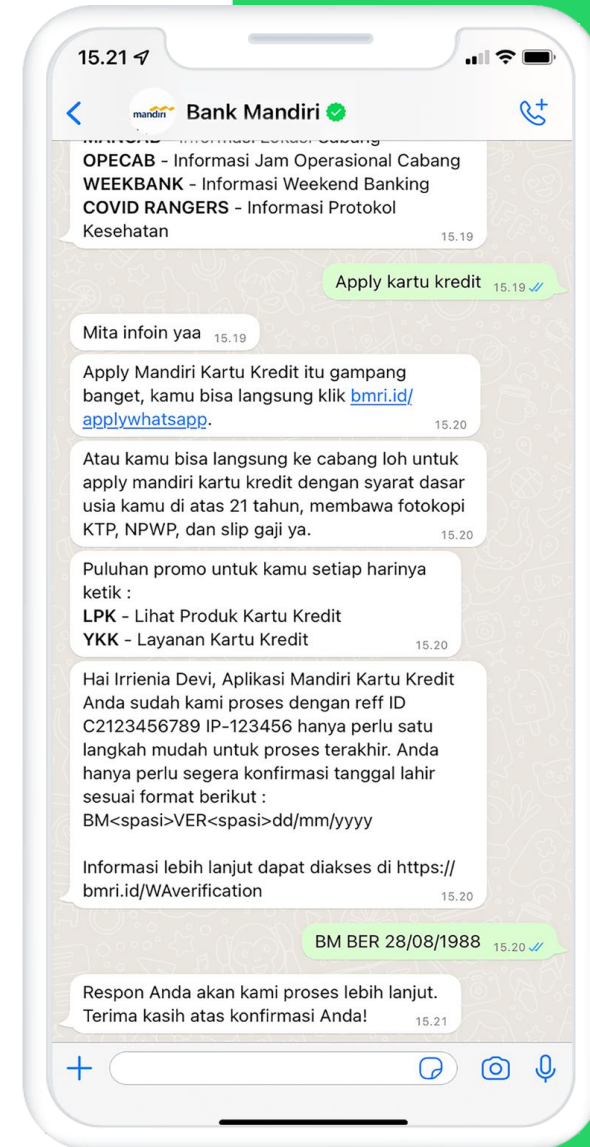
42%

increase in net margin interest income through WhatsApp

56%

more credit card applicants respond to verification notifications

- With more than 1.5 million credit card customers and a variety of services, Bank Mandiri uses WhatsApp to message customers making credit card purchases above a certain amount to convert the transaction into an installment plan.
- WhatsApp helped to re-engage existing customers and drive conversions and revenue, while increasing credit card transaction volumes and interest income.
- The bank uses WhatsApp to provide more efficient services for applicants who need to verify submitted credit card applications.



Customer verifies birthdate to qualify for credit application





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Providing faster, more reliable services and information with WhatsApp Business Platform

50%

increase in customer satisfaction scores with WhatsApp

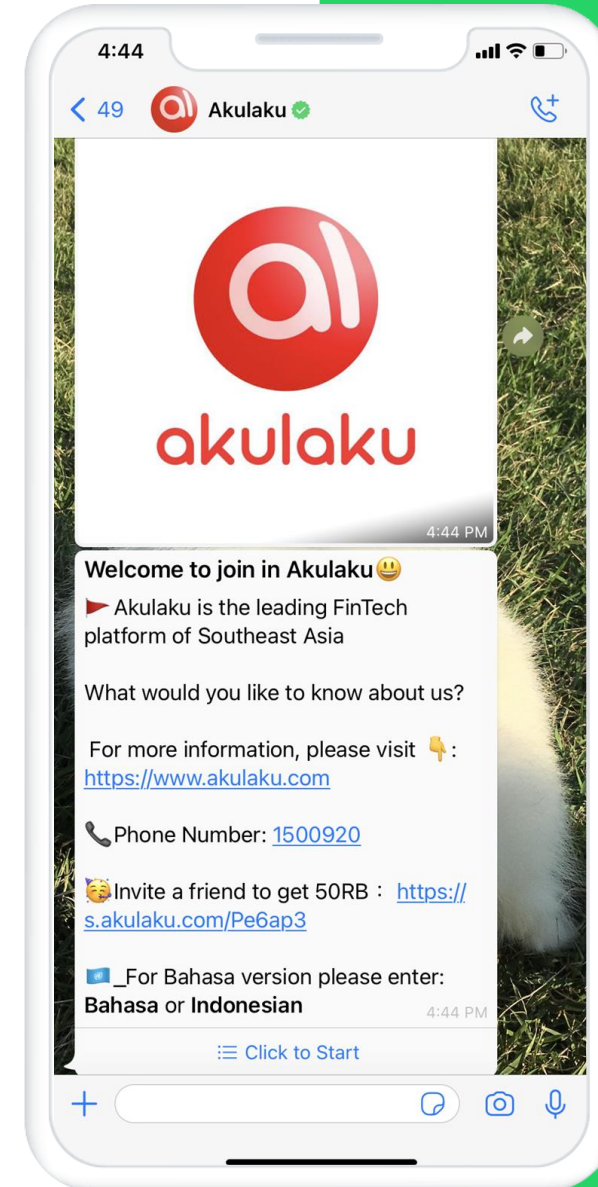
16%

additional increase in customer satisfaction with list messages

30%

cost savings using WhatsApp to send OTPs

- Customers found value in fast, a reliable channel for services and communication, boosting overall satisfaction to 90 percent.
- With List messages, Akulaku ensured greater clarity and consistency across responses to frequently asked questions about virtual credit cards, payment plans, car loans, and other topics.
- Using WhatsApp, Akulaku shares an average of 300,000 messages per month with customers, including one-time password (OTP) messages.



Read more at [Akulaku: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2021





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Improving customer experience for insurance services with WhatsApp Business Platform

91%

success rate in understanding customer requests via virtual assistants

2x

faster in delivering new digital services

300%

growth in customer opt-in rates for customer care

- With WhatsApp Business Platform Mutua Madrileña better supports existing customers and reaches new ones as Spanish consumers embrace a digital lifestyle, seeing a 13% jump in click through-rates to Mutua's customer assistance web page.
- 1,150 conversation topics were covered by the EME virtual assistant enabled by WhatsApp, deflecting calls from Mutua's call center
- 23% of digital customer communications within digital conversational channels now occur via WhatsApp

Read more at [Mutua Madrileña: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2021.





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Supporting customer services and faster money transfers with WhatsApp Business Platform

42%

of Mukuru customers use WhatsApp to initiate money transfers

1M+

USD savings to date with reduced USSD and SMS costs

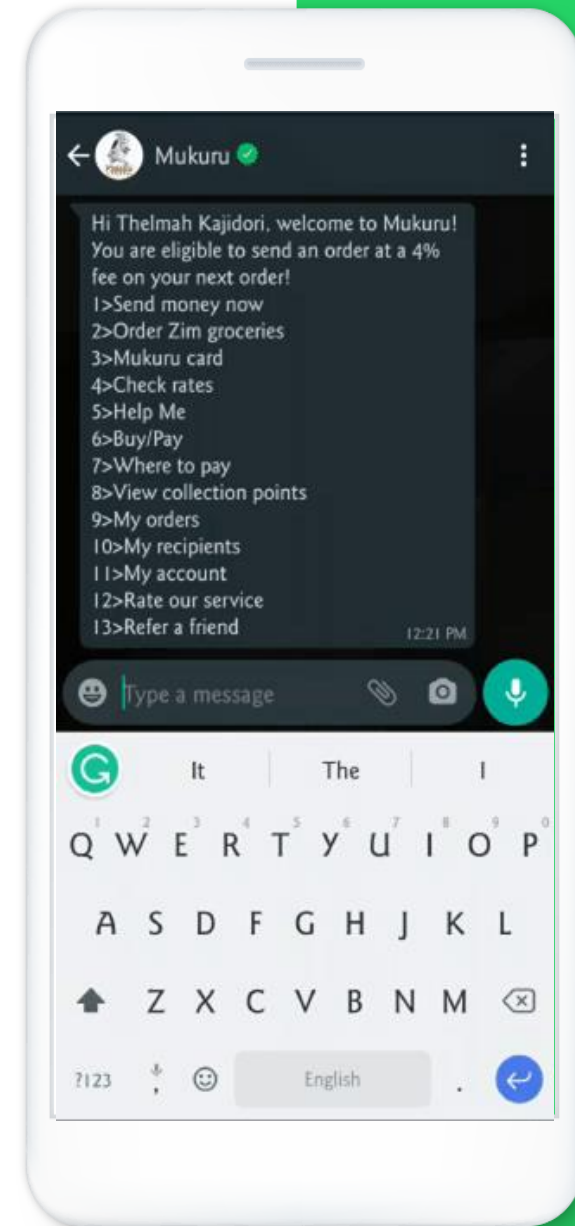
15%

increase in overall CSAT scores in self-service channels

- WhatsApp Business Platform helps Mukuru serve financially excluded communities across Africa with faster, quality connections.
- Increased customer satisfaction and the associated impact creates a more efficient process and service support for customers.
- WhatsApp enables a more refined engagement with the contact centre, reduction in SMSs resulting in massive savings as well as a better service for customers on a richer, more stable channel.

Read more at [Mukuru: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2021.





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infobip

Boosting high-value commercial leads with WhatsApp Business Platform

42%

more qualified leads via WhatsApp (compared to other channels)

7%

of all WhatsApp leads converted to sales

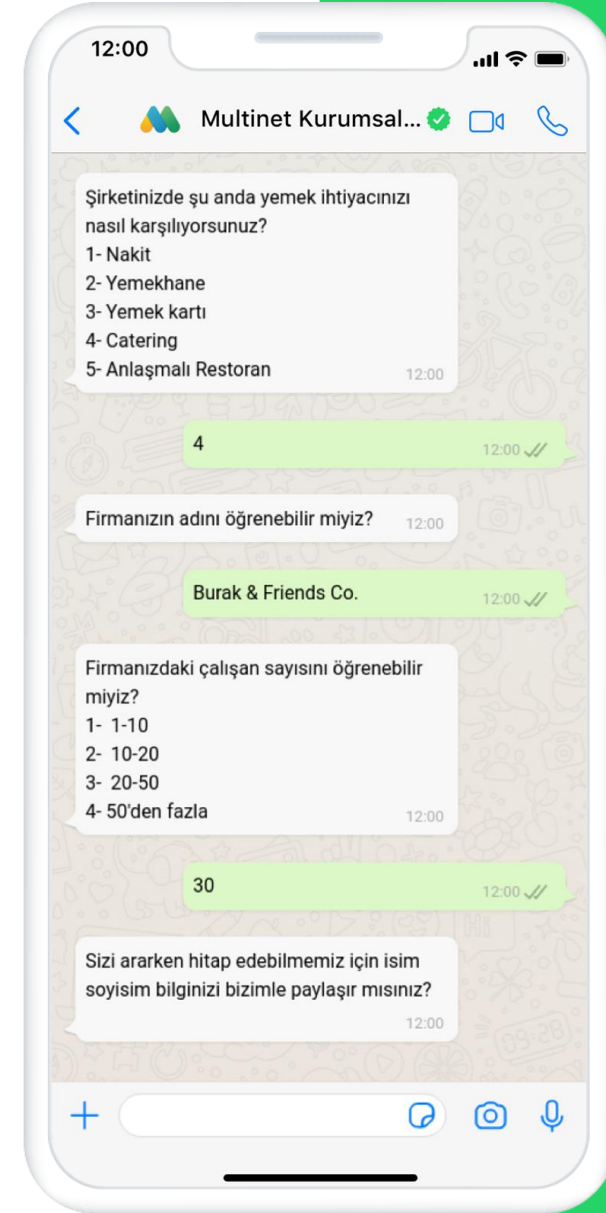
25%

more conversations started in WhatsApp (compared to other channels)

- Multinet Up introduced WhatsApp as a new customer communication channel that could help the company provide customer service as well as earn high-value leads.
- They worked with customer engagement expert Infobip to launch a campaign of Facebook ads that click to WhatsApp. When clicked, the ads opened an automated WhatsApp chat where people could learn more about Multinet Up's services.
- 18% of people who started a conversation via WhatsApp opted in to receive follow up communication from the Multinet sales team

Read more at [Multinet Up: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2021.





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Sanuker

Using the WhatsApp Business Platform for secure customer account activation

3X

higher opt-in rate for WhatsApp notifications vs SMS

98%

delivery rate for WhatsApp messages

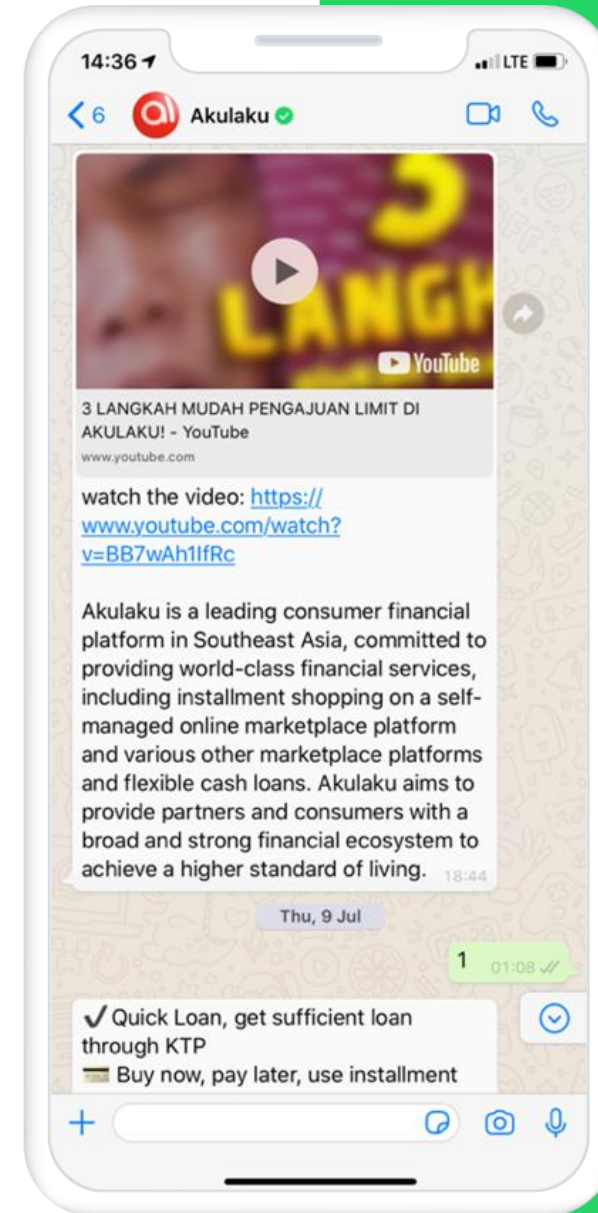
99%

read rate for WhatsApp messages

- Akulaku saw WhatsApp as a safe, secure and efficient platform for people to register and activate their accounts.
- With WhatsApp, Akulaku could send people notifications to activate their accounts and no longer had to rely on the uncertain connectivity of an SMS network to send messages.
- Akulaku's WhatsApp-powered digital assistant has been instrumental in helping customers receive activation messages in a timely manner and providing customer service.

Read more at [Akulaku: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2021.





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Providing customer care with the WhatsApp Business Platform

95%

of customer care requests are processed via WhatsApp

15%

increase in the number of requests processed by operators

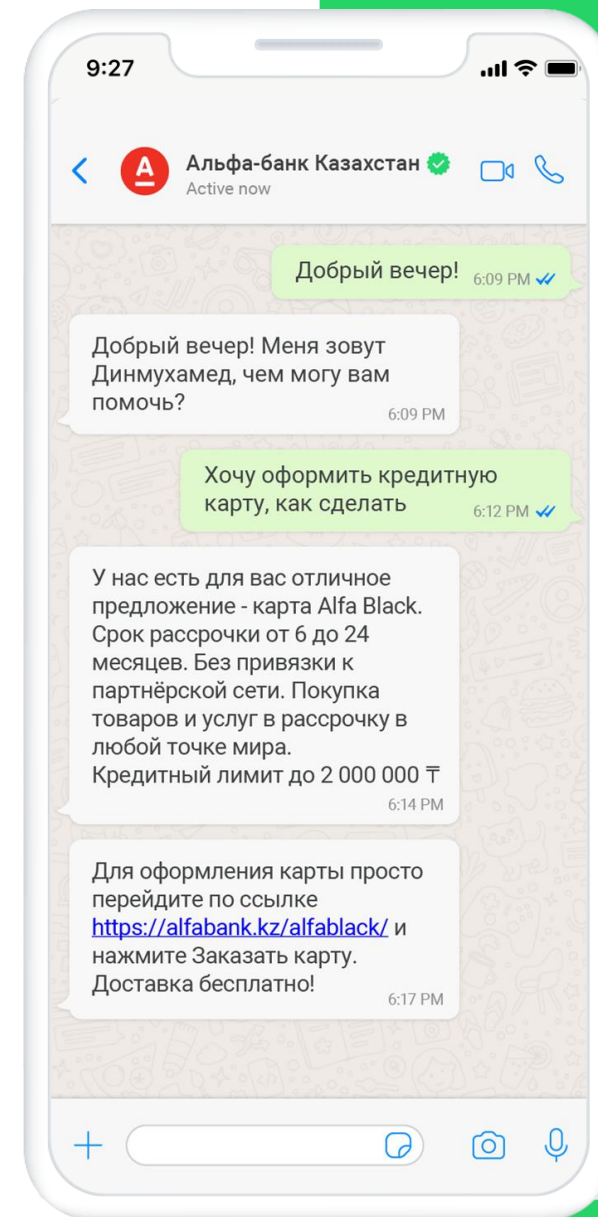
30%

decrease in contact center costs

- In response to the COVID-19 pandemic, Alfa-Bank needed a way for its customer service agents to work remotely and address the rapid increase in support requests. The existing telephone platform did not allow the contact center to keep pace with demand, scale up quickly or adapt workflows to the new circumstances.
- In April 2020, Alfa-Bank stopped offering telephone support and focused on WhatsApp as its primary customer support channel. The bank added links to its WhatsApp channel on its website, bank cards, posters and leaflets, and also added an interactive voice response menu to its hotline that allowed clients to receive a WhatsApp link via SMS.
- During the first six months of the pandemic, the bank was able to easily support the rapid growth of the contact center by transferring employees to customer service from branches that had closed due to the quarantine.

Read more at [Alfa-Bank: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2020.





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Improving customer experience with the WhatsApp Business Platform

3X

more opt-ins for WhatsApp notifications, compared to opt-ins for email notifications

10%

monthly increase in customers opting in to receive WhatsApp notifications

1,800

customers served through WhatsApp

- Tarjeta Plan Platino implemented WhatsApp Business solution as superior customer service and its sustainability initiatives are crucial to the company.
- With an official WhatsApp Business profile, Tarjeta built greater trust with its customers, as conversations often involve exchanging sensitive information.
- Soon, it became its customers' preferred method of communication and helped reduce business costs.



Read more case studies on [Meta for Developers](#)

Source: Client-approved measurements, WhatsApp Success Story, 2020.





Giving people the gift of literature with the WhatsApp Business Platform

8M+

messages sent

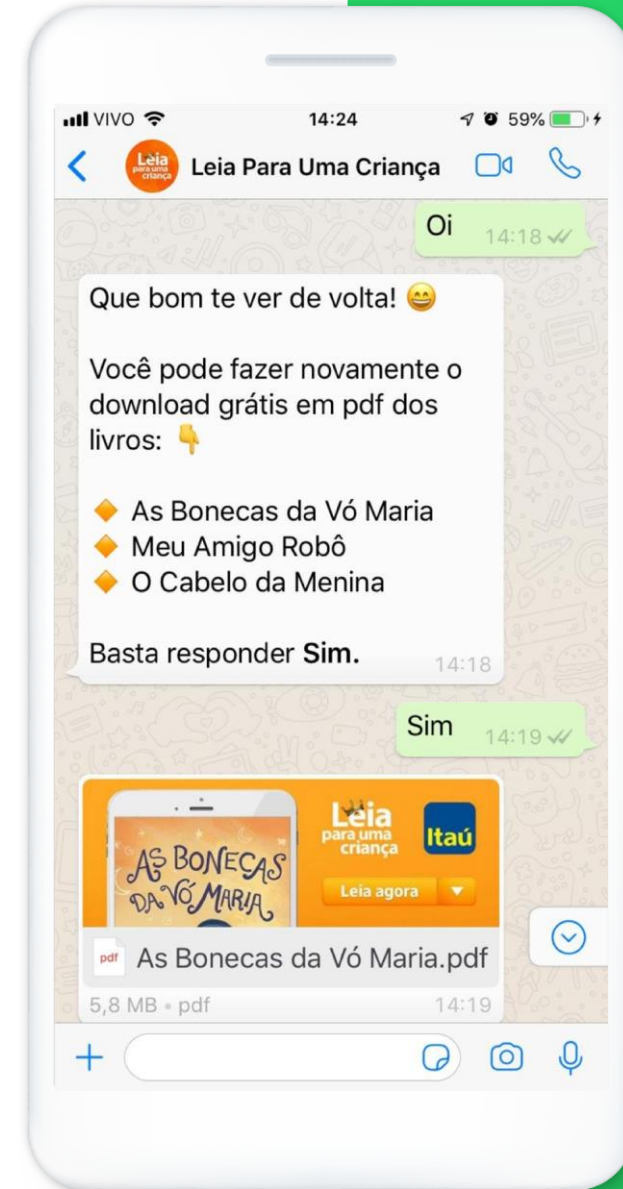
2M+

books sent

800K+

people reached

- Itaú used WhatsApp to disseminate books in a digital format to more people in Brazil as part of its yearly initiative. The campaign ran through ads that click to WhatsApp, which linked to a WhatsApp conversation.
- The bank sent the books as a PDF attachment through the media message feature in the WhatsApp Business Platform .
- Itaú was able to reach even more people than before who could not easily access literature.



Read more at [Itaú: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2020.





Reaching new business customers with the WhatsApp Business Platform

5X

lower cost per acquisition with ads that click to WhatsApp

>6000

conversations in WhatsApp

- Stone wanted to boost sales and differentiate itself from competitors. It needed an advertising solution that would also make it easy for customers to communicate with the company at their own convenience.
- Stone used ads that click to WhatsApp to promote Stone's proprietary credit card payment system on Facebook. When clicked, the ads took people to a WhatsApp conversation with Stone, where they could ask questions and learn more about the product.
- With the WhatsApp Business Platform, Stone reached its customers in a convenient way, and had one-to-one conversations to help business owners make purchase decisions.

Read more at [Stone: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2020.





Powering customer service by lowering agent wait times by 50%

80%

more tickets handled per agent / week

50%

decrease in agent wait time

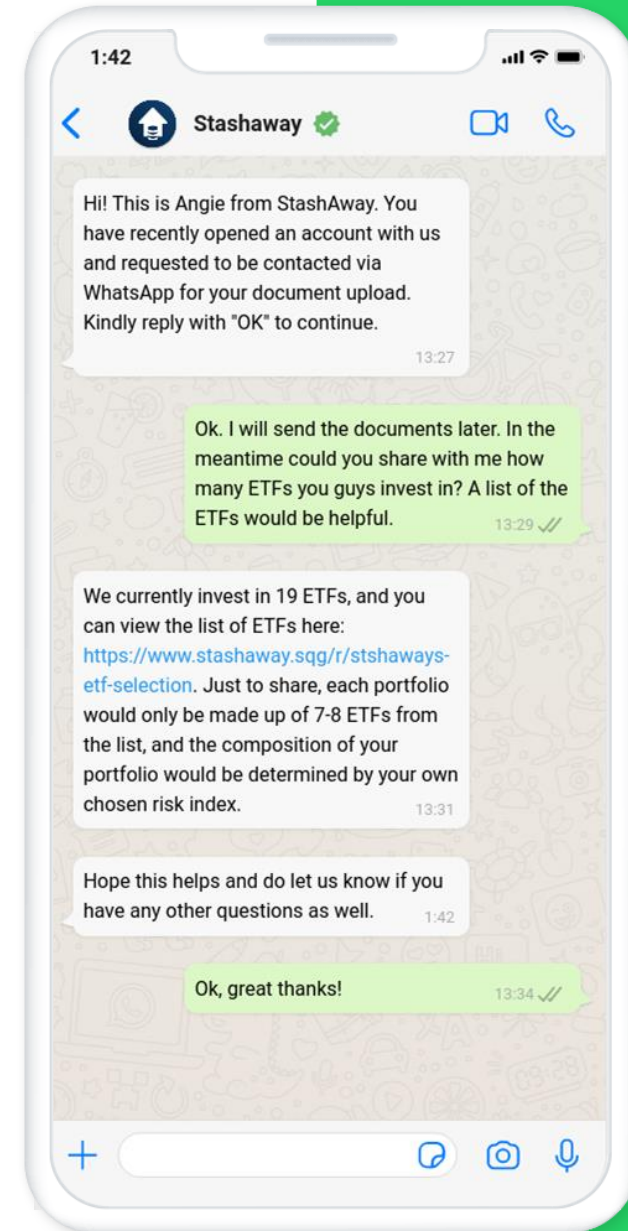
50%

of customer queries solved through WhatsApp Business Platform

- Eliminates synchronization and manual inputs, enhancing agent efficiency
- Increases customer engagement through WhatsApp-enabled “chat with us” button on StashAway website and app
- Builds greater trust and a stronger bond with customers

Read more case studies on [Meta for Developers](#)

Source: Client-approved measurements, WhatsApp Success Story, 2019.



Healthcare



Creating personal patient connections with WhatsApp

91%

of patients resolve questions via WhatsApp

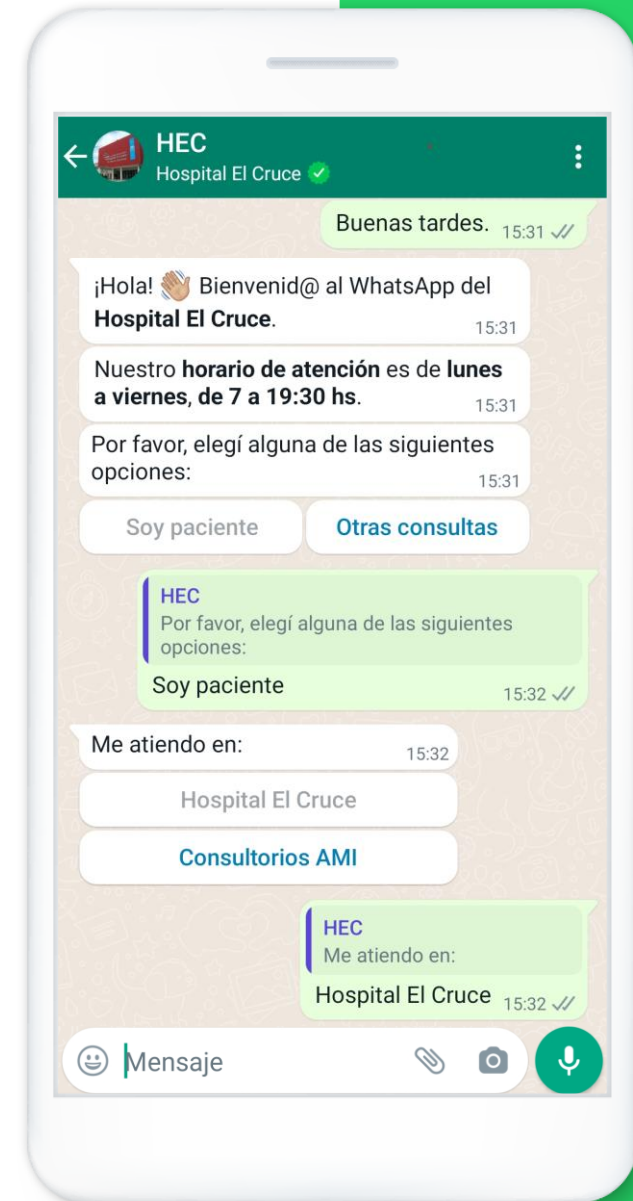
40%

of inquiries are resolved with the chatbot

37%

decrease in call center volume with WhatsApp

- With WhatsApp, Hospital El Cruce provides its Intelligent Communication Center with a channel that helps deliver faster, more personalized patient care, while reducing call center volumes.
- Call abandonment rates have dropped from 80% to 30%, and 99% of patients reported that WhatsApp is easier to use than other channels



Virtual assistant welcomes patient with menu prompts





Topnotch lab diagnostics for COVID-19 tests supported by WhatsApp Business Platform

94%

of interactions don't need live agent support

90%

customer satisfaction rating improvement since implementation

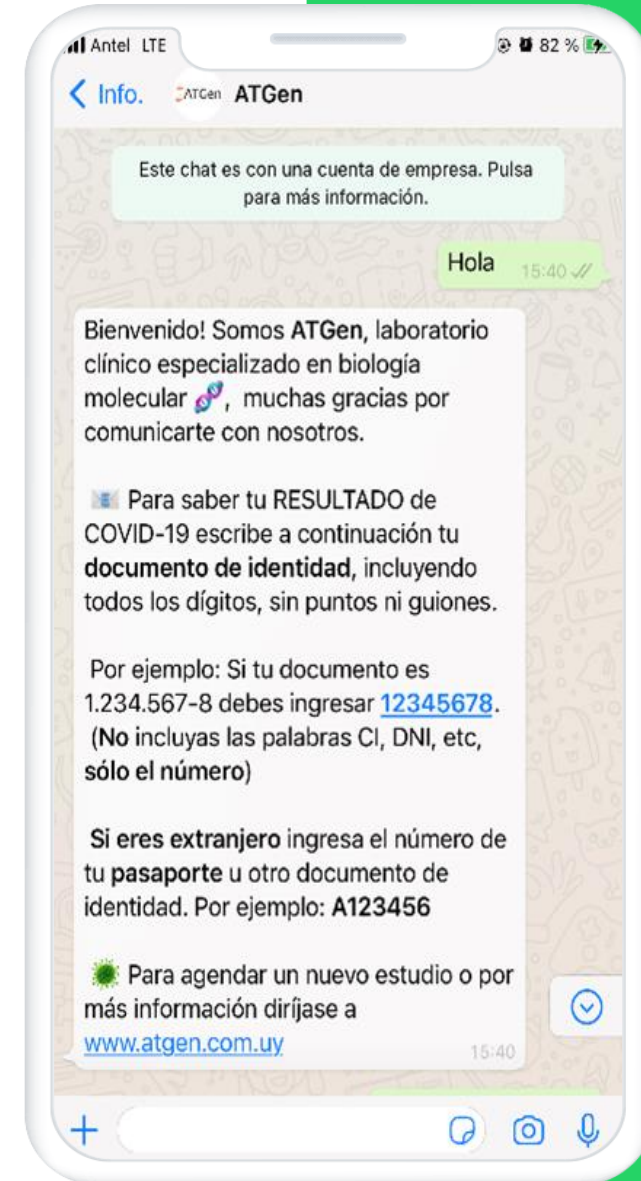
\$2.5M

estimated savings in customer service with WhatsApp

- ATGen transformed its business model and the company grew 1400% in 2020 by automating a digital channel to manage all patient service inquiries.
- With WhatsApp, 20x fewer call center personnel are needed to meet inquiries and logistics for customer testing needs has been simplified
- Using WhatsApp, ATGen installed the first drive thru facility in Uruguay as well as mobile clinical laboratories including port terminals and border crossing points, making travel easier.

Read more at [ATGen: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2021



Virtual assistant flow provides instructions to get COVID-19 test results



Providing affordable lab services for millions of patients with WhatsApp Business Platform

89%

of interactions don't need
live agent support

712%

growth in WhatsApp
interactions in 2020

5.1M

COVID-19 test
appointment confirmations
sent

- Visits to Salud Digna's website grew by 151%, and due to the successful WhatsApp channel integration, patient interactions with the bot grew to 89%.
- By deflecting calls to the virtual assistant, the call center reduced the average time spent on calls by 50%, enabling live agents to increase the volume of calls they could handle by 30%.
- In 2021 interactions grew 135%, with cumulative interactions reached 35.2 million patients, with 16.2 million served since the pandemic began.
- 2 million COVID-19 test results securely delivered automatically with WhatsApp.

Read more at [Salud Digna: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2021



Example of QR code to confirm appointment





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Improving health insurance customer service with the WhatsApp Business Platform

3X

faster response time for customer inquiries

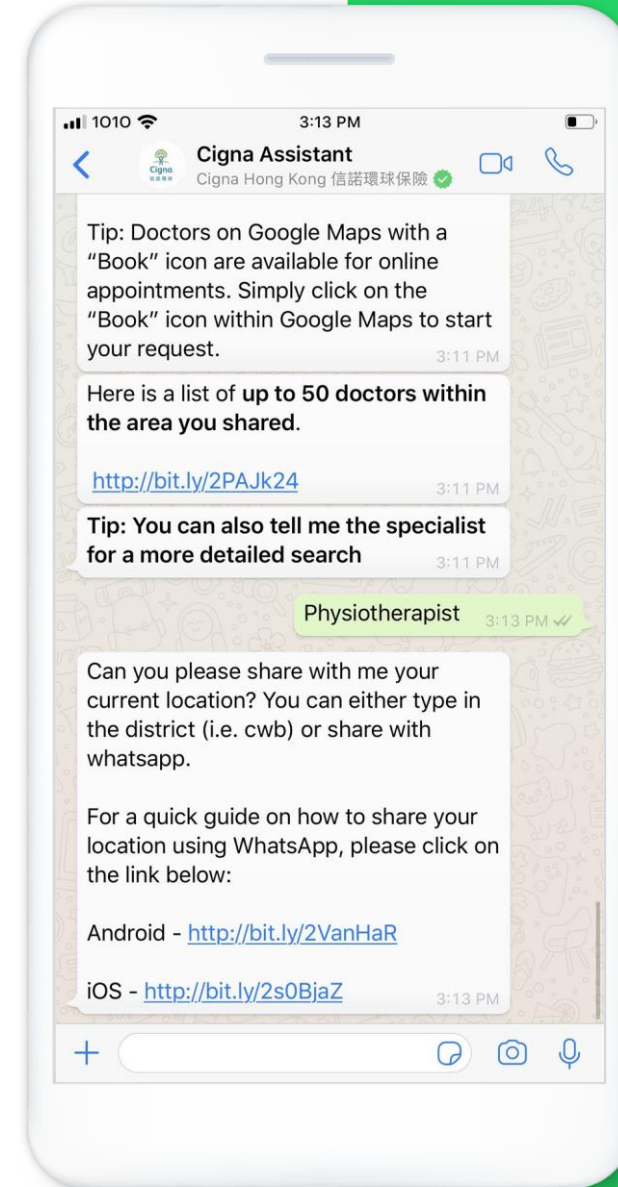
1,000+

reduction in agent handling time to resolve customer queries

91%

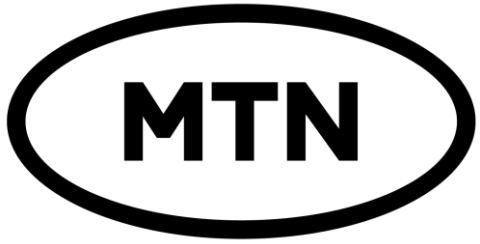
resolution rate for customer queries

- Cigna uses WhatsApp as a communication tool to interact with people in both English and Cantonese in post-purchase and customer care stages.
- Powered by artificial intelligence, the Cigna WhatsApp assistant is capable of handling common customer requests in a matter of seconds.
- The WhatsApp-enabled virtual assistant helped Cigna provide better customer service to people around the clock and answer more customer queries faster than ever.



Telecom





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Delivering fast customer service and increased productivity with WhatsApp

76%

of customer inquiries resolved on first contact in WhatsApp

85%

customer satisfaction score with WhatsApp

3x

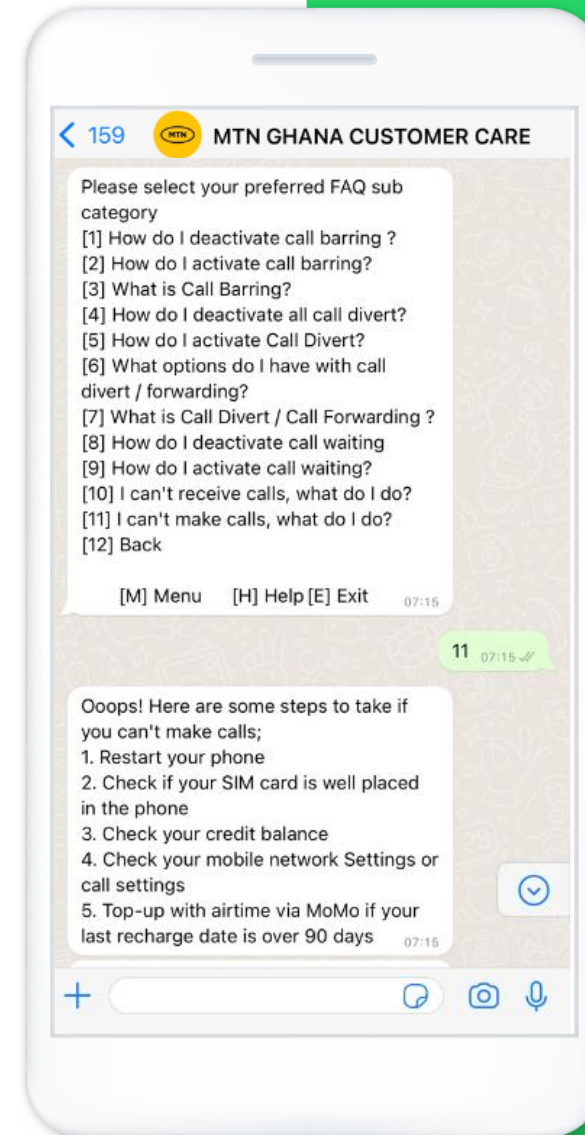
increase in agent productivity attributable to WhatsApp

- As a telecom services provider, MTN Ghana realized a 17% increase in net promoter score attributable to WhatsApp
- With more customers moving to WhatsApp, MTN Ghana team members can dedicate time and energy to developing content for the company's other digital channels, including information about new products and services

Read more at <https://developers.facebook.com/success-stories/mtn-ghana>

Source: MTN Ghana WhatsApp Success Story, February 2023

All results are self-reported and not identifiably repeatable. Generally expected individual results will differ



Virtual Assistant FAQs reduce live agent requests and increase customer satisfaction





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Develop versatile, full-service customer journeys to grow revenue with WhatsApp

168%

growth in active WhatsApp users

92%

of customer inquiries handled entirely via the bot on WhatsApp

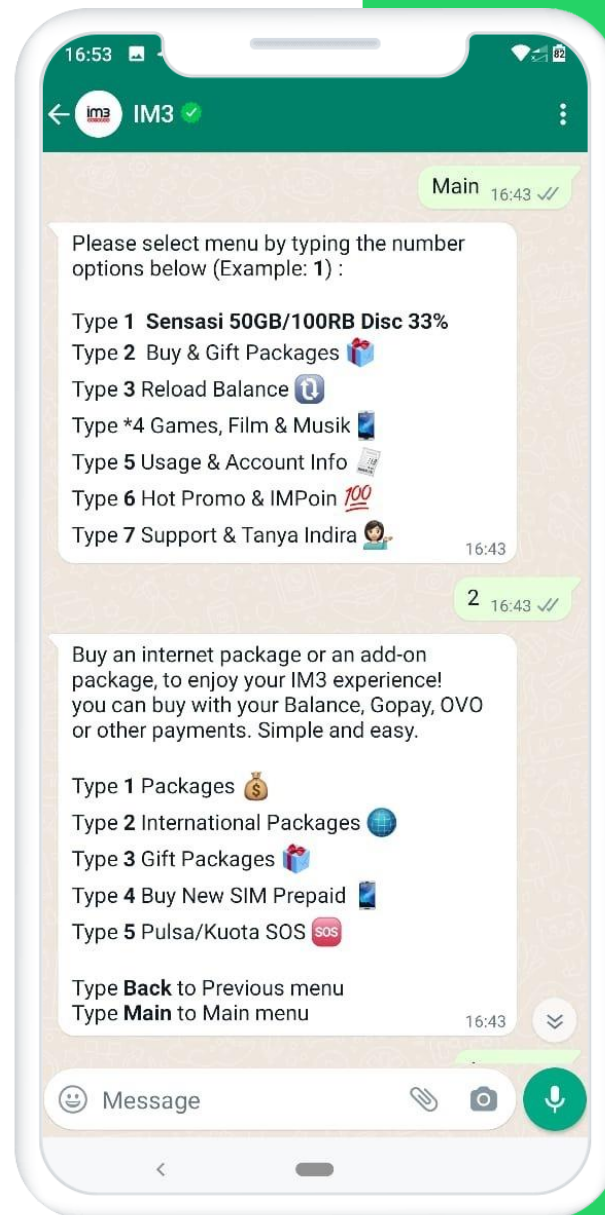
5X

revenue growth with WhatsApp in one year

- Indosat Ooredoo Hutchinson responded to 92% of customer inquiries with WhatsApp, to leverage the flexibility of over 200 use cases to develop innovative outreach campaigns that drove a significant increase in revenue.
- With a rich ecosystem of over 1500 APIs connecting, the company saw a 168% increase in active WhatsApp in six months, achieving a 5x revenue growth in one year

Read more at [Indosat Ooredoo Hutchinson: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2022.





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Automating customer service interactions with WhatsApp Business Platform

57%

of Vodafone customer queries solved on first contact

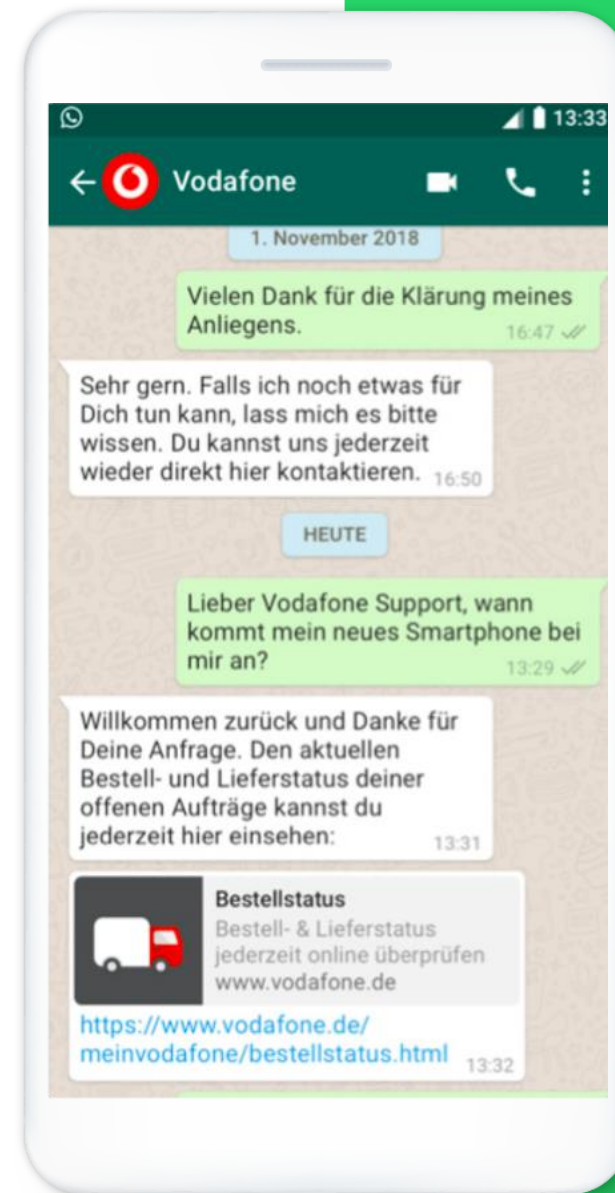
52%

of contacts through WhatsApp automated with AI bot TOBi

10%

of call center volumes shift to messaging after only six months

- WhatsApp Business Platform helps Vodafone Germany serve customers with faster, quality connections.
- Increased customer satisfaction fosters greater brand loyalty and less attrition, saving Vodafone Germany money and facilitating growth.
- Streamlined customer engagement and made its call center more efficient than traditional approaches to customer support.



Read more at [Vodafone Germany: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2021.





Providing fast customer service with a WhatsApp digital assistant

96%

delivery rate for WhatsApp messages (compared to 93% for email)

\$6M

in cost savings in 2020

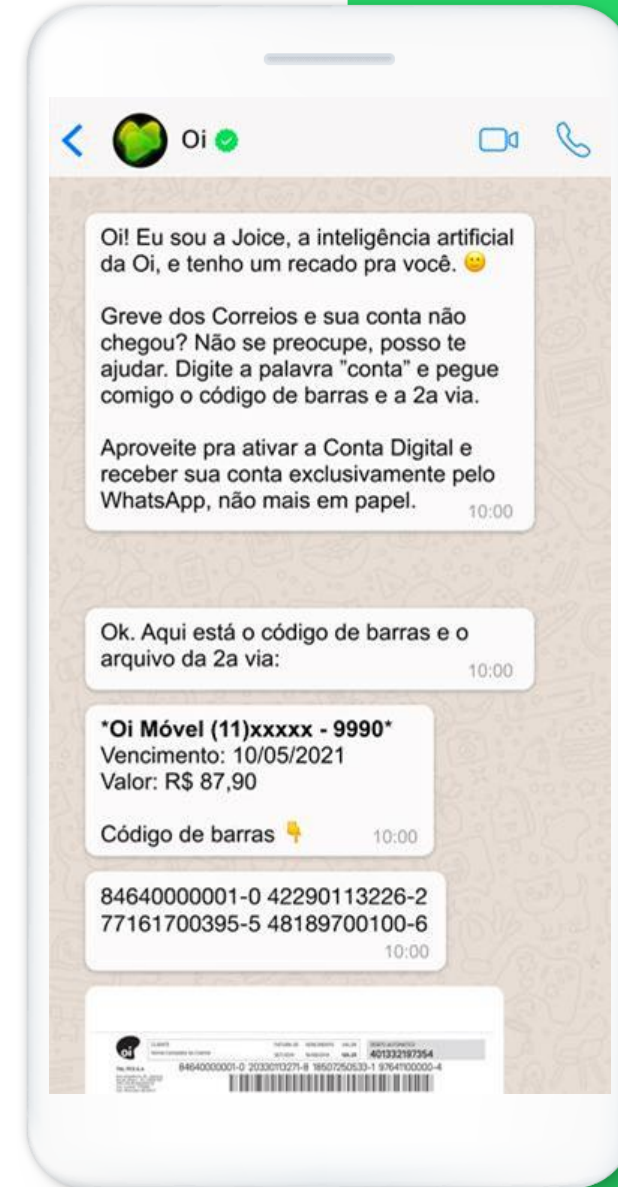
89%

read rate for WhatsApp messages (compared to 49% for email)

- To provide customers with an efficient digital experience, the telco digitised its internal processes and created Joice, a WhatsApp-run digital assistant as a self-support platform for its customers.
- Apart from sending customers key digital documents, Oi's WhatsApp-run assistant also handled queries from potential and existing customers.
- Oi encourage customers to use WhatsApp as a self-help channel, and saw a 89% read rate for WhatsApp messages.

Read more at [Oi: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2021.





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commbox

Serving customers efficiently with the WhatsApp Business Platform

37%

of phone calls redirected to WhatsApp channel

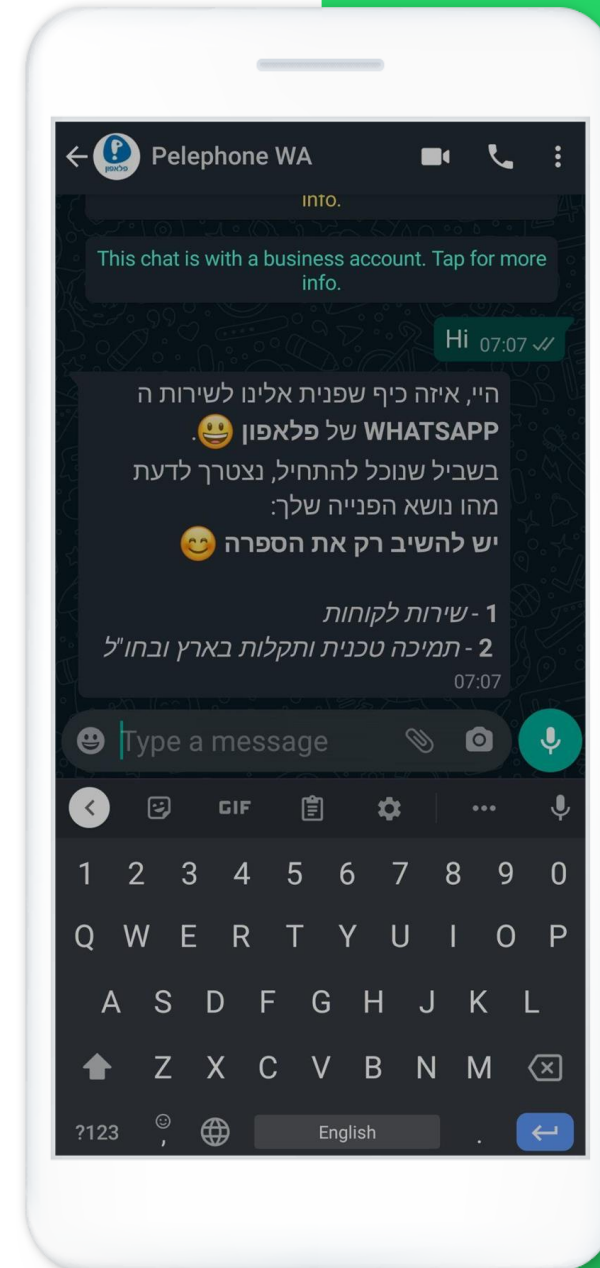
30%

increase in agent productivity after adding WhatsApp

- Pelephone had always provided customer service over the phone, but it wanted to find a way to engage with people that both reduced service costs and shortened response times. To do this, it turned to digital communication channels to deliver a better customer experience.
- Pelephone worked with customer support and messaging expert CommBox to launch WhatsApp as a new communication channel and add an automated WhatsApp-powered digital assistant to respond to customer queries.
- Pelephone's customer service agents were trained to use WhatsApp, which allows them to communicate with multiple customers simultaneously. With more customers choosing to interact with the mobile network provider via WhatsApp, Pelephone reduced the workload for its call centres and resolved customer queries more quickly.

Read more at [Pelephone: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2020.





Making business processes more efficient with the WhatsApp Business Platform

1M

WhatsApp opt-ins

75%

of customers using WhatsApp no longer call a Nextel landline to resolve a problem

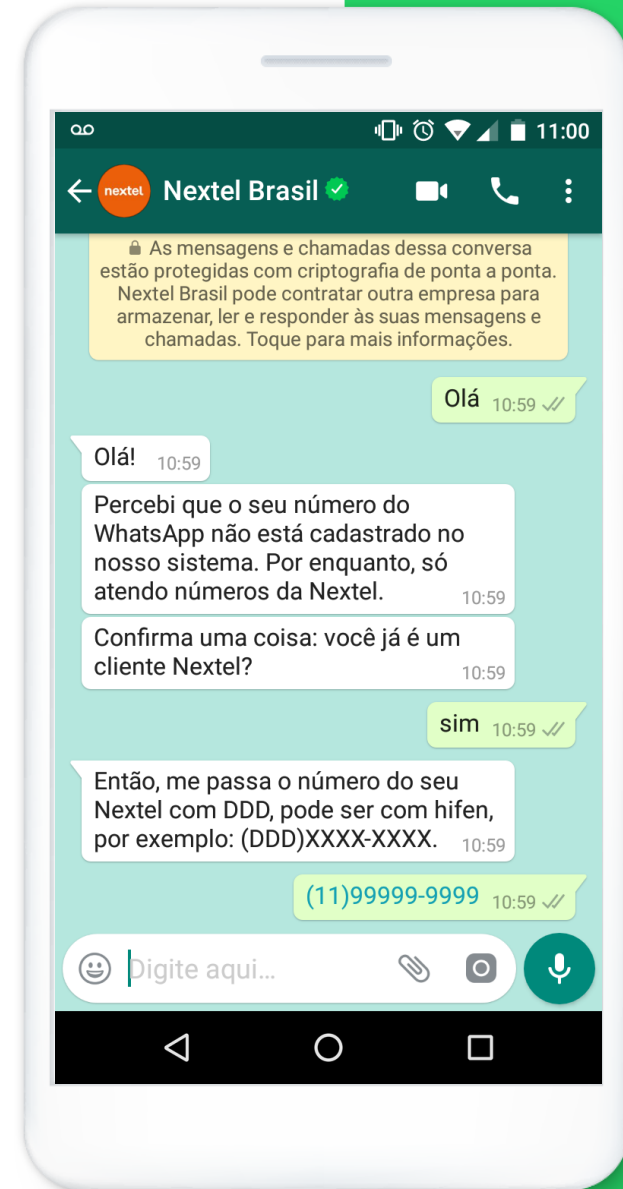
75%

of all customer queries resolved via the WhatsApp virtual assistant

- Nextel wanted to increase the number of paid customers who use WhatsApp to solve their queries, and also reach prospective consumers via the same channel. The telco company also wanted to provide excellent customer service by being available to people at all times.
- Nextel developed a WhatsApp-powered virtual assistant to help resolve customer queries relating to invoices, payments, account activation, bank charges, mobile internet, and connect them to human agents when necessary.
- With WhatsApp, Nextel was able to serve millions of people, providing swift query resolution and payment processing services.

Read more at [Nextel Brazil: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2020.





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Delivering a digital customer service experience with WhatsApp Business Platform

550K+

customers served through WhatsApp in first three months

71K

calls in the first three months (approximately)

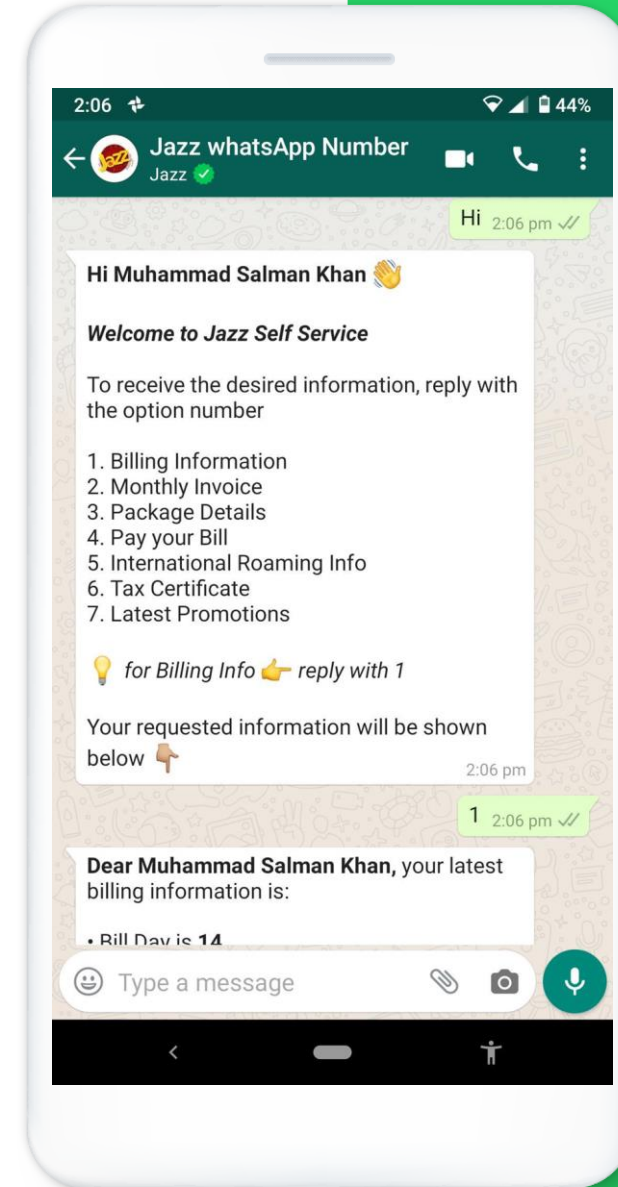
32%

decrease in cost of tax certificate calls in six months

- The Pakistani telecommunications company used WhatsApp Business Platform to offer its customers a digitized self-help tool.
- With WhatsApp, Jazz Pakistan also shares documents including tax certificates & bills, not possible through other customer service channels.
- Jazz Pakistan provides customers with an accessible, digital solution that helps resolve queries, and reduces the volume of customer visits and calls that service agents must handle.

Read more case studies on [Meta for Developers](#)

Source: Client-approved measurements, WhatsApp Success Story, 2020.





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LIVEPERSON

Providing 24/7 customer service with the WhatsApp Business Platform

1.5M

WhatsApp conversations over 10 months (approx.)

80%

customers served via WhatsApp over 10 months

650K

customers recommend the WhatsApp customer service channel

- If a customer calls customer care, they are prompted to indicate if they wish to proceed with their query via WhatsApp, making it a preferred service channel among Orange customers
- Orange's virtual assistant Djingo facilitates the WhatsApp conversation, offering quick solutions in response to customers' queries.
- Orange Spain can provide 24/7 customer service to customers, and more than 400 agents now support the WhatsApp channel from contact centers all around Spain.

Read more case studies on [Meta for Developers](#)

Source: Client-approved measurements, WhatsApp Success Story, 2020.





Reducing customer service costs with the WhatsApp Business Platform

6.6X

customer service tickets handled via WhatsApp than voice channels

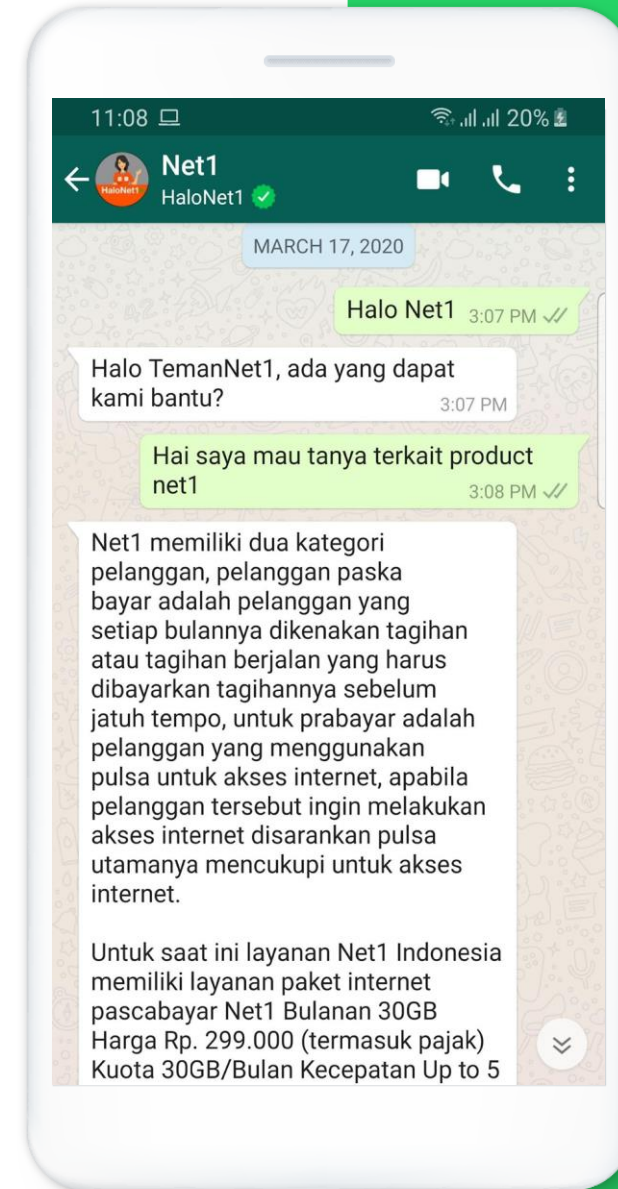
80%

of customer conversations occurred via WhatsApp

35%

savings in monthly operational costs

- The telco wanted a way to increase the productivity of its agents while also reducing operational costs.
- With WhatsApp, people can now reach Net1's customer service reps to ask questions as well as request to cancel services.
- After working with technology provider Kokatto to launch a WhatsApp-powered communications channel, Net1 handled 6.6X more customer service tickets via WhatsApp than voice channels.



Read more at [Net1 Indonesia: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2020.





Entertainment



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Creating interactive fan experiences that drive engagement & monetization opportunities with WhatsApp

50%

of merchandise orders attributable to WhatsApp in one season

4x

increase in sales attributable to WhatsApp over 2.5 months

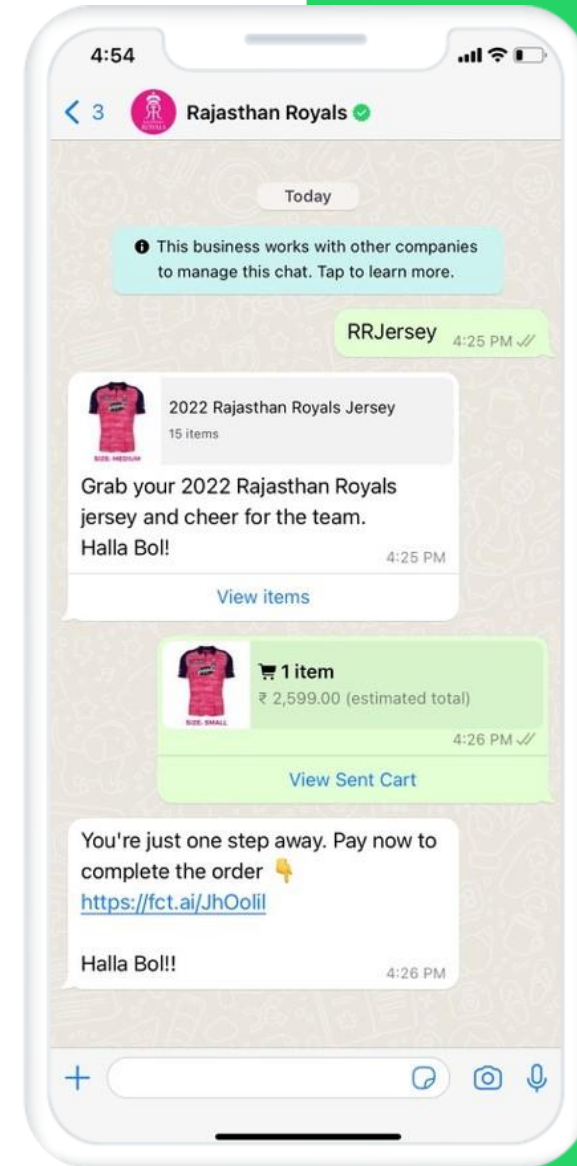
60%

of first-party data collected through WhatsApp in 5 months

- Rajasthan Royals achieved a 2x order-to-visit ratio over one season
- WhatsApp multi-product messaging allows the Royals to showcase their merchandise catalog in app
- Geo-location and calendaring features enable the team to target fans in different regions and priority markets

Read more at <https://developers.facebook.com/success-stories/rajasthan-royals>

Source: Client-approved measurements, WhatsApp Success Story



Multi-product messaging enables fans to shop for merchandise in WhatsApp





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Engaging soccer fans in a personalized way with WhatsApp Business Platform

96%

of interactions don't need live agent support

78%

decrease in response times compared to traditional fan service outlets

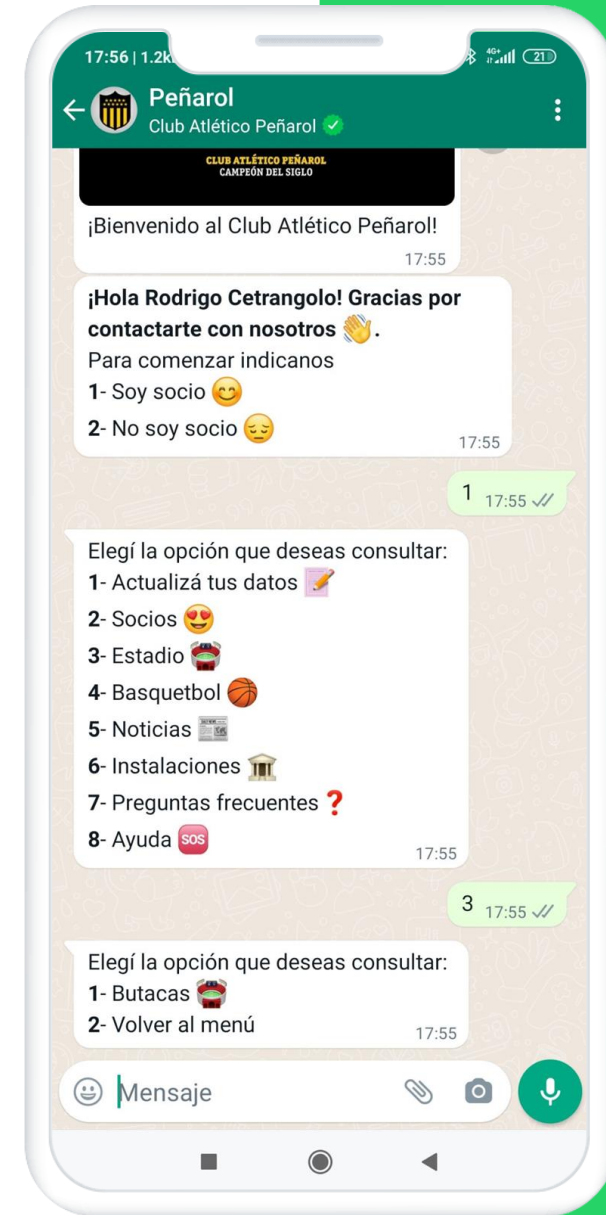
\$50K

USD earned through one advanced membership sales campaign

- Club Atletico Peñarol saw a 36% reduction in call center volumes by directing fans to WhatsApp Business Platform .
- By providing 24/7 responses to everyday questions, fans came away happier, with faster, more personalized interactions.
- The chatbot has decreased response times by 78 percent, and since adopting WhatsApp, the club's customer satisfaction scores increased by 32 percent

Read more at [Club Atletico Peñarol: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2021



Fans have easy options to navigate and choose which type of update they want to get.





Making business processes more efficient with the WhatsApp Business Platform

97%

decrease in response time for WhatsApp channel compared to email

3.7X

increase in engagement for WhatsApp messages compared to email

- Anghami had used email to send data, reports and promotion opportunities to contributing musicians, but wanted to find a more efficient communication method that could easily measure and track listener engagement for events such as discography updates, new releases and uploads, new milestones in download numbers and followers.
- Anghami worked with Infobip to deploy WhatsApp to interact with artists, who could opt in while registering their Anghami accounts. Anghami used WhatsApp to send artists notifications about significant events (like the release of their new songs) as well as updates about their achievements (like streaming data and new followers gained). Artists could also use WhatsApp to alert Anghami about any issues they encountered when uploading music to the platform.

Read more at [Anghami: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2020.



Winning over a growing football fan base with WhatsApp Business Platform

36%

of traffic from customer conversations redirected to sales platform

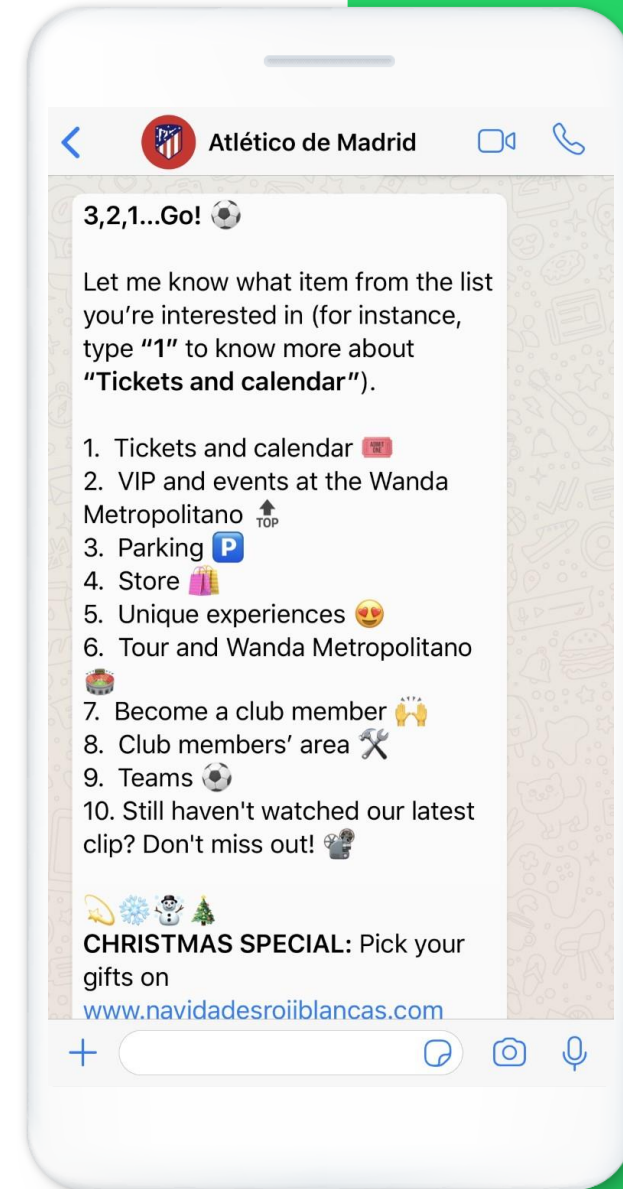
35%

customer interactions handled outside of business hours

46,000

messages sent in response to fan queries within first two months

- Atlético de Madrid introduced a WhatsApp run-virtual assistant that serves as a multilingual information hub about memberships, players, matches & tickets.
- Because of the virtual assistant, Atlético de Madrid has been able to respond to thousands of messages outside of regular business hours on WhatsApp.
- With the WhatsApp-powered virtual assistant, the football club is able to quickly reach thousands of customers.



E-Commerce & Retail





Providing fast, secure financing and payment solutions within WhatsApp

75%

of cash withdrawals via automated processes through WhatsApp

50%

of customers now make payments through WhatsApp channel

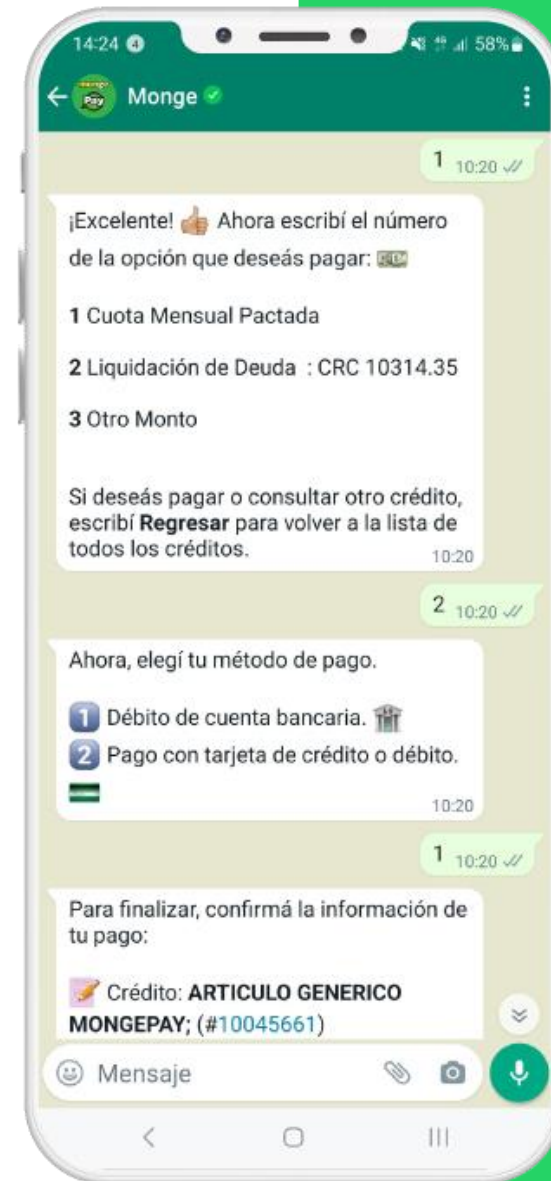
70%

of WhatsApp transactions occur without a live agent

- Costa Rican retailer Grupo Monge builds a unique and powerful automated channel over WhatsApp that allows more customers to apply for lines of credit, cash withdrawals, and make payments through WhatsApp from wherever they are
- Since adding automated processes, Monge has seen 300% growth in users on the WhatsApp channel

Read more at <https://developers.facebook.com/success-stories/grupo-monge>

*All results are self-reported and not identifiably repeatable. Generally expected individual results will differ.
Source: Client-approved measurements, Grupo Monge WhatsApp Success Story, May 2023



Monge's payment integration allows customers to make secure monthly payments within WhatsApp





+



HairOriginals saw a reduction to their lead cost by 52%

52%

Reduction in lead cost with CTWA compared to other ad types

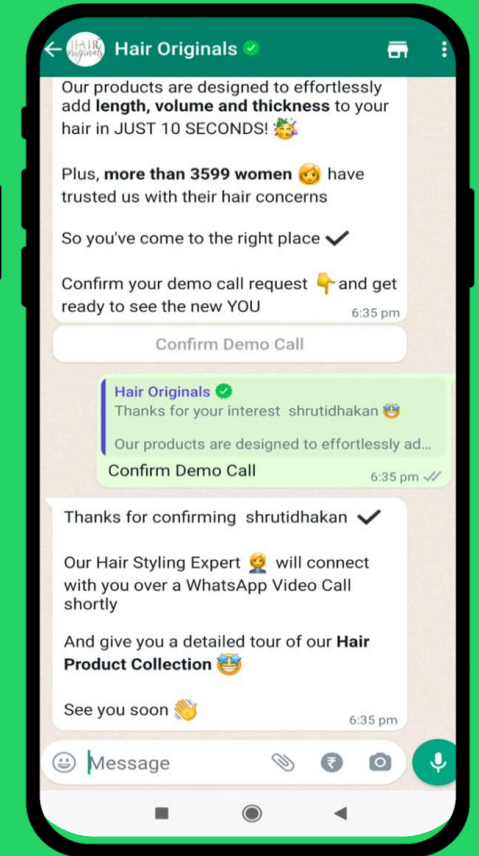
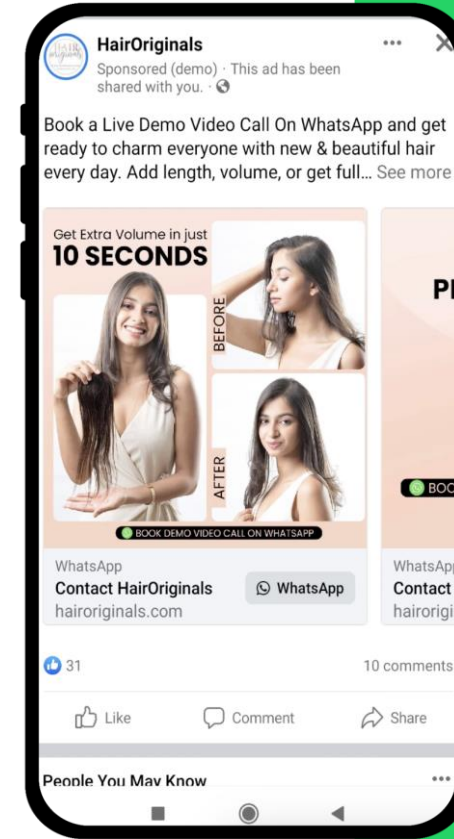
66%

Increase in conversion rate vis-à-vis regular lead campaigns

- Drives awareness and instant conversations with customers
- Builds engagement with personalised content
- Enables seamless discovery of product portfolio
- Automates responses to multiple customer queries

Read more at <https://brandequity.economicstimes.indiatimes.com/lets-talk-growth>

Source: Client-approved measurements, WhatsApp Success Story



Engaging and educating the leads using instant auto-replies on WhatsApp Business Platform drastically improves lead quality



SIRONA

+



Sirona's period tracker on WhatsApp Business Platform drives customer acquisition and engagement for the brand

5.7 lakh

Users acquired organically over 10 months

61%

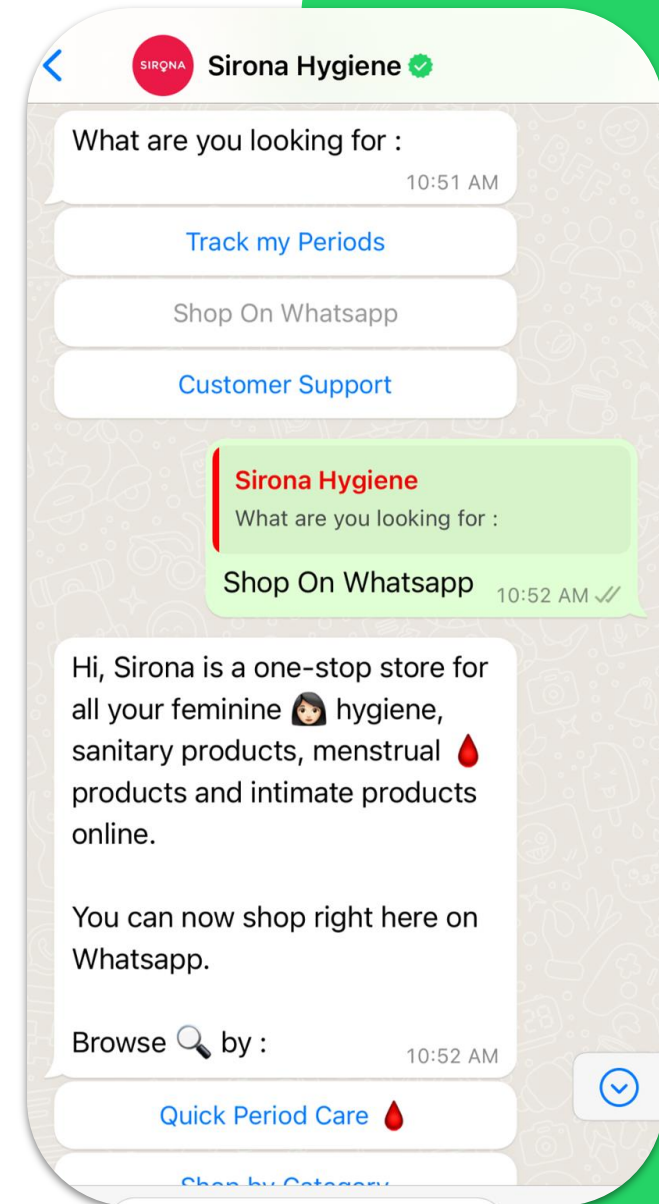
Average retention rate month on month

- Enabling female customers to track their periods via WhatsApp
- Increasing stickiness to the brand
- Acquiring organic customers
- Driving engagement with personalised content

Read more at <https://meta.highspot.com/items/64762023d51a07d893950d7d>

Note: This link can be accessed only by Meta partner and internal employees

Source: Client-approved measurements, WhatsApp Success Story



Sharing personalized content on WhatsApp that aligns with consumer needs provides an excellent way to engage and acquire new customers.





+



Delivering personalized experiences to engage customers and increase sales

85%

average customer satisfaction score with WhatsApp

25%

of ecommerce sales attributable to WhatsApp

3x

WhatsApp sales conversions compared to call center

- Each Multicenter agent can manage upwards of six WhatsApp conversations at once, which helped decrease average response time from five minutes to one minute
- Multicenter now uses WhatsApp to target customers based on purchase history, with customers seeing related recommended items along with a link to chat with an agent

Read more at <https://developers.facebook.com/success-stories/multicenter>

*All results are self-reported and not identifiably repeatable. Generally expected individual results will differ
Source: Multicenter WhatsApp Success Story, February 2023



Multicenter's live agents provide customers with a personalized shopping experience





Accelerating service delivery to increase revenue and brand loyalty with WhatsApp

50%

customer engagement rate on WhatsApp

12x

increase in revenue attributable to WhatsApp in first year

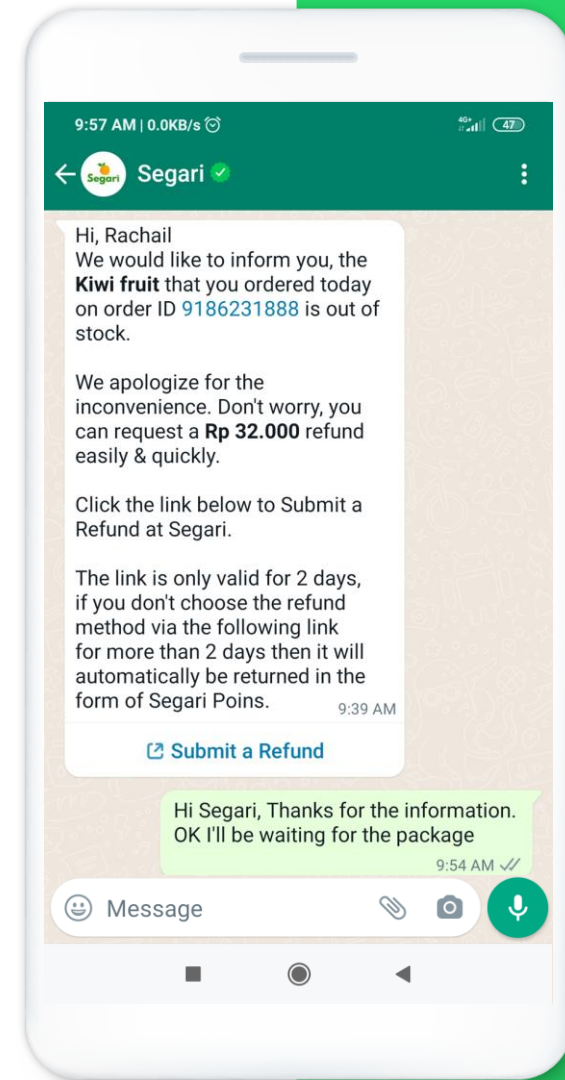
99.5%

of customer inquiries answered within 5 minutes

- The online grocery company manages customer support entirely via WhatsApp - they do not use email
- Average customer response time is one minute. During peak periods, agents manage as many as 20 WhatsApp conversations at one time
- Quickly grew WhatsApp use to include dedicated numbers for marketing, recruiting, and a brand ambassador program called Mitra Segari

Read more at <https://developers.facebook.com/success-stories/segari>

*All results are self-reported and not identifiably repeatable. Generally expected individual results will differ
Source: Segari WhatsApp Success Story, February 2023



Out of stock alerts allow customers to request a refund with one click



SNOCKS + charles

Creating engaging customer experiences that increase brand loyalty with WhatsApp

586%

return on campaign spend in 6 months

2.5x

higher open rate - WhatsApp vs email

5%

5% of SNOCKS online store revenue attributable to WhatsApp

- Customers opting in through WhatsApp had a 10% higher lifetime value versus other channels
- WhatsApp allows SNOCKS to rapidly engage customers and target customer segments, which helps the online retailer optimize advertising spend

Read more at <https://developers.facebook.com/success-stories/snocks>

Source: Client-approved measurements, WhatsApp Success Story



Time-sensitive offers drove WhatsApp opt in and increased revenue





+ charles

Boosting service, revenue with high-touch, personalized beauty consulting through WhatsApp

30%

of online revenue attributable to WhatsApp in first seven months

300%

increase in sales conversions vs SMS

80%

Open rate in WhatsApp as vs email

- With WhatsApp, Barò Cosmetics saw a 10-11x increase in purchases and a 700% increase in sales conversions as compared to email
- Barò Cosmetics created a versatile communications channel that builds its subscriber base while increasing message read rates, purchase orders, and sales conversions

Read more at <https://developers.facebook.com/success-stories/baro>

Source: Client-approved measurements, Barò Cosmetics WhatsApp Success Story.



Personalized notification for holiday promotion





Provide effective customer service while increasing engagement with WhatsApp

67%

of customer care inquiries are resolved through WhatsApp

58%

read rates for opted-in customers with WhatsApp

70%

increase in marketing database as customers opt-in to WhatsApp

- Merco Supermercado sees 40% improvement in employee productivity attributable to WhatsApp
- While optimizing with faster customer service, Merco increases engagement with its digital marketing to help boost brand loyalty among shoppers with WhatsApp

Read more at <https://developers.facebook.com/success-stories/merco/>

Source: Business-approved measurements, WhatsApp Success Story.



Virtual Assistant prompts menu to find a store location



Increased sales and customer satisfaction with personalized messages on WhatsApp

20x

improvement in
customer
satisfaction

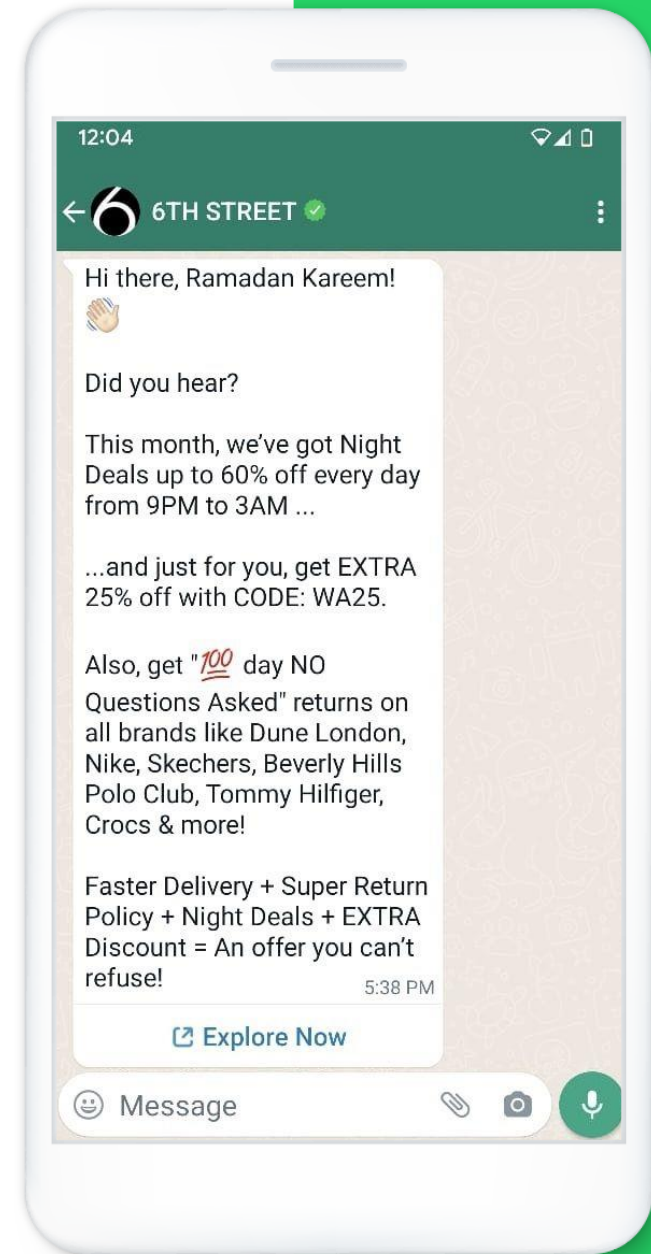
6x

jump in customer ratings
and reviews

2x

click-through rate with
WhatsApp

- By creating personalized marketing message campaigns on WhatsApp, 6thStreet achieved a 20x ROI compared to SMS over 30 days.
- By engaging with customers using personalized conversations supported by artificial intelligence, 6thStreet doubled its click-through rate, increased its customer ratings and reviews sixfold, and saw 20x higher overall customer satisfaction with WhatsApp.





+



Personalize communication and drive sales through WhatsApp Business Platform

20%

higher average customer spend for orders originating from WhatsApp

75%

greater customer support efficiency

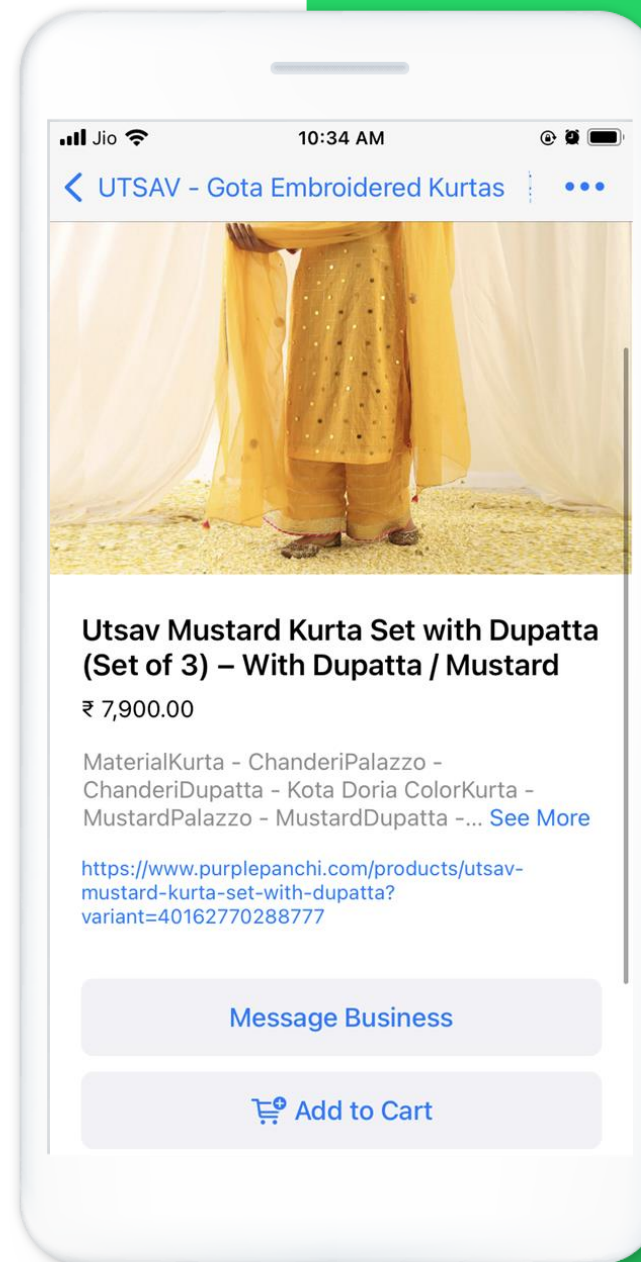
80%

cost reduction in customer support with WhatsApp

- When Purple Panchi added customer service workflows and product catalog features to initiate sales on WhatsApp Business Platform, it increased product visibility and reduced customer support costs by 80 percent.
- With the addition of a shopping experience inside WhatsApp and automating most customer notifications, average order values increased by 20 percent while customer service costs and efficiency improved by 75 percent or more.

Read more at [Purple Panchi: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2022.





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Faster customer support and better brand visibility with WhatsApp Business Platform

85%

of queries resolved with the WhatsApp chatbot

80%

improvement of abandoned cart recovery rate over email

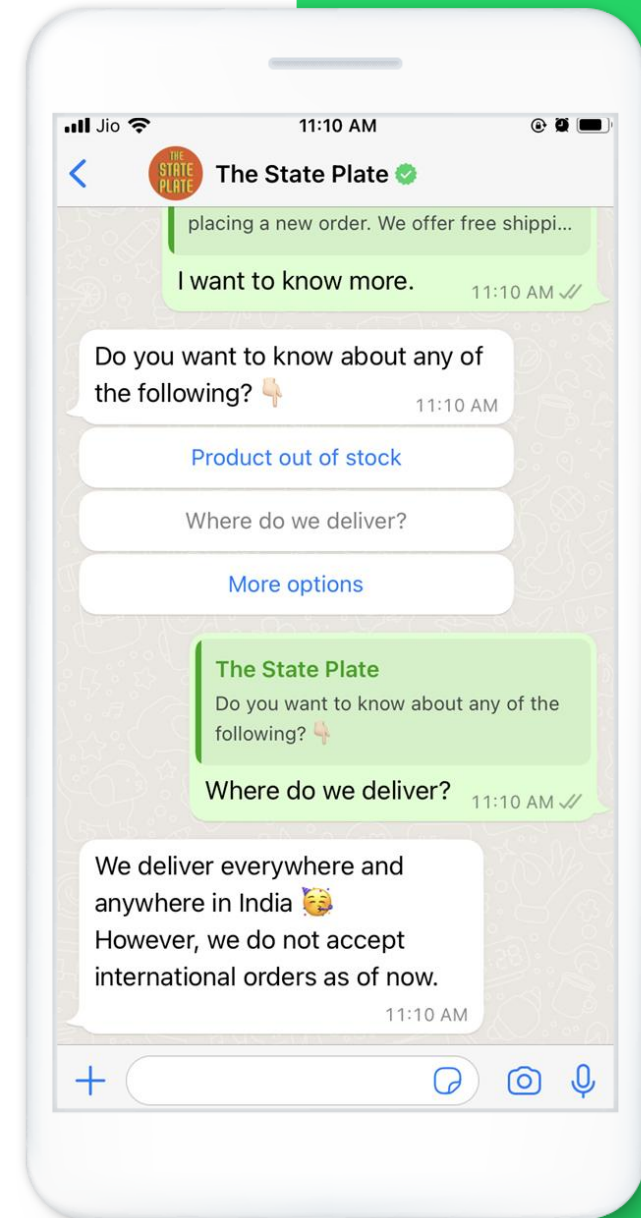
90%

decrease in response time, from hours to minutes

- The State Plate added a streamlined customer support channel with WhatsApp and saw a 50% reduction in live agent support, and 4 times better response rate in WhatsApp notifications over email.
- The customer experience was immensely improved, resolving customer queries much faster by deflecting 40 percent of calls to WhatsApp and automating customer service responses.
- Average customer support response times fell by half, and 90 percent of inquiries were resolved in minutes rather than hours.

Read more at [The State Plate: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2022.



Customer view of the streamlined support channel.





+



Audio technology seller drives high sales conversions at scale with WhatsApp

63%+

message open rates
in WhatsApp

27%

add-to-cart rate attributable
to WhatsApp

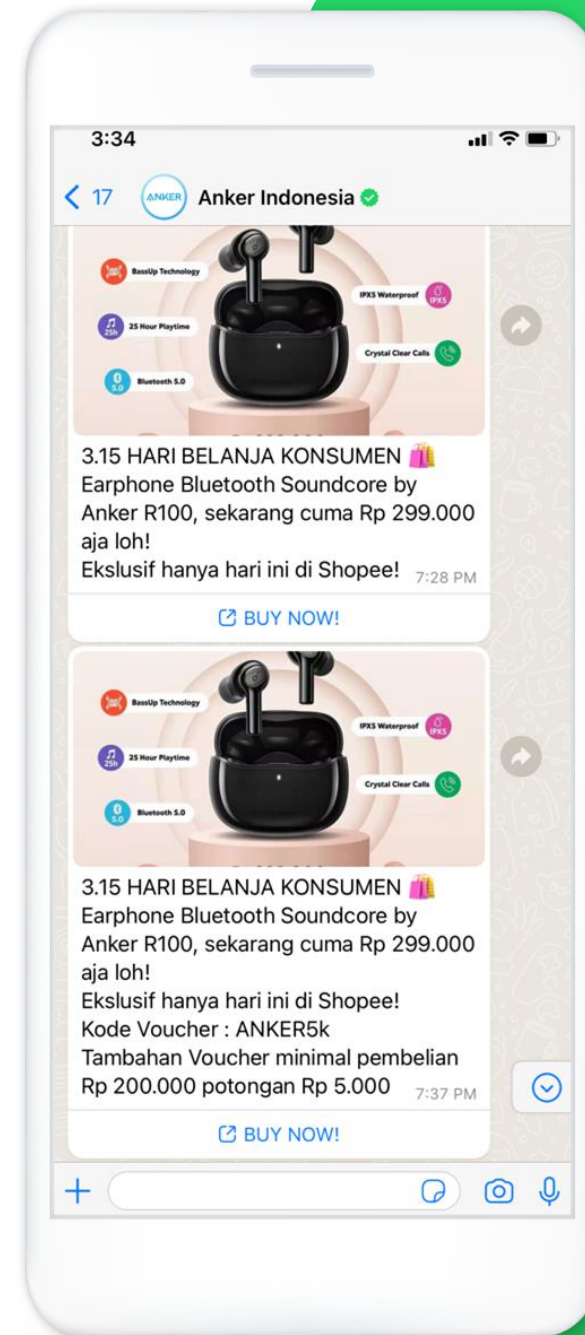
6.65%

sales conversions with
WhatsApp in one week

- When Anker Indonesia introduced a week-long campaign using WhatsApp as a messaging channel to promote special offers for headphones, the team saw high open rates and sales conversions.
- With WhatsApp, Anker was able to send 300 messages per second to message opted-in customers at scale and drive high sales conversions during a special promotion campaign.

Read more at [Anker Indonesia: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2022.



Customer view of discounted offer for earbuds





+



Engaging more consumers with customized messages and offers with WhatsApp

\$500K

in sales in one month attributed to WhatsApp

10x ROI

increase over email, in-app push notifications, and SMS messages

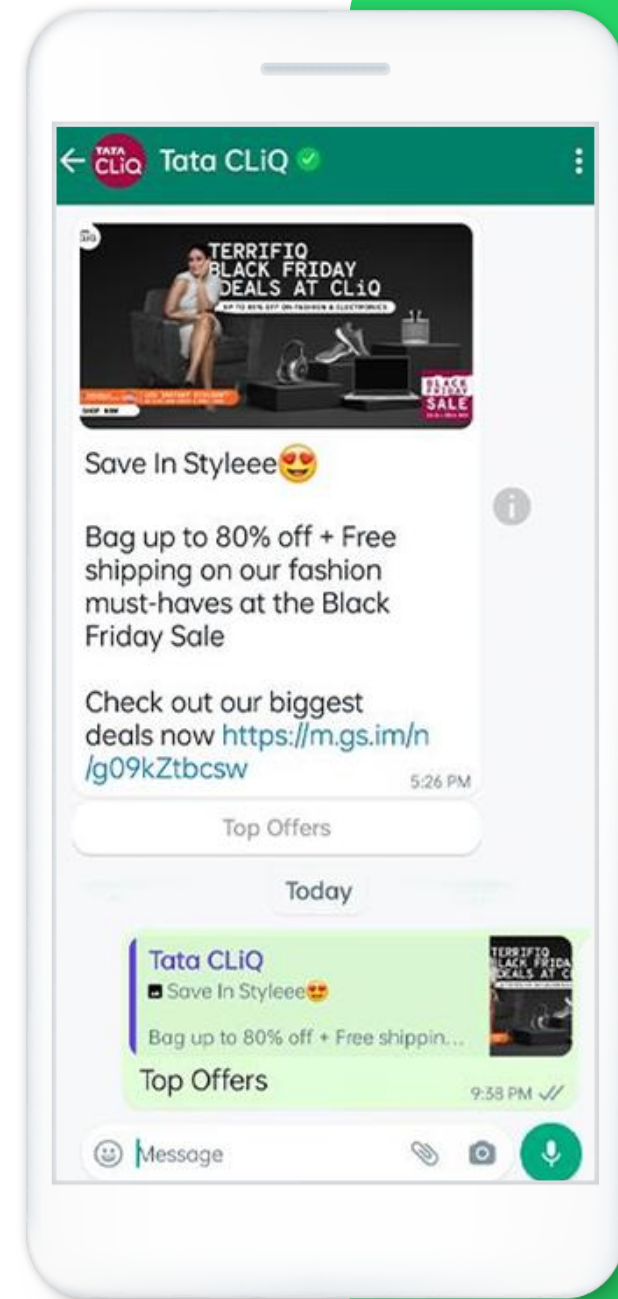
57%

click-through rate with WhatsApp

- With custom-fit notifications for shoppers, customers are 1.7x more likely to purchase when using WhatsApp.
- WhatsApp personalized custom messages for opted-in customers featured product recommendations based on a one-month browsing history, abandoned cart follow-up, price drop alerts for wish-listed products, and welcome coupons for new users.

Read more at [Tata Cliq: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2022.





+



Increase online sales with WhatsApp Business Platform

59.6%

increase in sales conversions

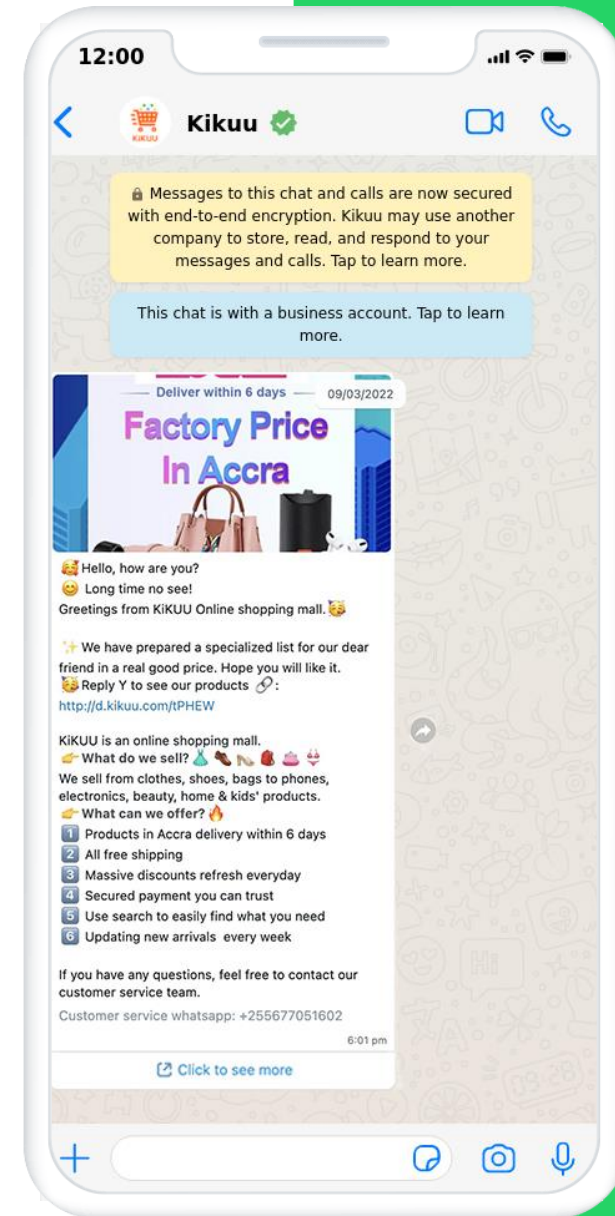
70%

higher open rate with WhatsApp compared to other channels

35%

increase in unique customers via WhatsApp

- By adopting WhatsApp Business Platform, KiKUU increased sales and their message open rate and extended WhatsApp usage from customer services to sales and promotions at scale.
- KiKUU additionally saw a 45.4% increase in Gross Merchandise Value, a 53.7% increase in daily active users with WhatsApp, and a 35% increase in unique customers via WhatsApp



Read more at [KiKUU: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2022.





Meeting unprecedented growth through fast, effective communication with WhatsApp

6x

ROI over traditional call center

93%

of distributor inquiries handled through WhatsApp

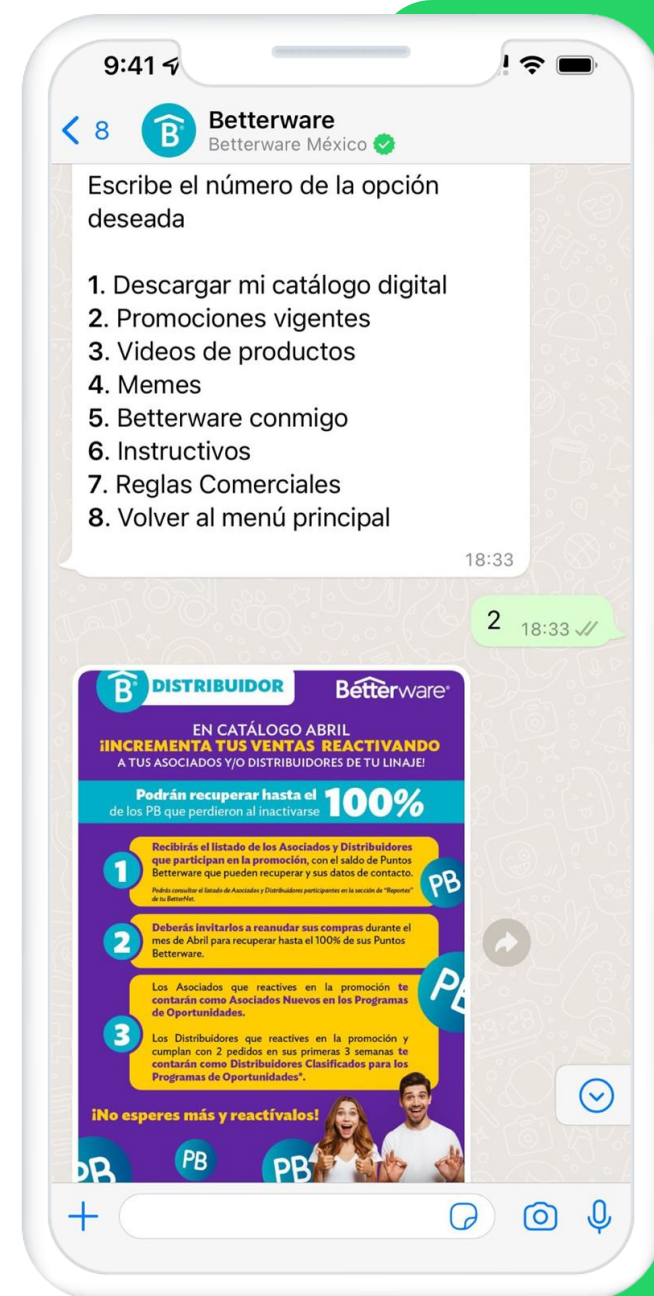
95%

satisfaction rating for WhatsApp among distributors

- Betterware Mexico responded to 93% of distributor inquiries via a chatbot powered by WhatsApp Business Platform. Using WhatsApp helped the company handle incredible growth within a year, with six times the ROI of other previous sales strategies.
- The company achieved a 95% satisfaction rating by giving distributors the ability to manage their operations 24/7 from the comfort of their home.

Read more at [Betterware Mexico: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2022.



Betty Bot prompts a menu of options for distributor



modanisa



mindbehind

Quick, convenient customer experiences in fine style with WhatsApp Business Platform

70%

of customer inquiries resolved without needing to go to live support

36%

cost savings in operating call centers

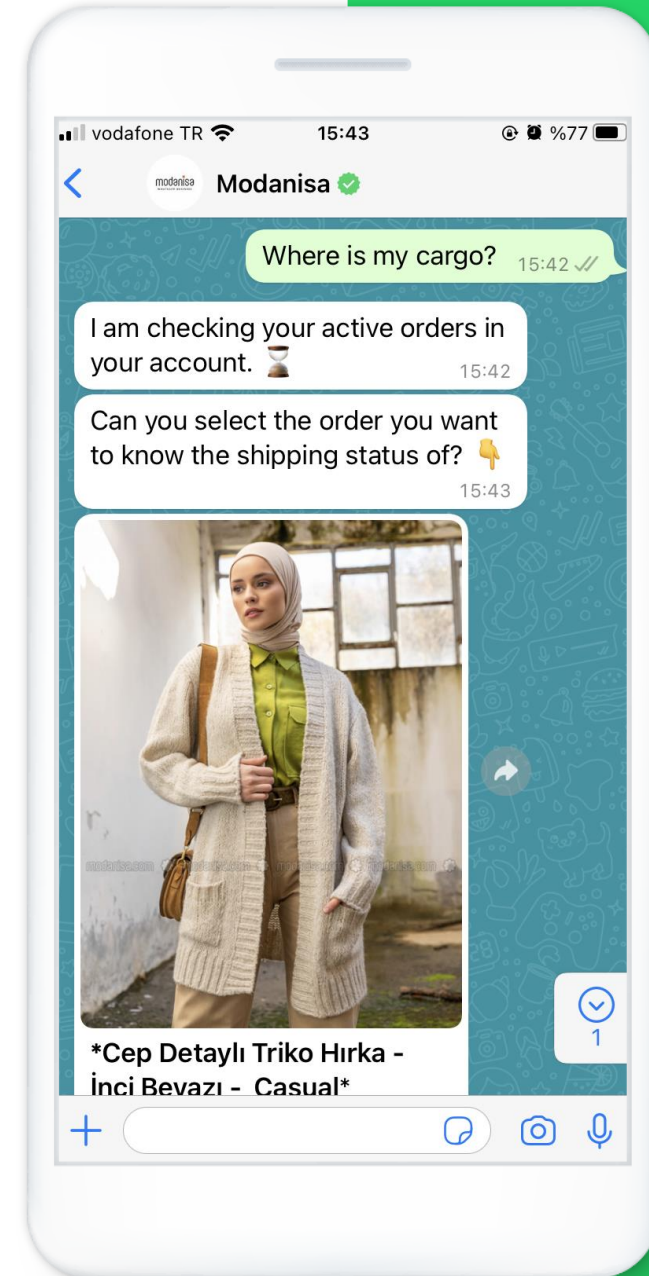
55%

of customers using the chatbot place their first orders through WhatsApp

- Integrated more than 10 web services into WhatsApp to provide a fast, cost-effective way to answer customer questions in a single interaction
- Saw 56% of customer contacts through WhatsApp, shifting from call center to conversational channel.
- Improves customer experiences, with 55% of customers placing their first orders through WhatsApp and 10% of customers engaging in the WhatsApp sales channel buying at least one item.

Read more at [Modanisa: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2022.





Sophisticated lead verification and reliable communication with WhatsApp

100%

message delivery rate with WhatsApp

10x

increase in message delivery with WhatsApp compared to email

60%

reduction in customers using the call center

- Integrated WhatsApp Business Platform helps drive easier, more effective customer experiences so Dekoruma can focus resources on customers ready to redesign their homes.
- With a Click-to-WhatsApp feature, Dekoruma quickly captures customer information and sends automated requests for photos to interior design clients.
- With the new conversational API, the company improves quality of interactions and has seen a 3x increase in customer response rates through WhatsApp versus email.

Read more at [Dekoruma: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2022



Virtual assistant prompts customer to upload a photo for a design project





Creating faster sales cycles and more effective campaigns with WhatsApp Business Platform

600%

increase in interactions in one year through WhatsApp

98.9%

customer satisfaction rating, with 100% resolution within 48 hours

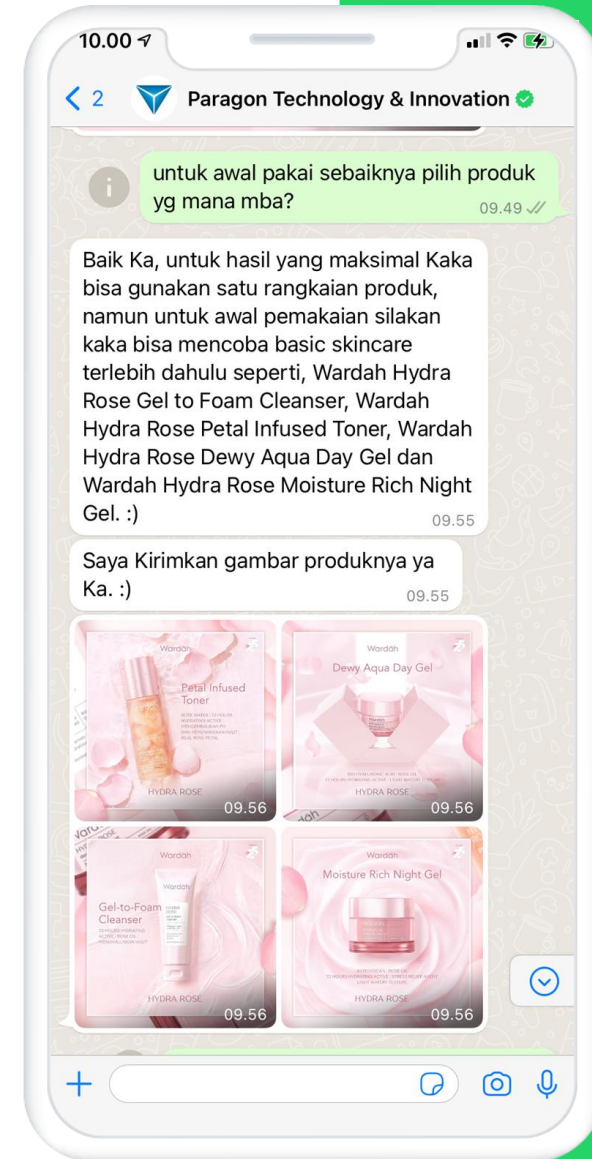
10x

more inquiries handled through WhatsApp

- Integrated WhatsApp Business Platform with its call center services to provide online expert beauty consultations to shoppers needing support.
- Increases PTI's market reach and provides high-quality skincare consultation services, boosting customer satisfaction and increasing sales.
- "Beauty Experts" trained to close sales directly on WhatsApp via forms filled out by customers, minimizing drop-off that is common when shoppers have to go to external websites.

Read more at [PTI: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2022



Customer conversation with a live agent to purchase product





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Delivering digital promotions for grocery shoppers with WhatsApp Business Platform

45%

of WhatsApp users engage with the digital catalog

3

minutes spent on average on digital catalogs

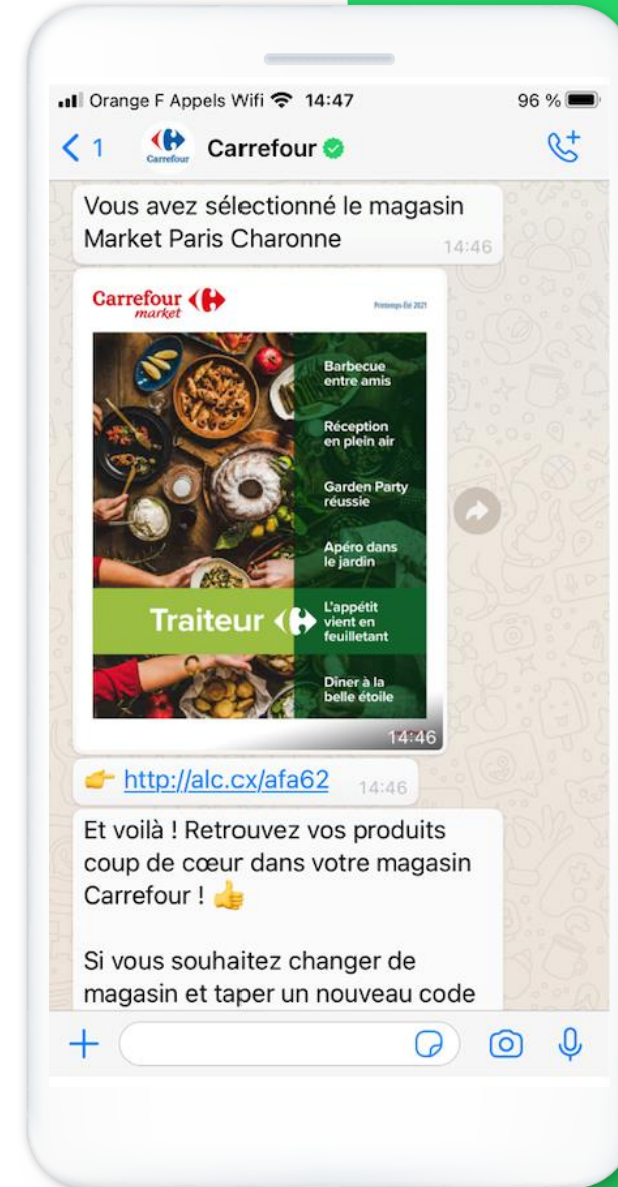
75%

of customers using the Carrefour app also use WhatsApp

- Ease of use: with over 100,000 employees across more than 5,200 retail locations, 75% of customers using the Carrefour app understand the technology as they already also use WhatsApp
- Offset production costs of printed promotional catalogs by providing alternative digital personalized promotions to customers by region
- Learning shopper behavior: customers engage with the digital catalog an average of 3 minutes, improving upon the print catalog that lacked customer insight

Read more at [Carrefour: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2021.





Setting up smart buildings with a WhatsApp-powered digital assistant

90%

user retention rate on WhatsApp before people began working remotely

3X

increase in speed at which issues in the building were reported

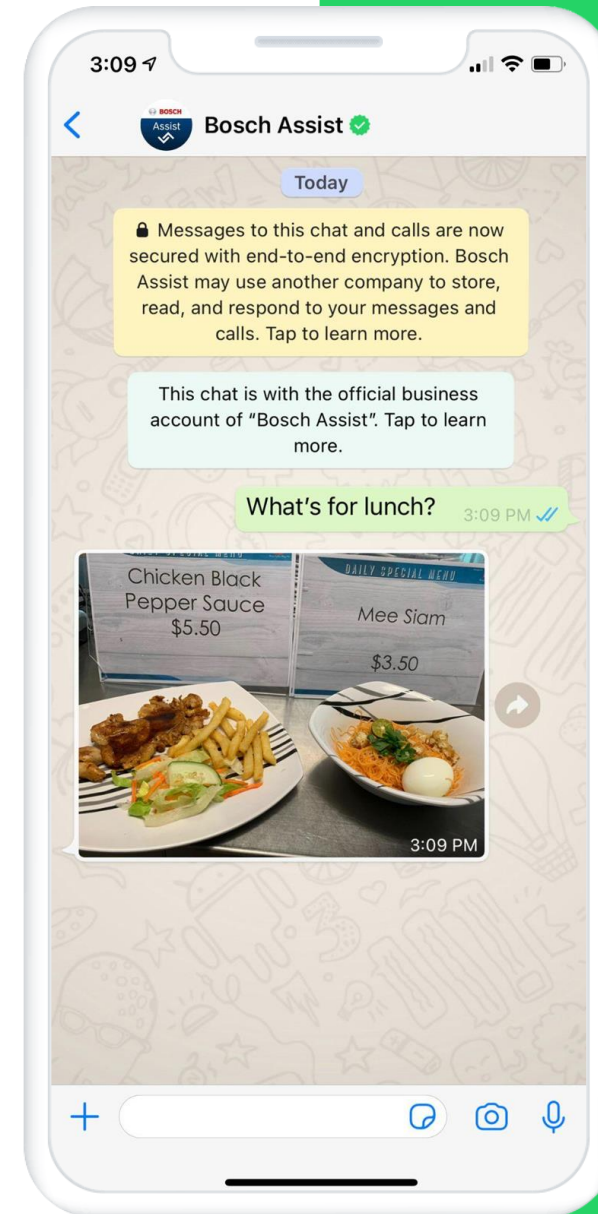
2X

increase in the no. of building issues reported via WhatsApp (compared to other channels)

- Bosch worked with UIB to develop the WhatsApp-powered digital assistant, which allows on-site employees, facility operators & visitors to have real-time “conversations”.
- Using Bosch Assist, people can quickly report issues, receive important announcements & greetings from building management, check availability in the gym and parking lots, and details about the daily canteen menu.
- People could opt in for Bosch Assist via WhatsApp, Messenger, and links & QR codes that open up an automated WhatsApp chat with Bosch Assist.

Read more at [Bosch ASEAN: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2021.





Assisting customers with a WhatsApp-run digital assistant

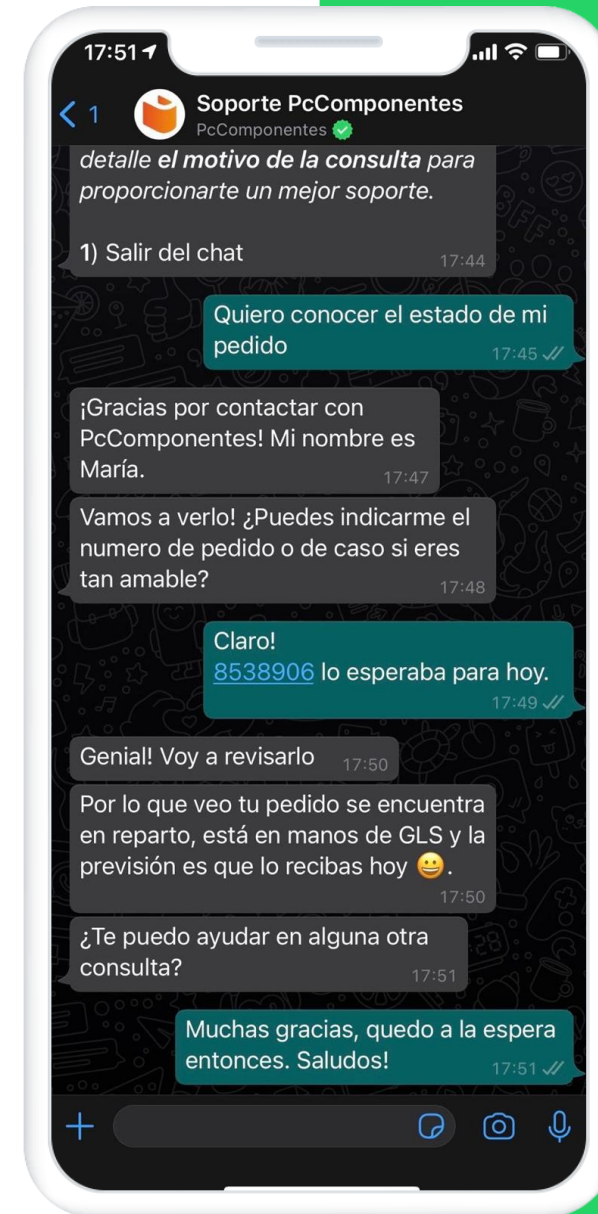
2.3X

increase in agent productivity

96%

decrease in time taken to resolve tickets

- PcComponentes built a digital assistant to handle frequently asked customer questions and then integrated it with WhatsApp. The responses to questions were designed to be shorter and simpler than email replies and the assistant was entirely automated.
- To opt in for WhatsApp services, people could click on the icon located on the brand's product pages when browsing the website from a mobile device.
- With its WhatsApp-powered digital assistant, PcComponentes could offer customers a unique, personalised shopping experience and easily provide them with important information related to products and purchases



Read more at [PcComponentes: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2021.





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Serving customers better and faster with the WhatsApp Business Platform

15%

increase in call deflection rates after introducing WhatsApp

67%

increase in customer satisfaction after introducing WhatsApp

75%

increase in agent productivity after introducing WhatsApp

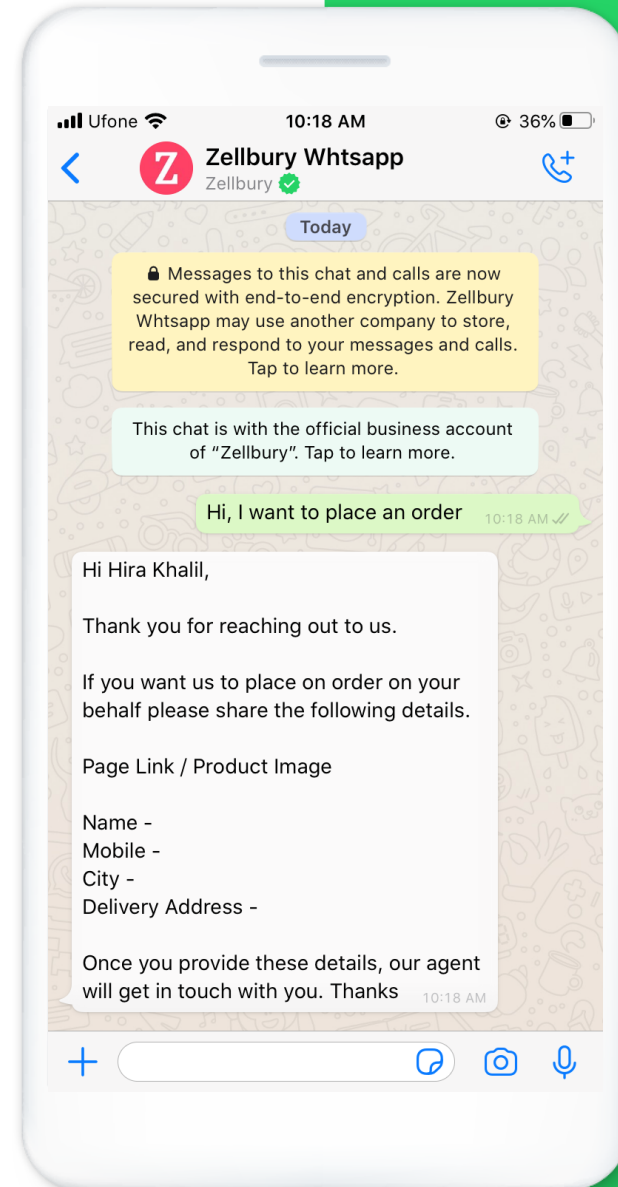
78%

of customer conversations occurred on WhatsApp

- Zellbury tried several chat solutions, but none allowed the brand to retain customer interaction history after the sessions ended. The retailer wanted to have an open line of communication with its customers, most of whom are women between the ages of 25 and 45 and who are accustomed to using smartphones and messaging applications.
- The retailer worked with Clare.AI's WATI, a software-as-a-service platform that enables customer service agents to respond to inquiries via WhatsApp without requiring any coding experience or additional training.
- Customers could use WhatsApp services to resolve queries regarding orders, refunds and cancellations; to lodge complaints; to check for product availability; and to obtain price and store location information. With WhatsApp and Clare.AI, Zellbury provided round-the-clock customer service.

Read more at [Zellbury: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2020.





Unifying customer communication with the WhatsApp Business Platform

4X

increase in agent productivity in August vs May 2020

75%

of incoming customer inquiries handled by Sara bot from May–August 2020

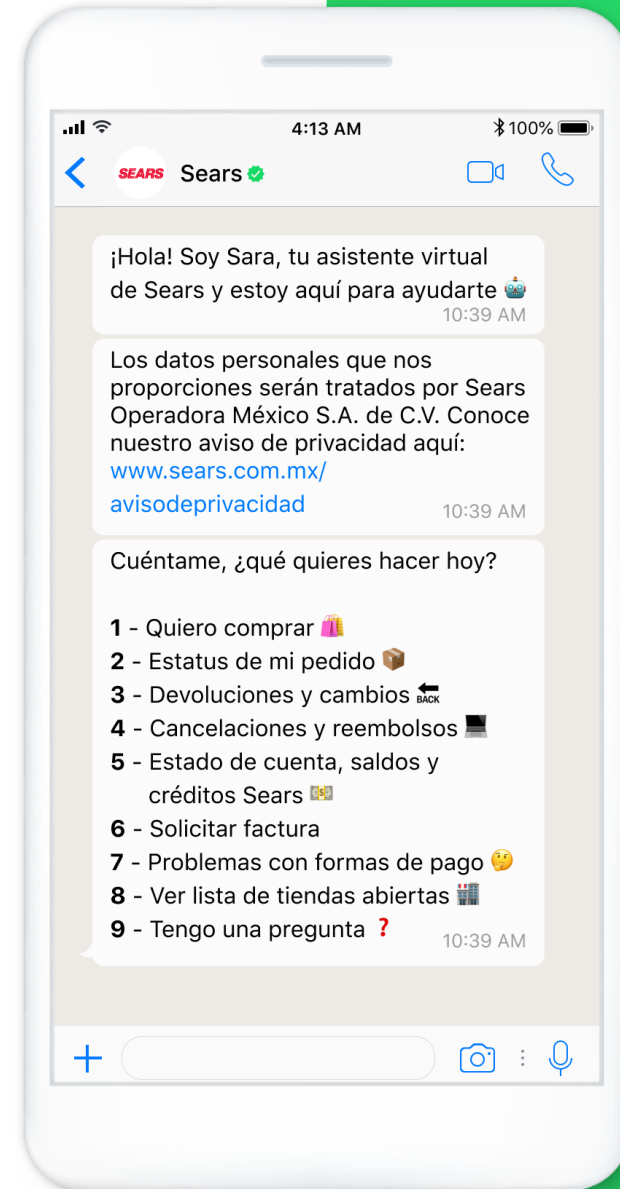
4X

more conversations via assisted sales on WhatsApp vs website from May–August 2020

- Sears needed a single communication channel to resolve customer inquiries, from locating the closest available product to requesting account details for a credit card. In addition to the communication challenge, Sears had to close all of its stores for more than a month during the coronavirus (COVID-19) pandemic in 2020, which increased demand for online services but decreased opportunity for its sales force to earn commissions.
- Claroshop partnered with Yalo to create Sara, a virtual assistant that can answer frequently asked questions, track orders and transfer chats to a customer service representative. Sara integrates a single communication solution into Sears' multichannel infrastructure, which includes its call center, website, order management system and legacy credit system.

Read more at [Sears: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2020.





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Accompanying customers on their shopping journey with the WhatsApp Business Platform

4X

increase in agent productivity after introducing WhatsApp into its multichannel operations

35%

decrease in calls regarding order tracking after introducing WhatsApp

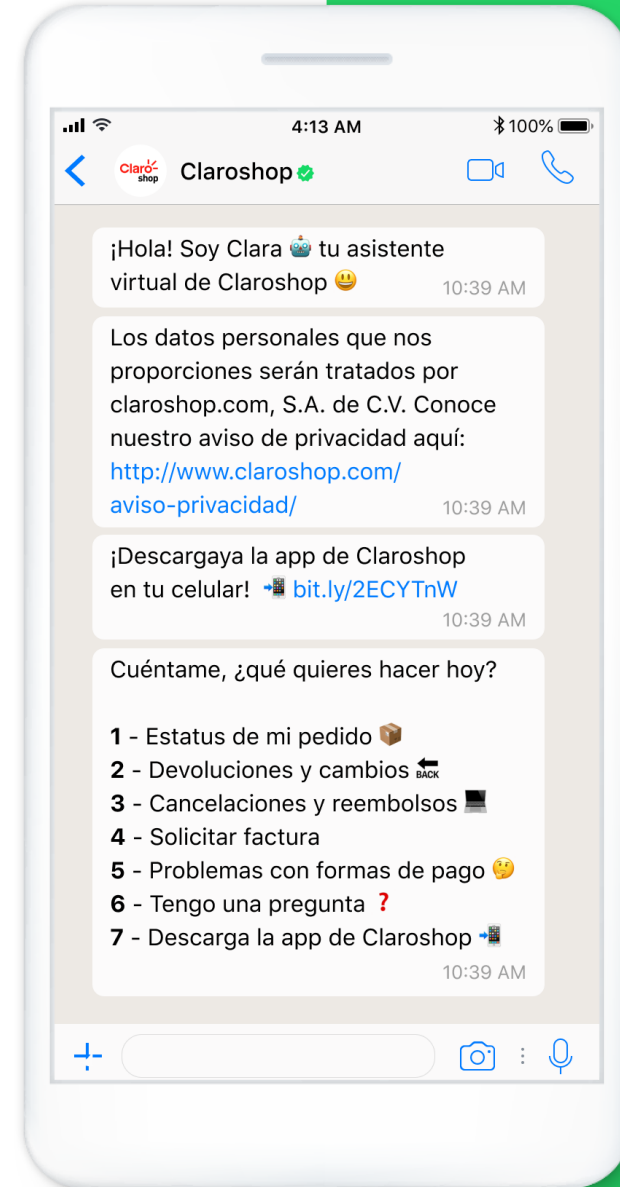
18%

of all customer support calls deflected to WhatsApp

- Claroshop wanted to differentiate itself from its competitors by providing a superior customer experience. As many of its customers were new to shopping online, the marketplace wanted to help them complete their purchases on the website.
- After an increase in both online sales and customer inquiries in the wake of the coronavirus (COVID-19) pandemic, Claroshop partnered with Yalo to build WhatsApp-powered digital assistant, Clara.
- Claroshop customers could chat with Clara to find answers to frequently asked questions, track orders, pay telephone bills and make installment payments without the use of a credit card.

Read more at [Claroshop: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2020.



SAMSUNG

+



Smoothing the customer journey with the WhatsApp Business Platform

14K

messages
exchanged in six
weeks

91%

opt-in rate for Samsung's
WarrantyBot on
WhatsApp

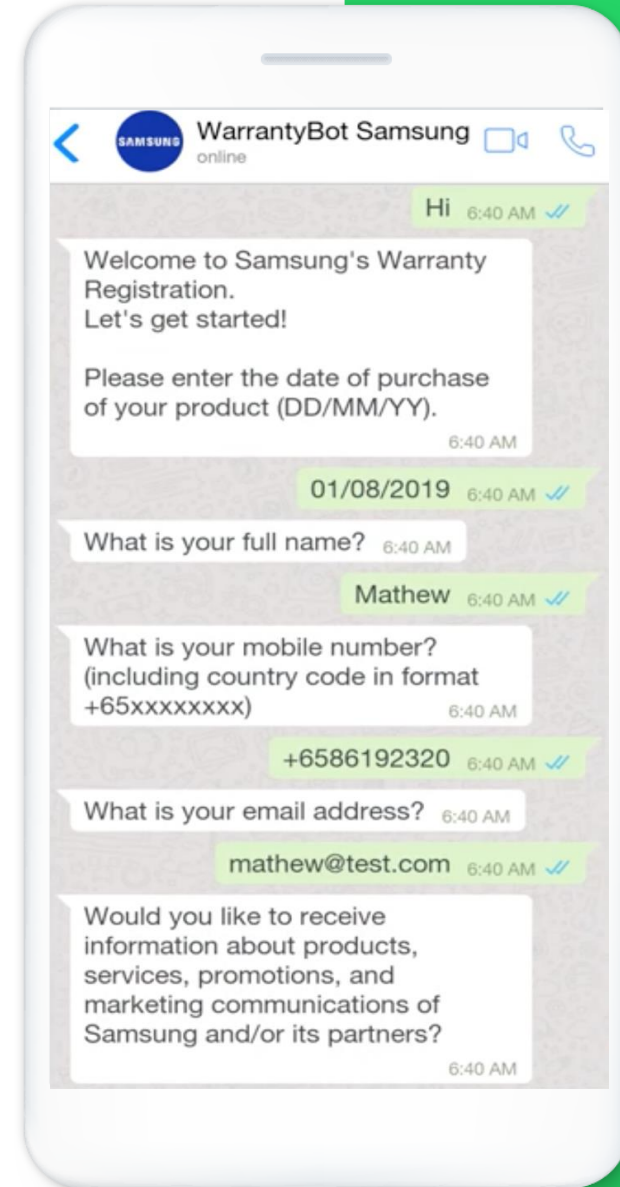
98%

customer satisfaction rate
with WhatsApp's warranty
registration channel

- Samsung wanted to help customers register newly purchased products, activate their warranties, and also answer any questions they might have.
- They worked with an AI company UIB to set up a WhatsApp-powered digital assistant designed to guide people through the product and warranty registration in an easy, systematic way.
- The WhatsApp-powered Samsung WarrantyBot helped simplify the warranty registration process and earned higher customer opt-in rate.

Read more case studies on [Meta for Developers](#)

Source: Client-approved measurements, WhatsApp Success Story, 2020.





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Fulfilling customer needs with the WhatsApp Business Platform

82%

increase in customer satisfaction (CSAT) score

78%

increase in agent productivity

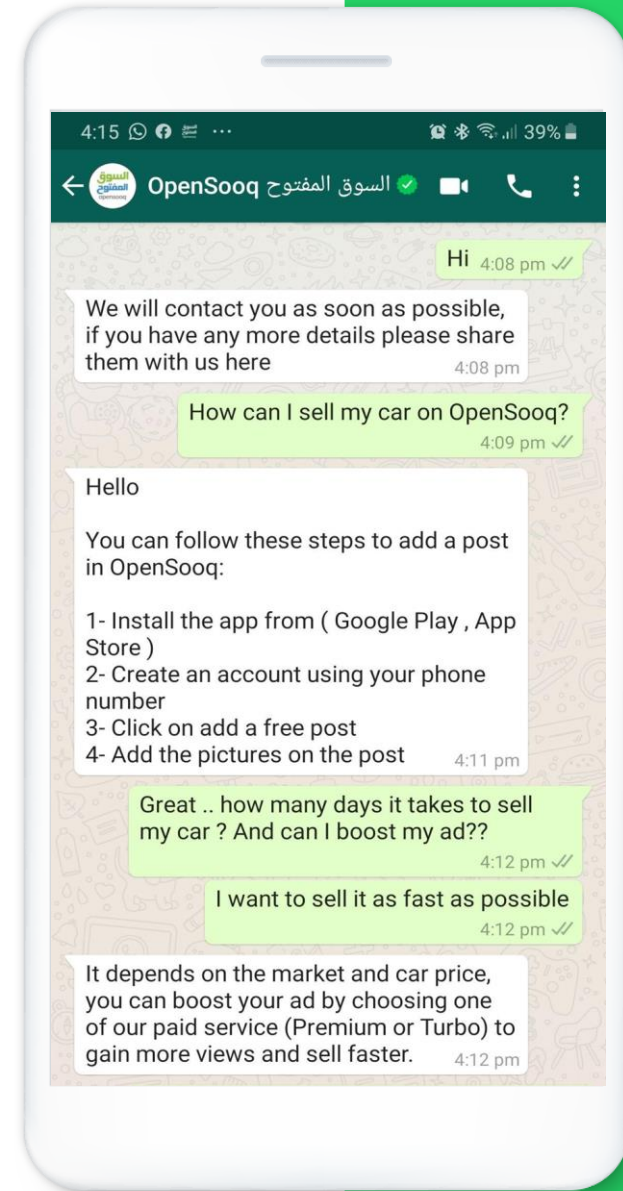
65%

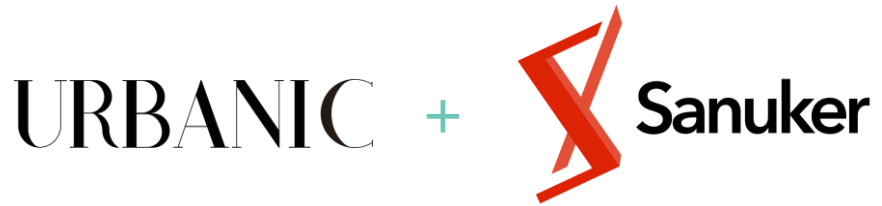
increase in first contact resolution

- OpenSooq used WhatsApp to create an automated customer onboarding experience & account verification process, previously done via SMS.
- WhatsApp's high delivery rates and seamless signup process allowed people to easily create accounts, reset passwords and verify their phone numbers.
- OpenSooq's WhatsApp service has increased efficiency, productivity and customer satisfaction.

Read more case studies on [Meta for Developers](#)

Source: Client-approved measurements, WhatsApp Success Story, 2020.





Building consumer trust with WhatsApp Business Platform

20%

higher opt-in rates for WhatsApp

98%

read rate for WhatsApp messages

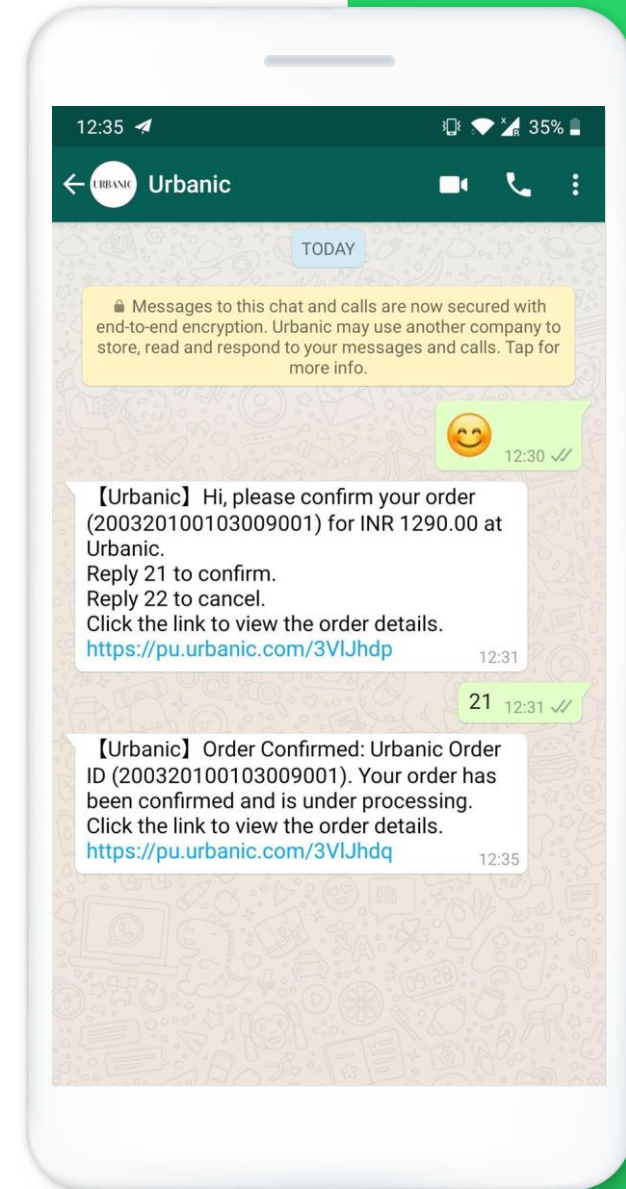
500K

messages exchanged via WhatsApp

- Urbanic previously used a webchat system to talk to customers, but after incorporating WhatsApp, it discontinued the system due to declining usage.
- Shoppers could opt-in to the WhatsApp service on Urbanic's website and app to message the brand's customer service team directly and receive timely notifications - making WhatsApp a one-stop shop for all their queries.
- With WhatsApp, Urbanic measured high message delivery & open rates and was able to streamline its customer service efforts.

Read more at [Urbanic: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2020.



Automotive





Driving sales with an engaging car shopping experience in WhatsApp

93%

decrease in average customer response time via WhatsApp

35%

decrease in the time to resolution of customer issues

4%

of vehicle sales attributable to WhatsApp leads

- Versatile virtual assistant can respond to approximately 350 different prompts
- Renault Turkey is looking to enhance the sales experience by integrating Turkey's 130 dealerships into the WhatsApp channel, which will quickly transfer customer conversation data to a local dealer



Virtual assistant provides customers with detailed product information

Read more at <https://developers.facebook.com/success-stories/renault-turkey>

Source: Renault Turkey WhatsApp Success Story, February 2023

All results are self-reported and not identifiably repeatable. Generally expected individual results will differ





+



Creating faster sales cycles and more effective campaigns with WhatsApp Business Platform

93%

boost in sales tracked back to the hybrid campaign*

78%

lower cost per qualified lead in the hybrid campaign

63%

increase in customers moving toward purchases through hybrid campaign*

- Mercedes-Benz Turkey uses WhatsApp Business Platform to accelerate lead generation and create faster customer engagements to increase commercial van sales.
- With WhatsApp chatbot, 44% more consumers reached with the same investment in a hybrid strategy, 2.7x more qualified leads with hybrid campaigns, 5 vehicles sold in one month, as well as 300+ new and 100+ incremental leads, through WhatsApp campaign.

Read more at [Mercedes-Benz Turkey: WhatsApp Business Platform case study](#)

*Source: Client-approved measurements, WhatsApp Success Story, 2022



The virtual assistant offers information on specific pricing and payment terms about the Vito





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Providing always-on customer service and selling opportunities with WhatsApp Platform

390%

increase in leads over the original chatbot

34X

ROI in six months

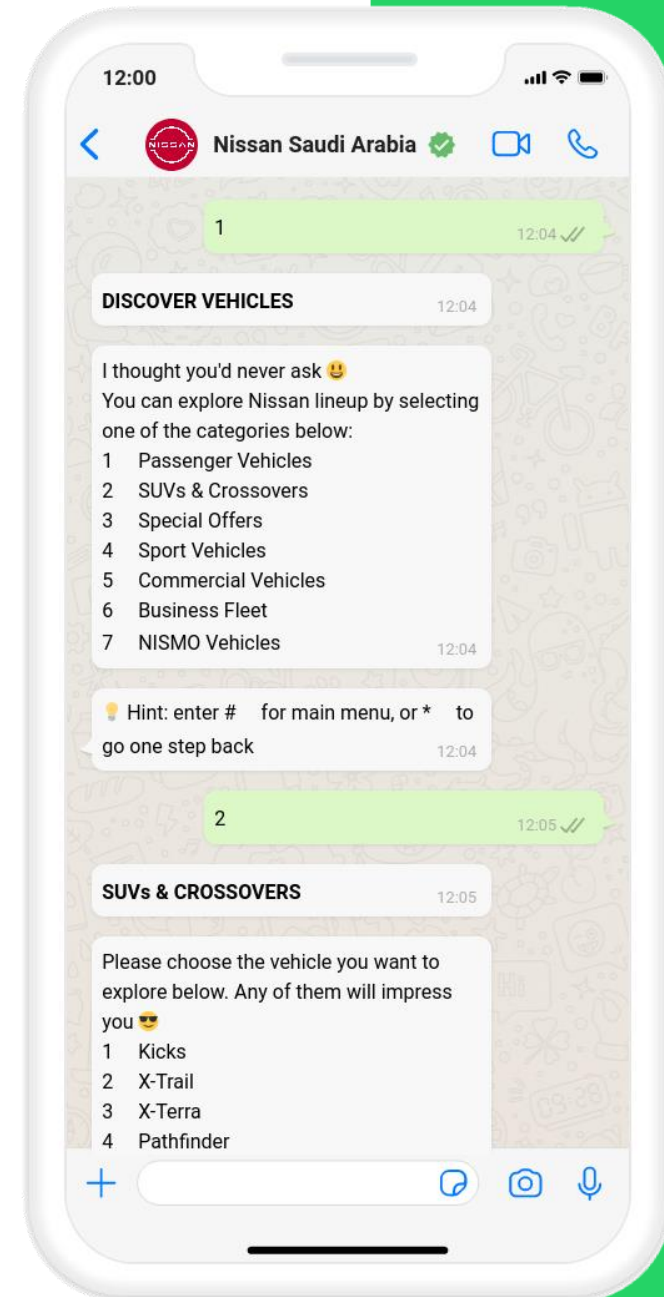
33%

reduction in call center volumes

- Offered a more accessible, more responsive, dynamic communication channel through WhatsApp
- Improved customer engagement and higher satisfaction contributed to more sales leads, higher revenue, and lower call center volumes
- Engaged a younger customer base that expects on-demand services, opening opportunities for future revenue growth

Read more at [Nissan Saudi: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2021.





Accelerating car sales and awareness with WhatsApp Business Platform

3.9M

people reached across
Facebook and
Instagram

>15,000

conversations in
WhatsApp

- Hyundai Motor Brasil wanted to spread awareness about the launch of its latest car model, the revamped version of the classic HB20.
- Hyundai's WhatsApp-powered campaign, titled "Ousadia," which means "daring" in Portuguese, highlighted the features of the new HB20. The company used Facebook, Instagram and Messenger to showcase its ads that would lead people to interact with Hyundai via WhatsApp.
- With the help of the WhatsApp Business Platform, Hyundai Motor Brasil was able to interact with thousands of interested customers, boosting sales of the new HB20.

Read more at [Hyundai Brazil: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, October 2020.





Being available to customers at all times with the WhatsApp Business Platform

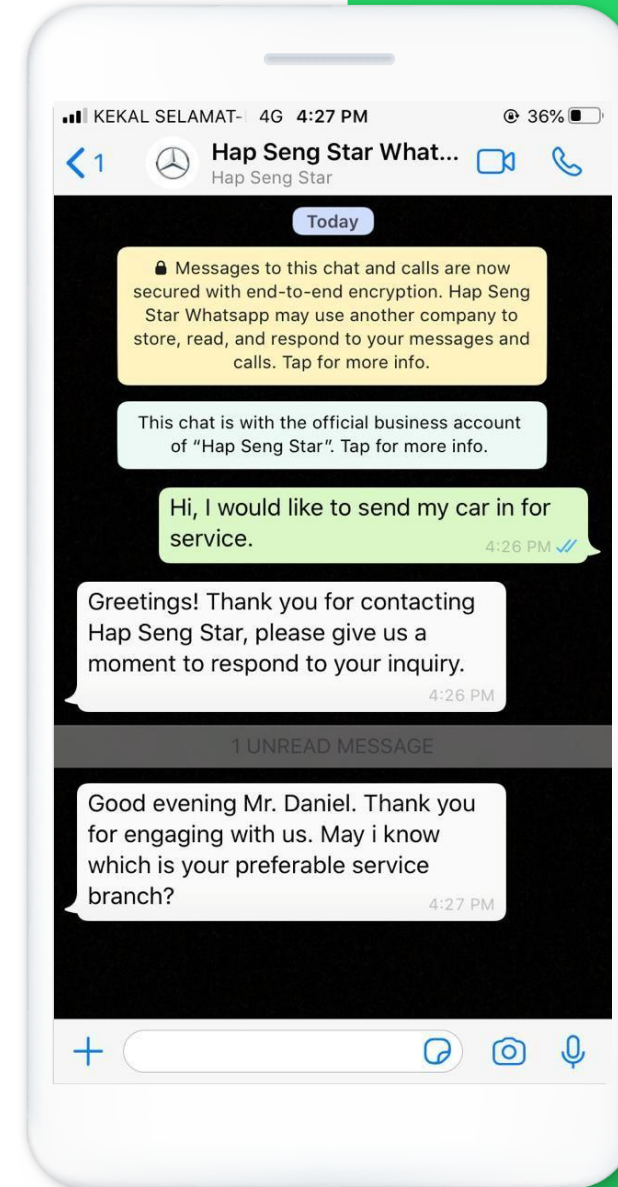
30%

increase in delivery rates
over other channels

55%

increase in read-message
rates over other channels

- Hap Seng Star's automotive after-sales division was focused on quickly and diligently resolving all queries while ensuring customer security
- WhatsApp allowed for quick and secure two-way communication so that people could contact the dealer when convenient and have conversations in real time—two crucial factors for good service.
- After launching the WhatsApp service, Hap Seng Star saw a rapid increase in the number of customers using the messaging platform



Read more at [Hap Seng Star: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2020.



Utilities



Improving the customer service experience with the WhatsApp Business Platform

85%

customer satisfaction rate for WhatsApp

1hr

response time for customer queries received on WhatsApp

4,100

WhatsApp requests in 2020 (compared to 2,700 in 2019)

- Harz Energie wanted a communication channel that was easy to use, direct and that could quickly be deployed to many people.
- In addition to resolving customer queries, Harz Energie also used WhatsApp to send customers messages about bills, meter reading transmissions and handover protocols.
- Harz Energie was able to cut down response time from 24 hours via phone or email to just 1 hour via WhatsApp, garnering higher CSAT scores.





Education



+



Breaking down education barriers with unique online learning journeys through WhatsApp

136K

people completed training through WhatsApp

50%

course completion rate on WhatsApp

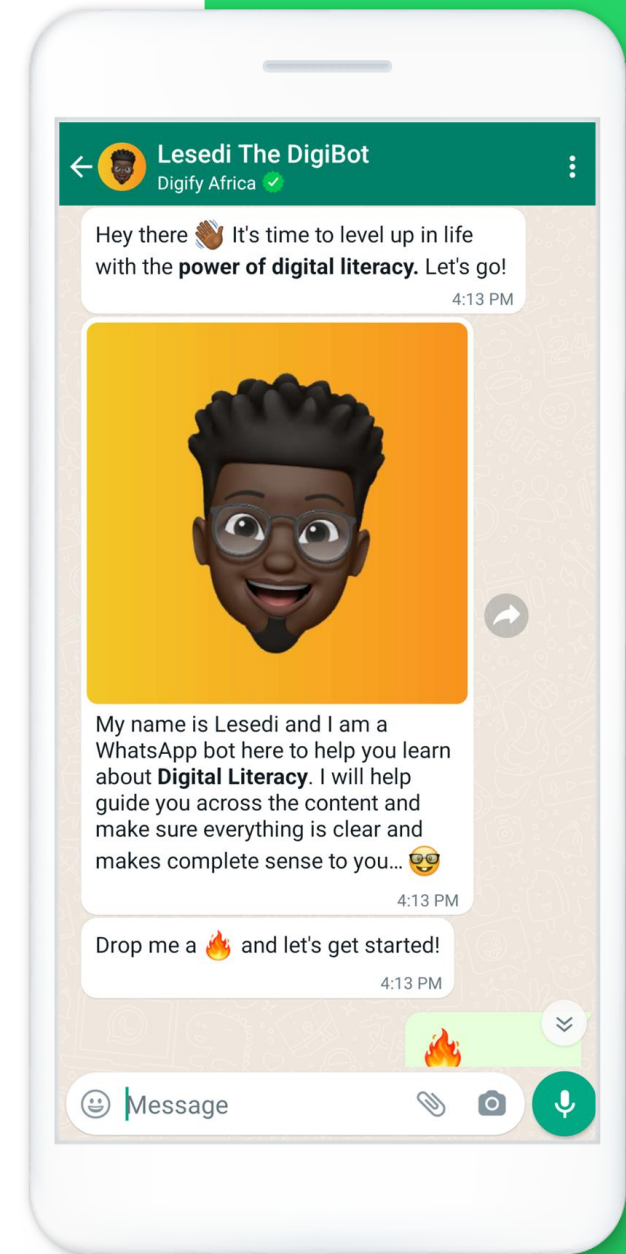
3.6x

growth in learners using WhatsApp

- Digify Africa developed two unique chatbots through WhatsApp and helped enable effective interactive training that drives learner engagement and professional opportunities.
- 72% of people interacting with their WhatsApp program started learning and the company saw high satisfaction scores, message rates, and record numbers of learners completing online training.

Read more at [Digify Africa: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2022.





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Boost enrollment and increase revenue with WhatsApp Business Platform

82%

increase in new students attributed to WhatsApp

40%

increase in yearly revenue due to WhatsApp

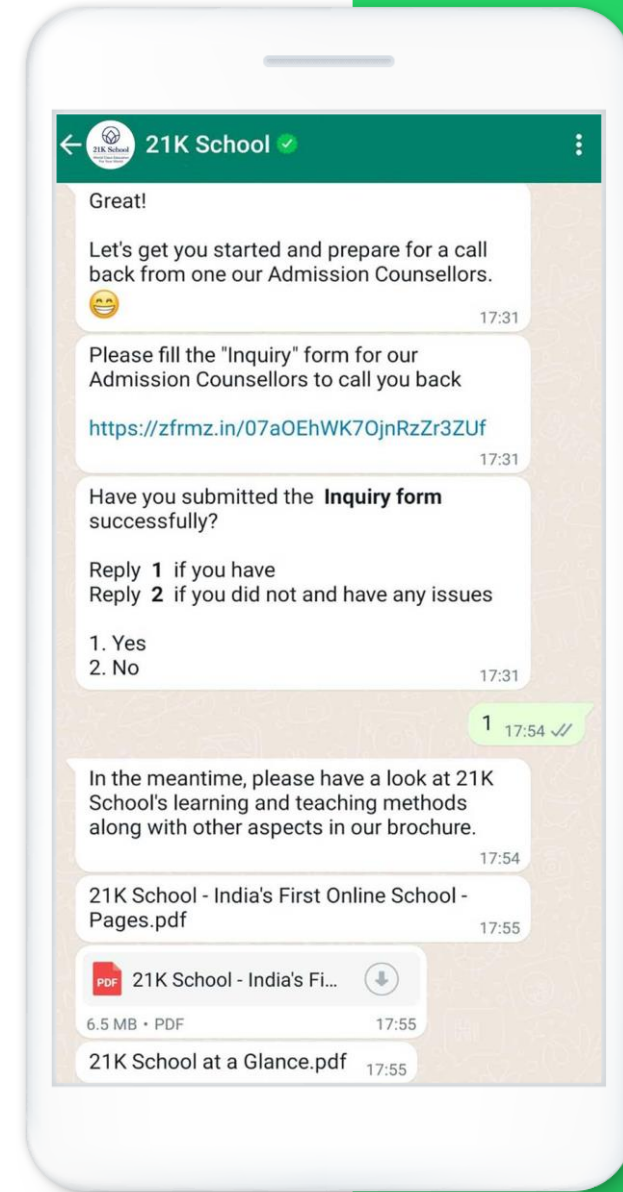
90%

of customer transactions resolved in 1 to 3 WhatsApp conversations

- When 21K School developed two WhatsApp channels to increase enrollment and provide personalized customer support, the online school saw a surge in new students while improving service speed and quality.
- 21K School saves \$10,000 USD per month in customer support costs while delivering great service to parents and students.
- 21K School's community has grown in two years to over 6,000 students and 450 teachers from 600 cities and 54 countries.

Read more at: [21K School: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2022.



Customer view of inquiry interaction



ChatClass

Optimizing cloud integration to grow business on WhatsApp

55%

reduction in monthly hosting costs

<2

minutes to migrate a phone number to the cloud

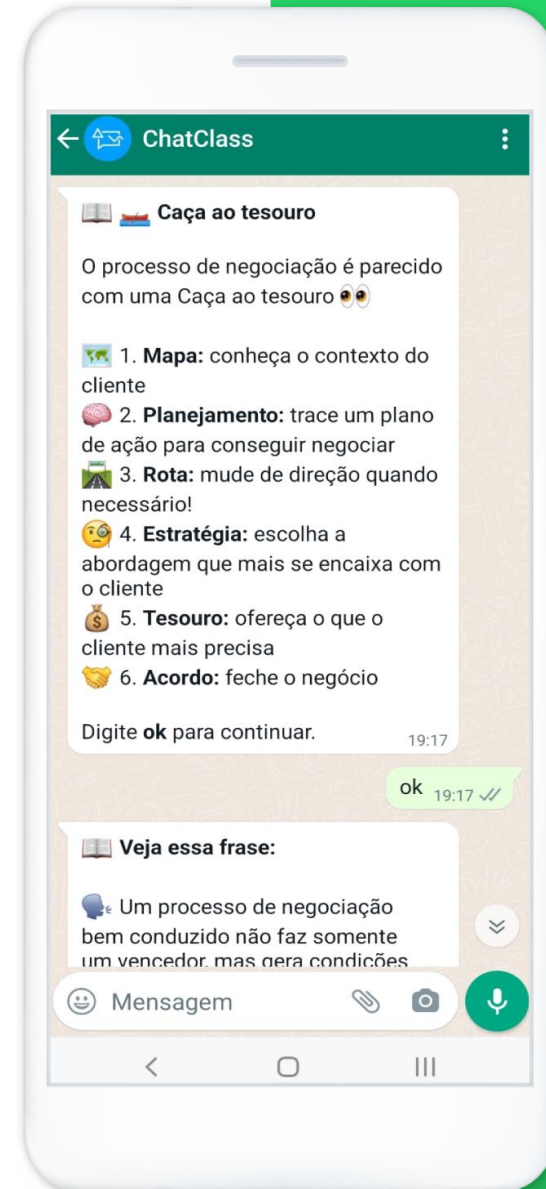
600K

learners reached through WhatsApp since launch

- With migration to the cloud API on the WhatsApp Business Platform, ChatClass cut hosting costs by 55%, gained the ability to migrate a phone number to the cloud in under two minutes, and got automatic access to new platform features and updates.
- ChatClass reached 600,000 learners with new programs through WhatsApp.

Read more at [ChatClass: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2022.



Example chatbot learning prompt about sales





Increasing learner engagement with a fast, easy-to-use interface in WhatsApp

1.8 M

daily messages to learners through WhatsApp

260%

increase in learner engagement with WhatsApp

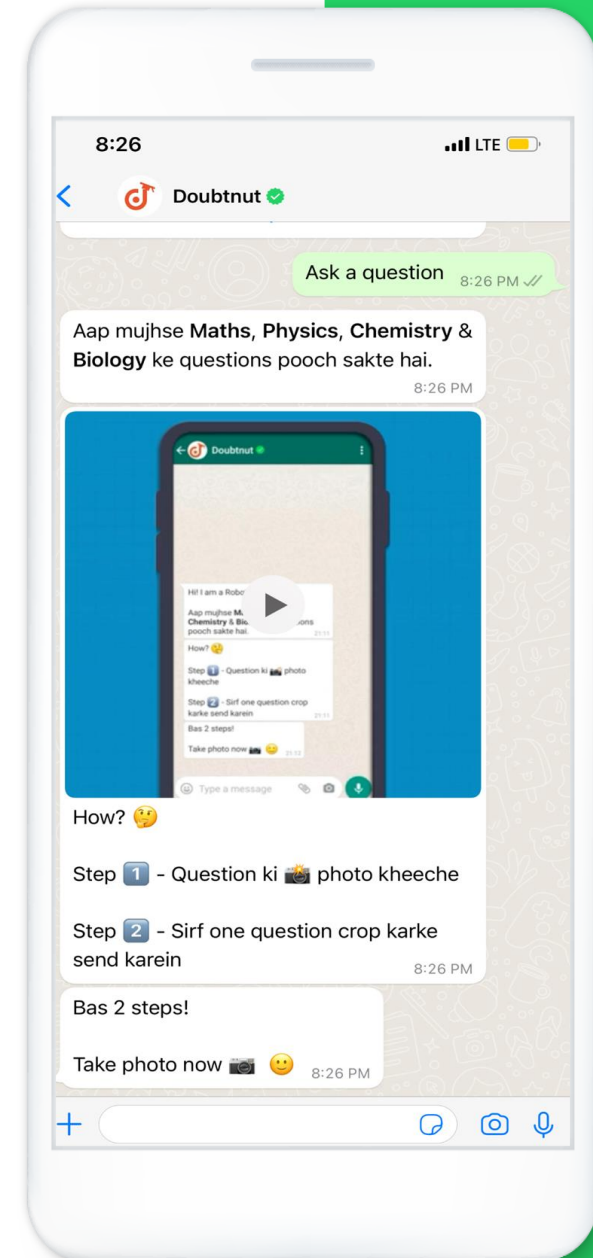
224%

approximate increase in daily users in less than one year

- In only 45 days, the number of questions received through WhatsApp jumped from 30,000 to 80,000 a day.
- With a streamlined interface chatbot powered via WhatsApp Business Platform, DoubtNut supports an education platform in 11 languages for 2.5 million learners.
- Achieves a 260% spike in engagement with 95% satisfaction, providing options for videos to answer learners' questions in 10 seconds.

Read more at [DoubtNut: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story.



Virtual Assistant provides instructions to ask a question





Providing access to education with the WhatsApp Business Platform

250K

students served via
WhatsApp

100%

of conversations
occurred via WhatsApp

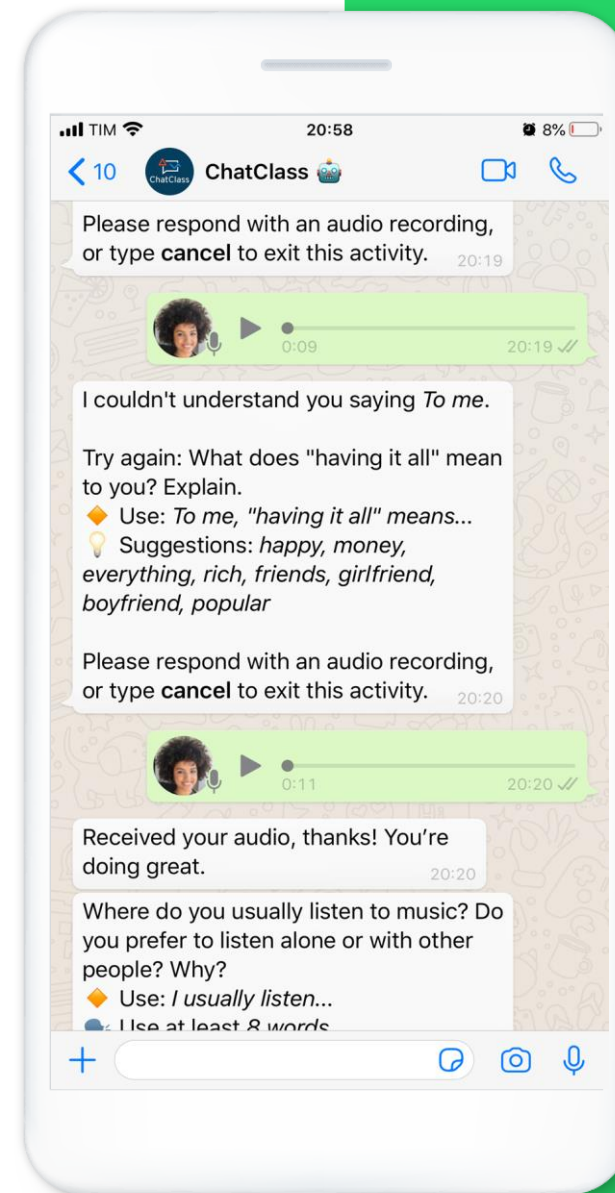
50%

agents, educators & admins
trained on WhatsApp

- The education company launched its WhatsApp Business Platform in June 2018 and used it to deliver conversational English lessons.
- ChatClass's virtual assistants would interact with language learners via WhatsApp by offering both open-ended and structured responses to statements.
- ChatClass was able to extend its WhatsApp-based English services to educators for home-based learning during the Covid-19 global pandemic.

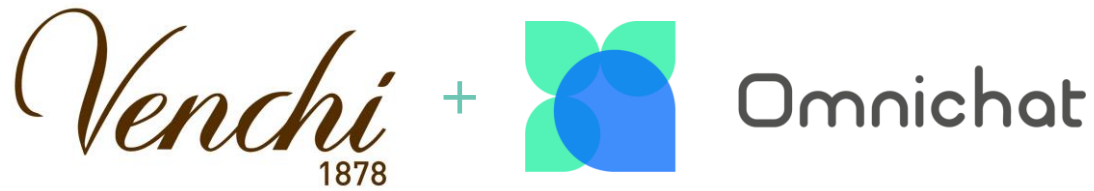
Read more at [ChatClass: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2020.



CPG





Delivering engaging content and building customer relationships with WhatsApp

95%

message open rates in WhatsApp

5x

message click rates in WhatsApp compared to SMS

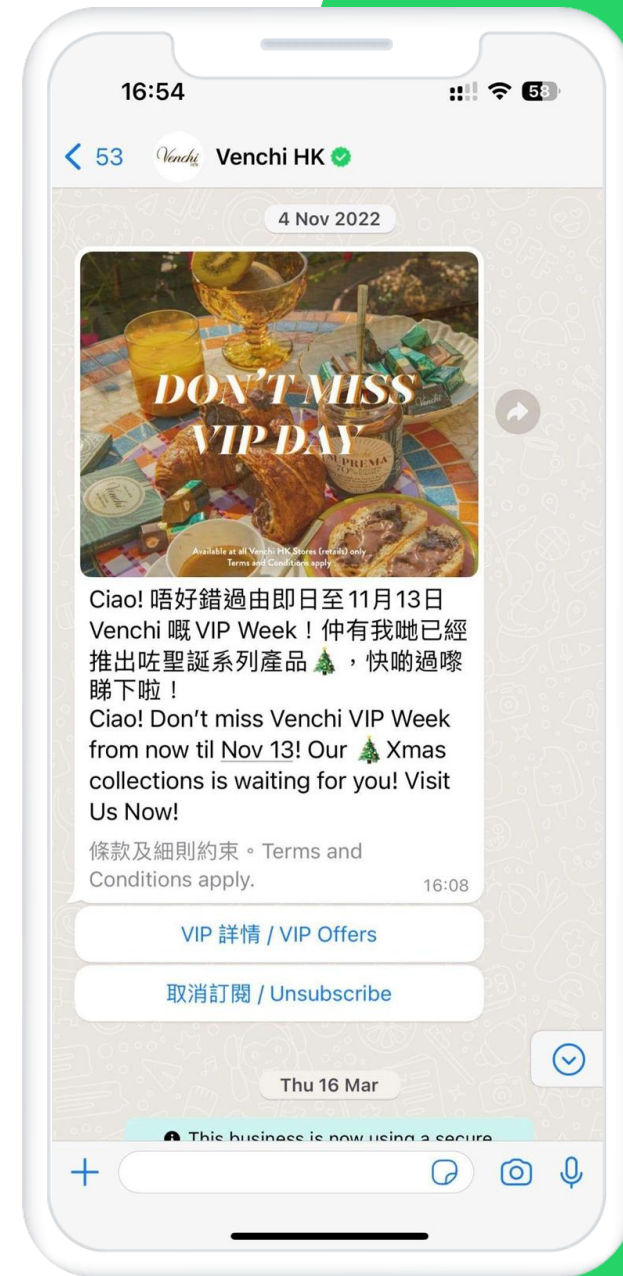
2x

coupon sales primarily attributable to WhatsApp

- WhatsApp offers Venchi a seamless and reliable way of communicating with customers, improving satisfaction while reducing call volume to individual stores and the corporate line
- Venchi believes the speed and convenience of WhatsApp inspires the company to be more innovative in delighting customers
- The retailer saw an increase of 4,000 subscribers within two weeks of launching their reduced sugar candy campaign

Read more at <https://business.whatsapp.com/resources/success-stories/venchi>

*All results are self-reported and not identifiably repeatable. Generally expected individual results will differ. Source: Client-approved measurements, Venchi WhatsApp Success Story, June 2023



WhatsApp provides a modern flavor of communication to Venchi's classic, customer-centric business





Helping people learn to cook with the WhatsApp Business Platform

200K

messages sent in the first 8 weeks

4.2 point

lift in standard ad recall

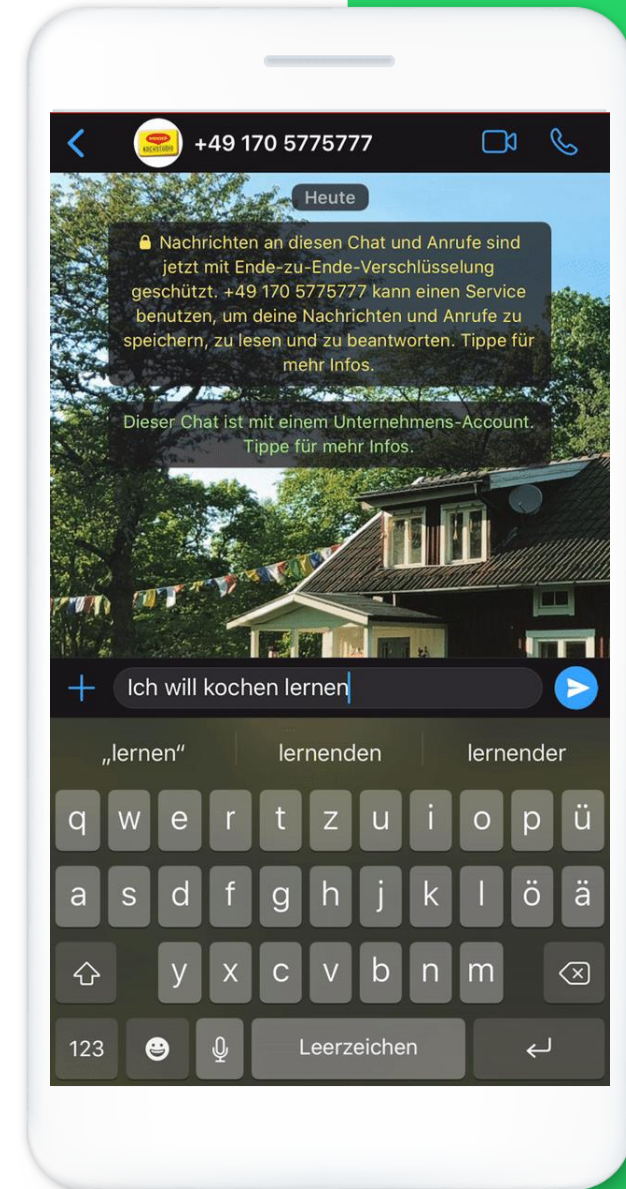
3X point

lift in campaign awareness

- To motivate more people to cook at home, Maggi developed an entertaining and interactive virtual cooking course on WhatsApp, featuring a digital assistant called Kim.
- Throughout each class, Kim would guide customers with step-by-step instructions, answer their questions and share videos for specific cooking techniques.
- With the WhatsApp-powered digital assistant, Maggi was able to provide more personalised communication and a unique educational experience to its customers.

Read more at [Maggi: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2021.





WOMEN'S BEST™
ENJOY THE DIFFERENCE



Supporting customer inquiries with the WhatsApp Business Platform

30K

customer service requests received via WhatsApp per month

50%

faster processing time for each customer inquiry

40

WhatsApp tickets resolved by a single agent in an hour

- Women's Best needed a new way to process customer enquiries, as email and web chat were no longer able to meet its business or customers' needs.
- As most customers visited Women's Best's website on their mobile devices, the brand saw WhatsApp as a convenient mobile support channel to offer quick and direct customer support.
- WhatsApp allowed Women's Best to enhance customer experience by providing customers with a popular and accessible communication channel.



Read more at [Women's Best: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2020.



Nonprofit & Government





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Engaging donors and integrating payments to grow fundraising with WhatsApp

60%

increase in message read rates with WhatsApp vs email

5x

donations attributable to WhatsApp vs email

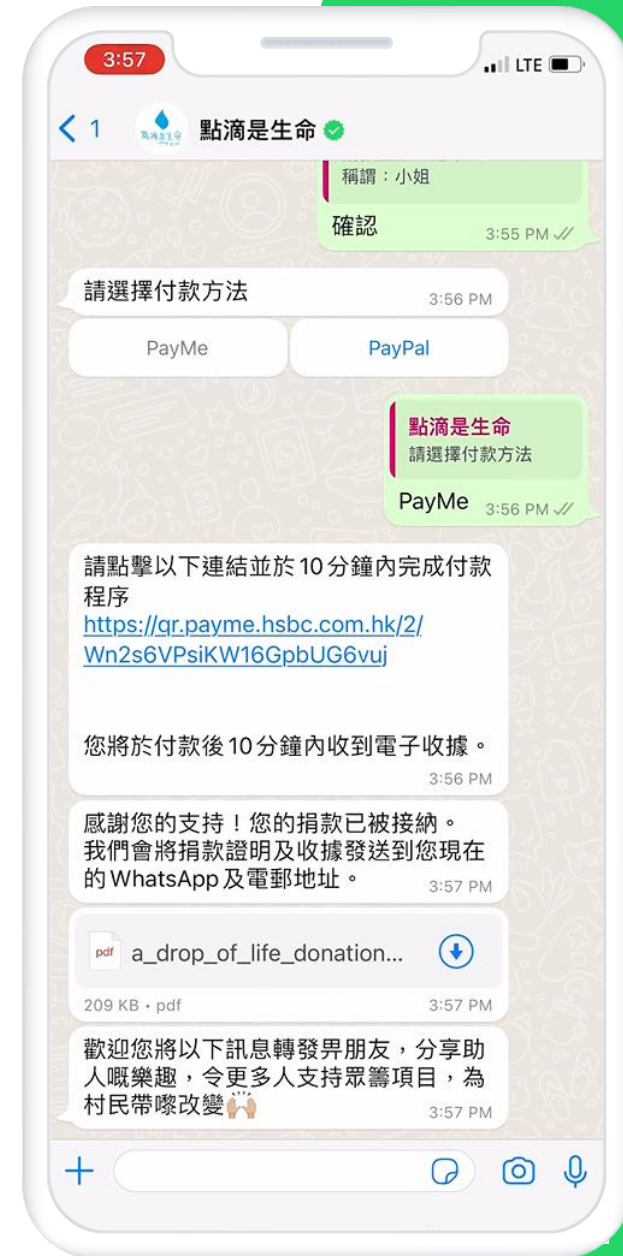
4x

clickthrough rates for messages sent with WhatsApp vs email

- A Drop of Life uses WhatsApp to deepen their connection with the donors that help fulfill their mission to provide clean water to communities
- The charity integrated PayPal and PayMe into WhatsApp, enabling donors to contribute directly within WhatsApp - and without having to enter their banking information
- A Drop of Life was the first charity in Hong Kong to use WhatsApp as a donation channel, as well as the first to integrate WhatsApp with PayMe

Read more at <https://business.whatsapp.com/resources/success-stories/a-drop-of-life>

*All results are self-reported and not identifiably repeatable. Generally expected individual results will differ.
Source: Client-approved measurements, A Drop of Life WhatsApp Success Story, June 2023



A Drop of Life was the first charity in Hong Kong to integrate the PayMe e-Wallet into WhatsApp





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Earning more long-term donors with the WhatsApp Business Platform

80,000

people reached via ads that click to WhatsApp on Facebook and Instagram

2X

increase in the number of first-time donors during the first three months of using WhatsApp

40%

higher total donation amounts for the three-month period

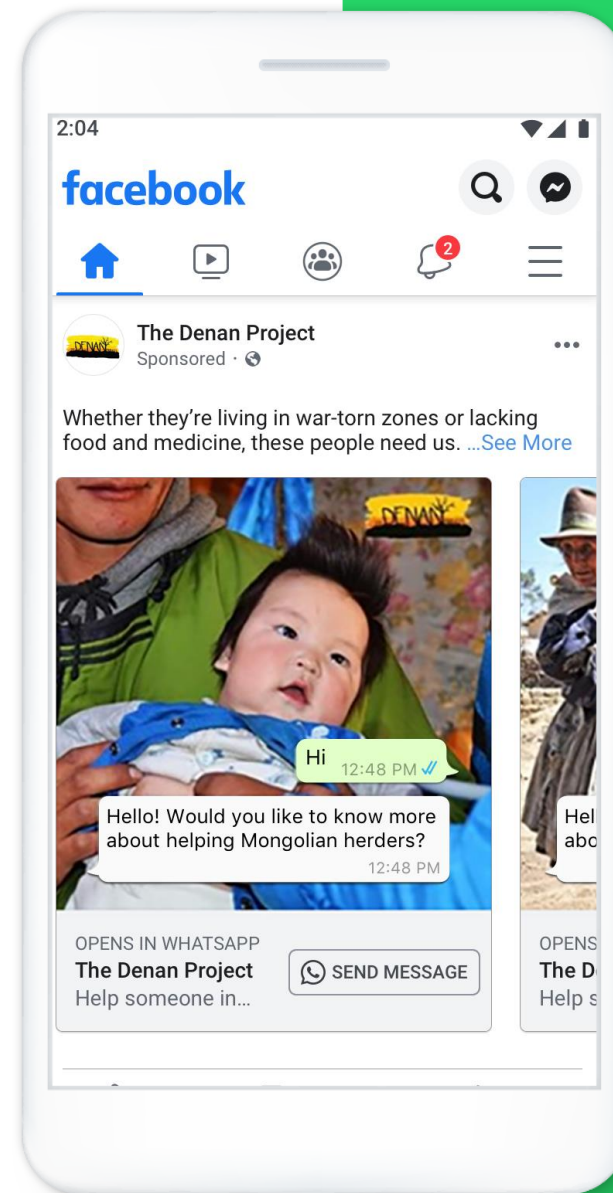
5X

increase in number of visits to The Denan Project's website

- The Denan Project wanted to reach a younger donor base who could help raise more funds to support local communities with better healthcare facilities. It also wanted to use more digital platforms and tools, like WhatsApp, to attract both volunteers and donors.
- By using WhatsApp to provide people with faster updates on the projects they were interested in and answering questions quickly via WhatsApp, The Denan Project hoped to convert one-time donors into sustaining supporters and shorten the time between the first and recurring donations.
- The nonprofit used ads that click to WhatsApp across Facebook and Instagram to reach new potential donors. People who clicked on the ads would be taken directly into a WhatsApp chat where they could start a conversation with The Denan Project to learn more about the organization's work and how to donate.

Read more at [The Denan Project: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2020.





Boosting volunteer engagement with the WhatsApp Business Platform

40,000

volunteers assisted via WhatsApp

35%

increase in overall volunteering hours contributed by Goodera

2.8X

higher open rates for WhatsApp messages vs email

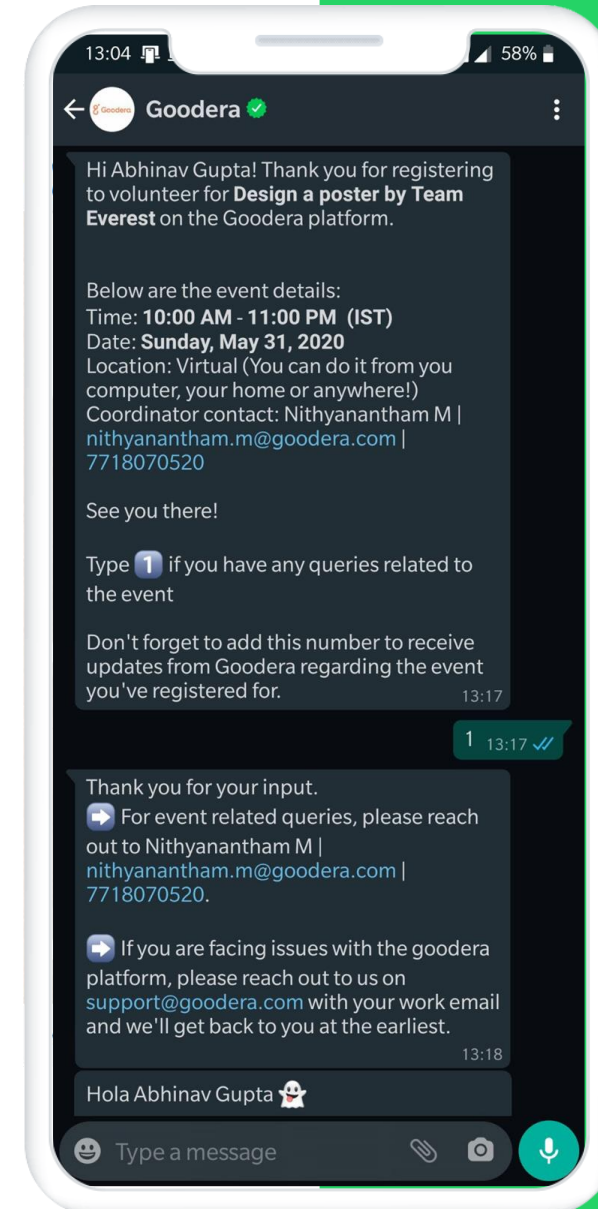
2.5X

increase in event engagement

- Goodera was searching for a communication channel that could reach its volunteers in real time, ensure a high message delivery rate, motivate volunteers to carry out tasks, and help it acquire new volunteers passionate about making a social impact.
- To replace its email channel, Goodera integrated the WhatsApp Business Platform and deployed a virtual assistant to communicate with volunteers in a more friendly and engaging way.
- Volunteers could use the WhatsApp channel to exchange images and videos of volunteering activities, share important details like location and contact information with event organizers, and even submit event feedback.

Read more at [Goodera: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2020.





Taking care of new mothers with the WhatsApp Business Platform

70%

increase in opt-in rate for WhatsApp (63% opt-in rate for WhatsApp compared to 37% for SMS)

16X

more engagement from mothers via WhatsApp (compared to SMS)

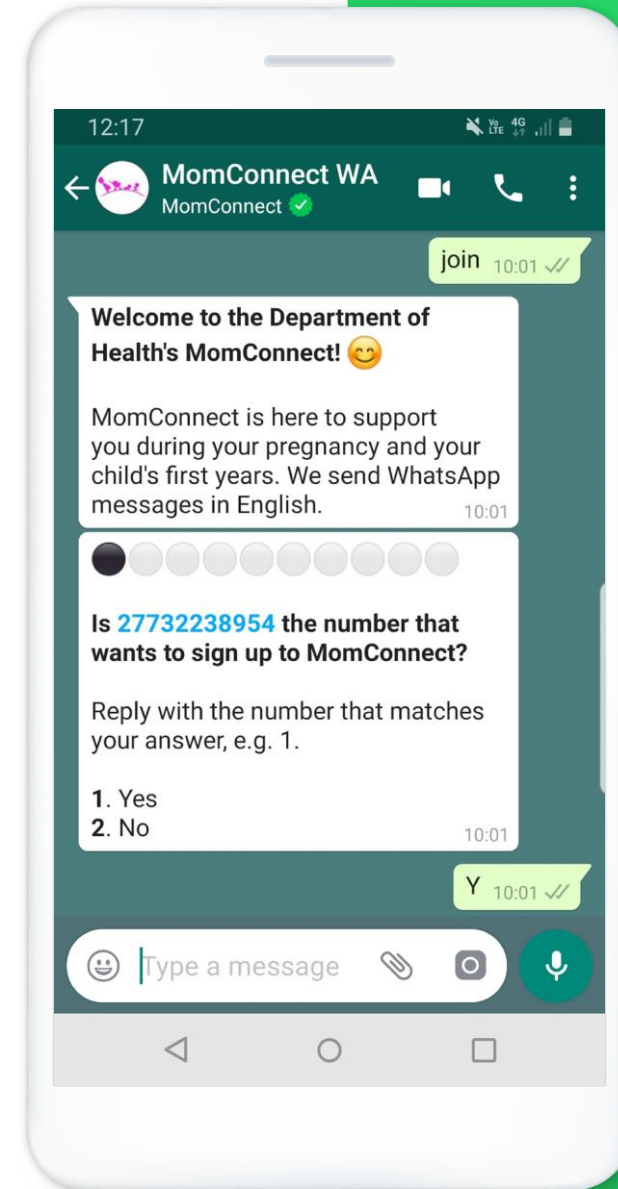
70%

more cost savings for WhatsApp channel (compared to SMS)

- MomConnect turned to WhatsApp as it felt restricted by SMS due to its prohibitive costs, character limits and inability to deliver rich content.
- Through an automated chat tool, MomConnect platform could manage a large number of conversations on WhatsApp, provide answers to FAQs, and escalate more complex inquiries to human operators.
- With ease of scale with WhatsApp, MomConnect has benefitted millions of pregnant women and new mothers by improving their access to critical and timely healthcare information and services.

Read more at [MomConnect: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2021.



Travel & Hospitality





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Delivering timely, engaging travel deals to grow referral traffic through WhatsApp

53%

increase in WhatsApp subscribers in 3 months

97%

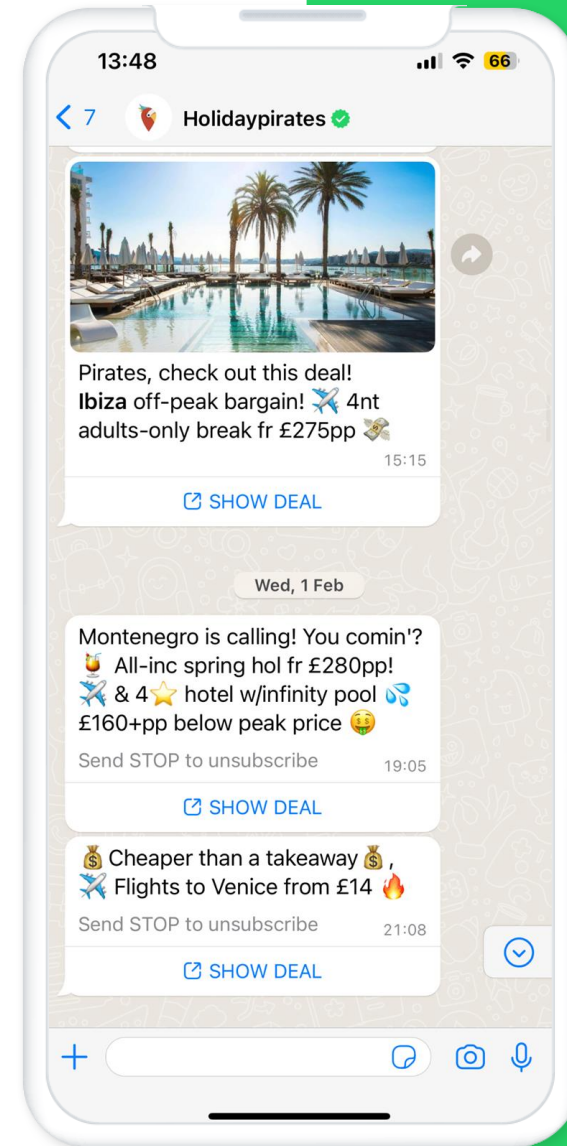
subscriber open rate in WhatsApp

40%

up to 40% click through rates in WhatsApp

- HolidayPirates has seen a 10x increase in subscriber engagement through WhatsApp compared to email offers and over 2x of the engagement versus app notifications
- The company's WhatsApp subscribers are quicker to act on travel deals than people using other channels, generating more traffic to partner sites, which generates additional revenue

*All results are self-reported and not identifiably repeatable. Generally expected individual results will differ
Source: HolidayPirates WhatsApp Success Story, March 2023



WhatsApp subscriber engagement is significantly higher than email and app notifications



Unify information for all Fallas of Valencia events with WhatsApp

99%

cost savings with WhatsApp

82%

re-engagement with repeat visits on WhatsApp

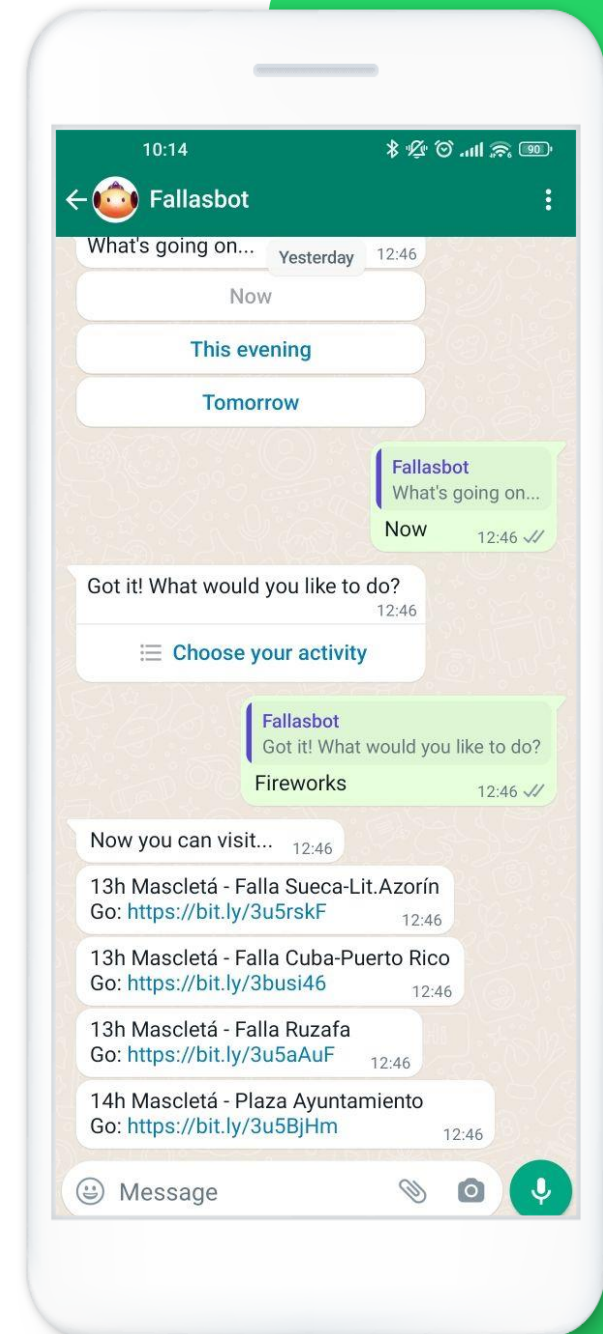
41x

increase in customer engagement with WhatsApp

- By consolidating all Las Fallas festival events from almost 400 local committees on WhatsApp Business Platform, the Visit Valencia Foundation makes destination information available to thousands of visitors in nine languages.
- The WhatsApp solution reduced costs, better engaged tourists, and diversified participation by exposing local attractions while providing three times the amount of customer support languages to visitors.

Read more at [Visit Valencia: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2022.



Helping elevate the travel experience with the WhatsApp Business Platform

4X

increase in messaging activity between March -May 2020

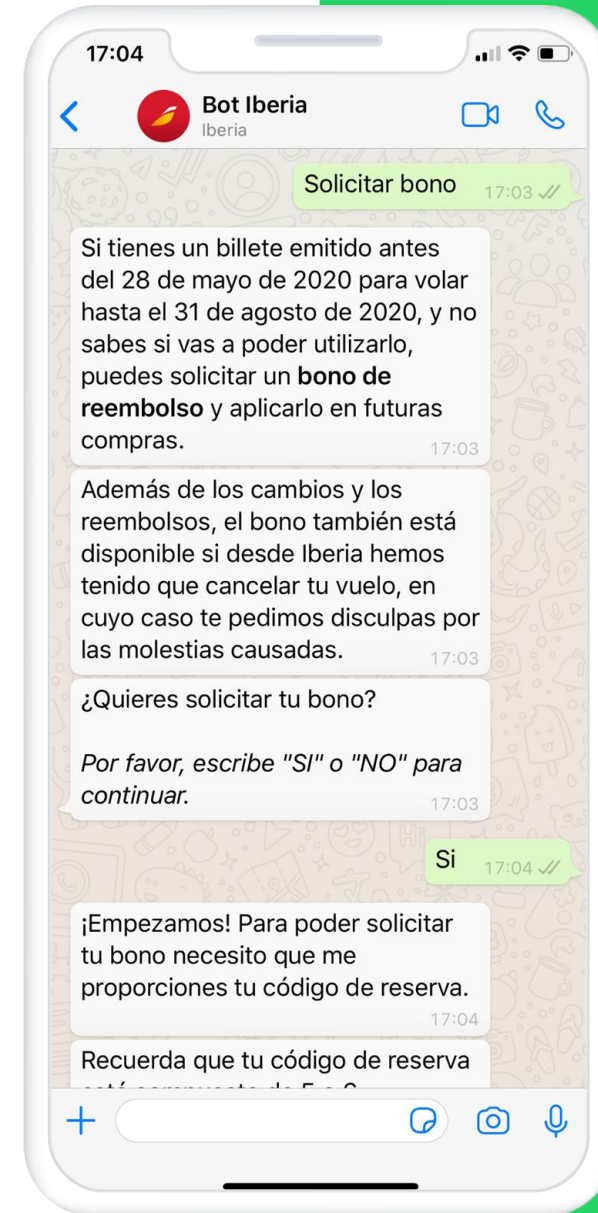
77%

monthly average First Contact Resolution rate (FCR)

41%

increase in ROI for IBot in Q1 2020

- Iberia wanted to offer a better, more efficient customer experience during the coronavirus (COVID-19) pandemic and hoped to empower customers by providing the latest information and an improved self-service channel
- To support the sudden increase in demand for customer service assistance at the start of the COVID-19 outbreak, the airline invested in improving its automated support channel and expand the overall functionality of its existing virtual assistant, IBot.
- The WhatsApp-powered IBot enables passengers to search for flights and open destinations, check flight status, check-in for their flights, access important information about health measures and travel restrictions, as well as request and receive vouchers.





Delivering superior customer service with the WhatsApp Business Platform

60%

of AZAL and Buta Airways customer queries are received via WhatsApp & email

>20%

increase in customer satisfaction score after integrating WhatsApp

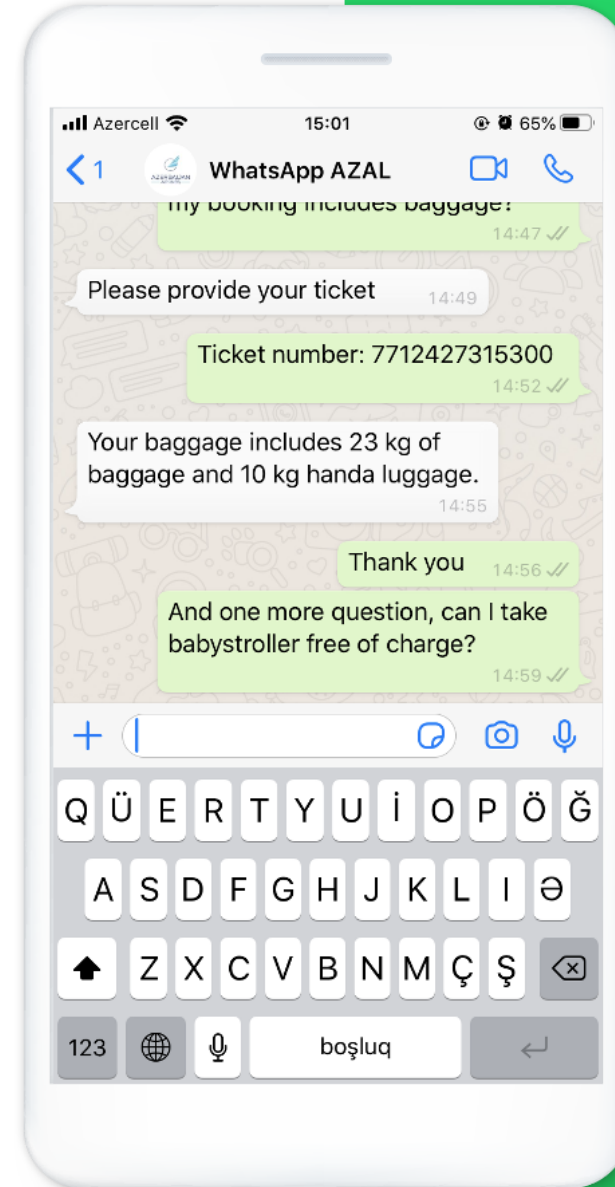
15%

decrease in number of customer calls

- To improve customer service, the airline wanted a reliable and seamless channel that would allow its team to quickly respond.
- Customers could access WhatsApp services through AZAL and Buta Airways's mobile websites, social media pages or message a specific number to use the WhatsApp chat.
- They were able to reduce their response time down to 6 minutes to customer queries and increase their customer satisfaction score by 20%.

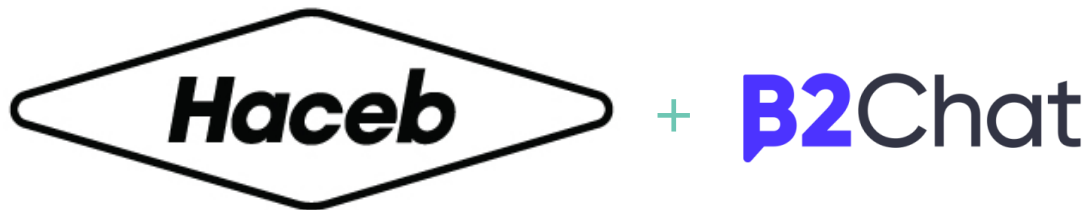
Read more case studies on [Meta for Developers](#)

Source: Client-approved measurements, WhatsApp Success Story, 2020.



Transportation & Logistics





Delivering fast, efficient support to improve customer relationships with WhatsApp

85%

response rate for all messages through WhatsApp

45%

digital engagement rate attributable to WhatsApp

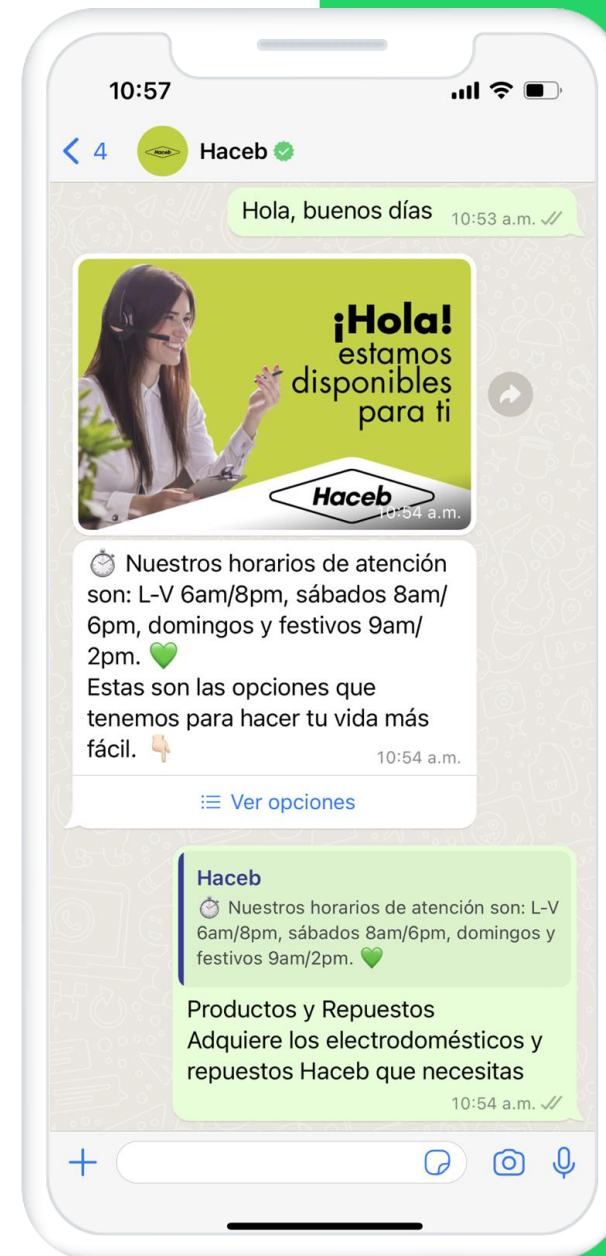
57%

growth in WhatsApp contacts in just over a year

- Industrias Haceb builds a faster, more streamlined support channel through WhatsApp Business Platform to handle more engagement and enhance services with shorter wait times and greater employee productivity
- Digital engagement grew from 10% to 45% in only 4 years
- Average customer wait times were reduced from one hour to 3 minutes after switching to WhatsApp

Read more at <https://business.whatsapp.com/resources/success-stories/haceb>

*All results are self-reported and not identifiably repeatable. Generally expected individual results will differ.
Source: Client-approved measurements, Industrias Haceb WhatsApp Success Story, May 2023



Automated chat menu provides quick answers to FAQs and frees agents to deal with unique customer queries





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Improving accuracy and efficiency of deliveries while enhancing productivity

100%

delivery success rate with confirmations via WhatsApp

35%

less manual address changes

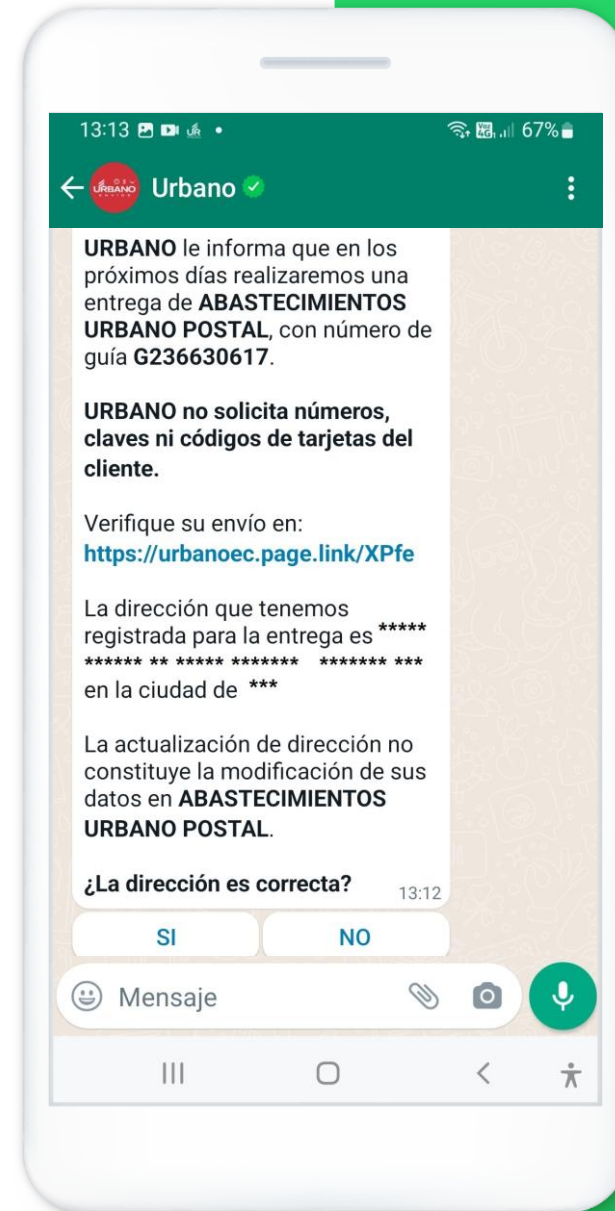
2x

increase in productivity attributable to WhatsApp

- WhatsApp proactive pre-delivery messaging helps validate the address and ensure a smooth delivery, while reducing costs of storing returned packages and the labor associated with tracking addresses
- Time spent by Urbano Envíos agents on tracking and updating addresses activities dropped by 25 percent, freeing them to provide additional client services

Read more at <https://developers.facebook.com/success-stories/urbano-envios>

*All results are self-reported and not identifiably repeatable. Generally expected individual results will differ
Source: Urbano Envíos WhatsApp Success Story, February 2023



Proactive customer address validation ensures timely and accurate deliveries





Shiprocket Engage helped in reducing RTOs for sellers and enhancing customer response rate with WhatsApp

45%

reduction in RTO losses using automated WhatsApp workflows

50%

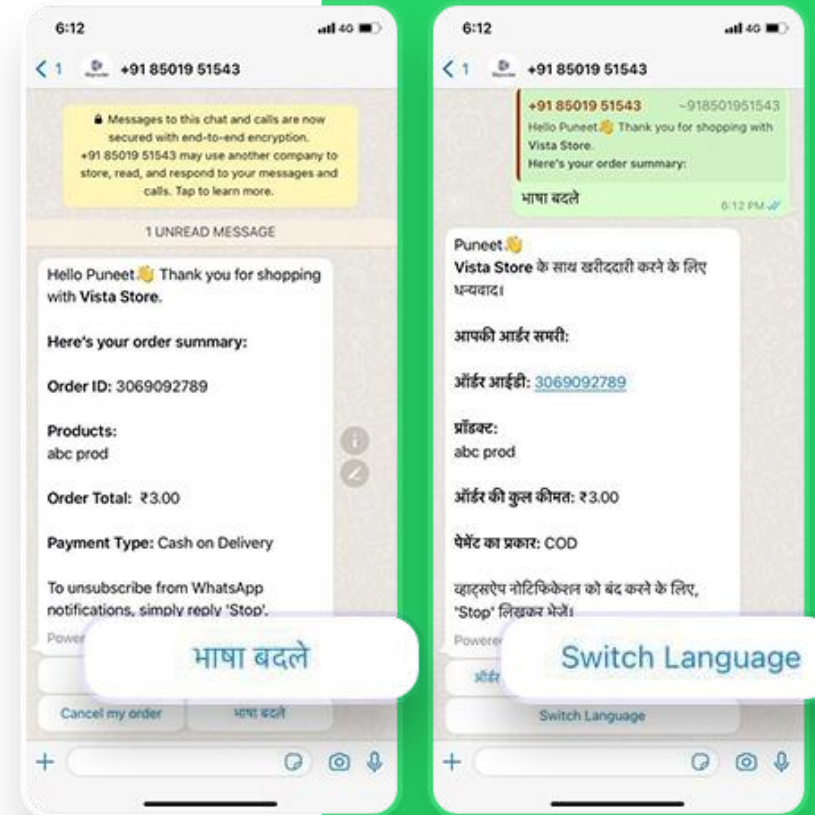
increase in contact rate in comparison with traditional communication channels

- Enabling end-to-end logistics solutions to SMEs and D2C retailers
- Assisting sellers in verifying orders and delivery addresses
- Reducing RTO losses and non-delivery of orders for sellers
- Enabling order tracking and higher brand recognition

Read more at <https://meta.highspot.com/items/64761fdcd51a07e5fb6a27e0>

Note: This link can be accessed only by Meta partner and internal employees

Source: Client-approved measurements, WhatsApp Success Story



WhatsApp COD to prepaid automation can reduce RTOs and non-delivery of orders for eCommerce businesses





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UNIFONIC

Ensuring faster, more accurate deliveries and improving customer service with WhatsApp

50%

reduction in call center wait times with addition of WhatsApp

90%

customer inquiries resolved within WhatsApp

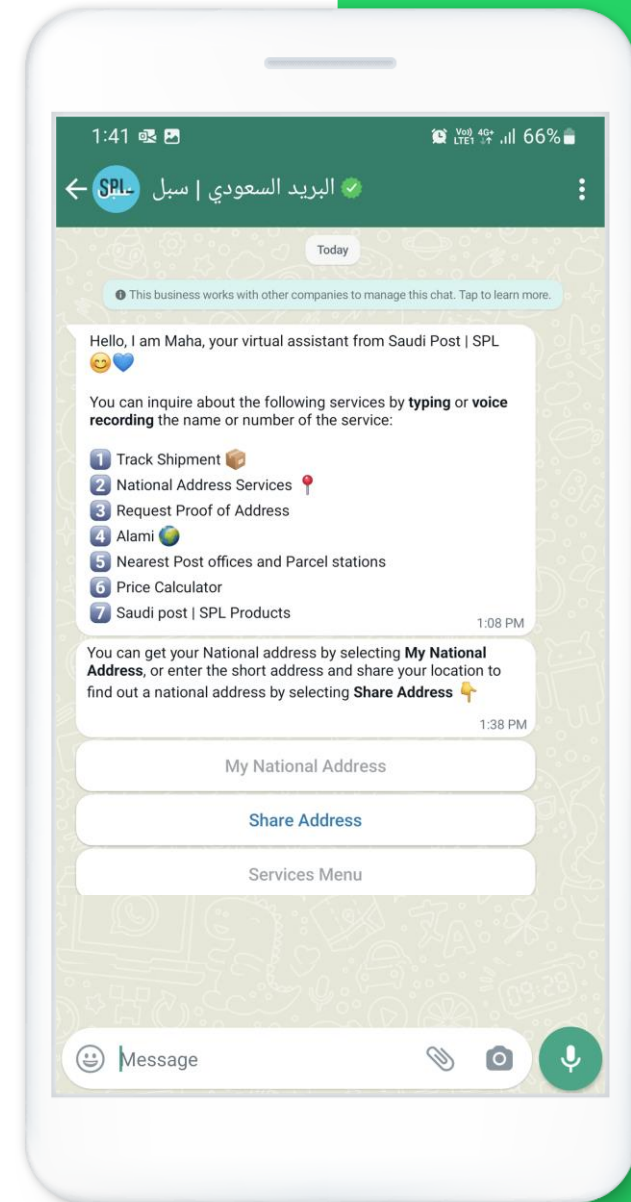
75%

reduction in business support costs attributable to WhatsApp

- SPL saw customer service response times improve by 30% with WhatsApp
- With WhatsApp, SPL gets shipments to destinations much faster with a lot less interaction required. SPL registered 15 million people for the national address system and managed 40 million shipments across the region

Read more at <https://developers.facebook.com/success-stories/spl>

Source: Client-approved measurements, WhatsApp Success Story



Customer request and/or share national address



Building a profitable and fast-moving petrochemical commerce platform using WhatsApp

10x

growth in customer base in three years

\$205M

(USD) in revenue attributable to WhatsApp

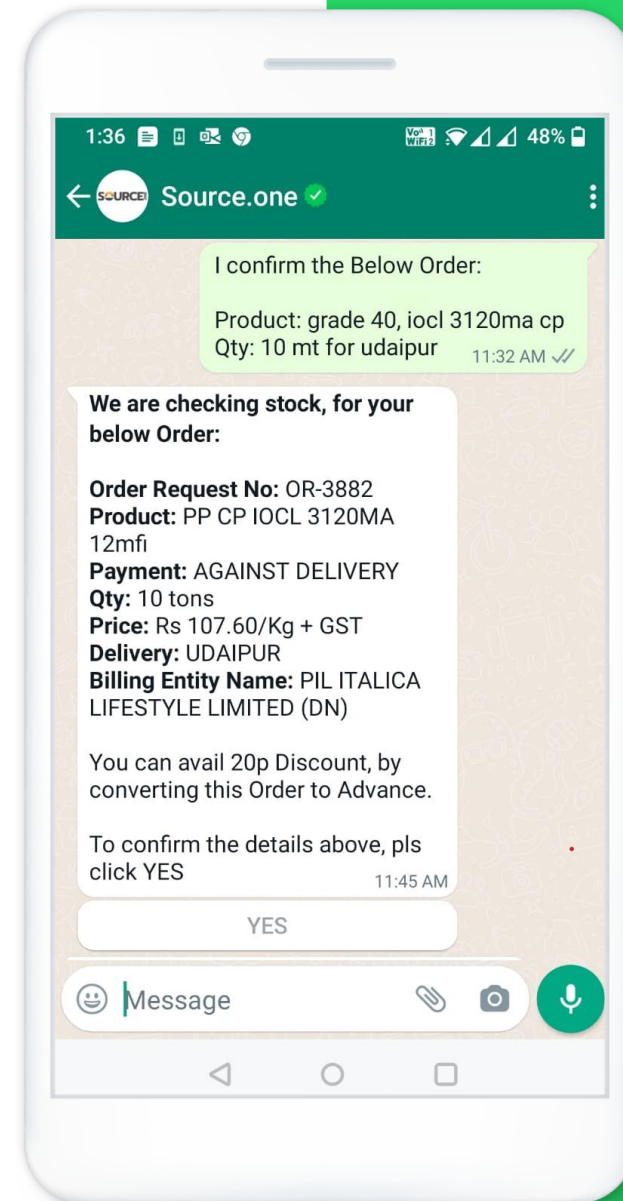
10 Mins

average WhatsApp transaction time; reduced from 6 to 8 hours

- Source.One manages 35,000 pricing updates and 25,000 requests for price quotes handled daily on WhatsApp
- Source.One launched a B2B commerce platform on WhatsApp, growing its customer base 10x in three years. Satisfied customers become repeat Customers, leading to a big increase in revenue

Read more at <https://developers.facebook.com/success-stories/source.one>

Source: Client-approved measurements, WhatsApp Success Story



Customer request and order validation





Simple, convenient package shipping services with WhatsApp Business Platform

95%

of interactions don't need live agent support

90%

customer satisfaction rating with a 22% increase since implementation

#1

channel for all customer service communications

- Using WhatsApp Estafeta delivers an easy-to-access digital service offering businesses and individuals quick access to the latest package tracking and delivery information.
- Estafeta efficiently manages millions of incoming customer inquiries about quotes, tracking numbers, branch locations and hours, and other details with WhatsApp.
- Streamlined customer service interactions through WhatsApp frees up time for call center agents to focus on more hands-on, higher-value customer services.

Read more at [Estafeta: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2021



EstafetaBot Virtual Assistant workflow for package service quotes





Making business processes more efficient with the WhatsApp Business Platform

30%

monthly increase in revenue

1500

conversations in WhatsApp

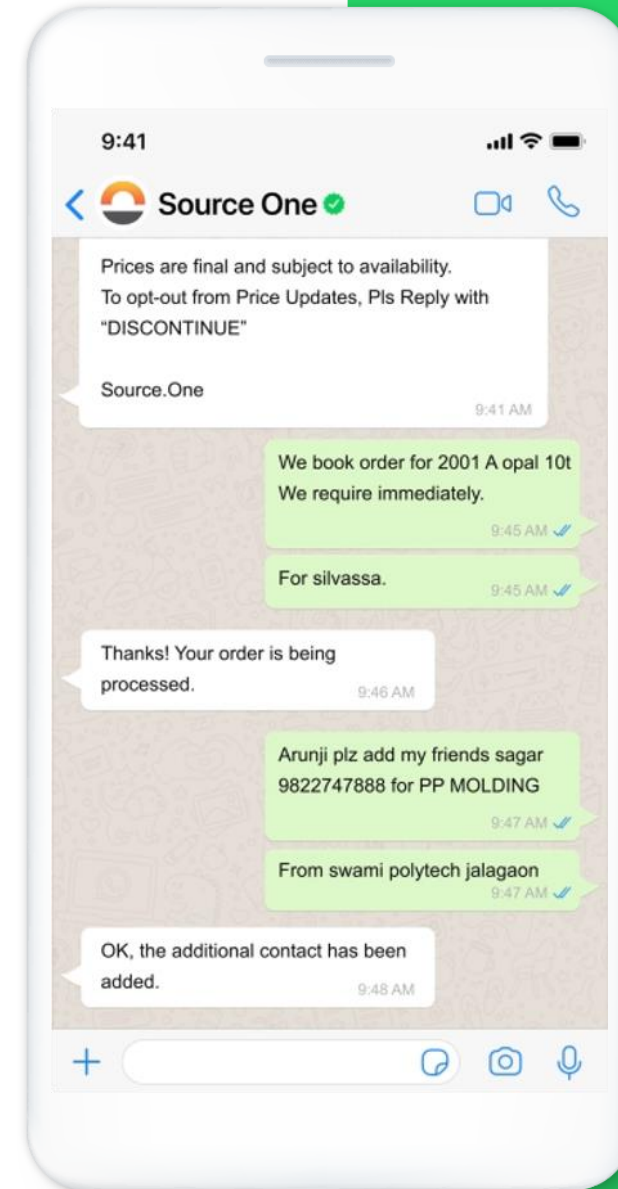
600

customers served via WhatsApp in six months

- Source.One wanted to help its manufacturing customers source the raw materials they need using a more efficient and convenient communication channel.
- After opting in for WhatsApp services, customers would receive customised updates about their purchase and the availability of other products.
- After implementing WhatsApp, Source.One was able to communicate faster with customers wanting to purchase products, leading to increased revenue.

Read more case studies on [Meta for Developers](#)

Source: Client-approved measurements, WhatsApp Success Story, 2020.





Restaurants



Food Delivery Platform Boosts Conversions & New Orders with WhatsApp Business Platform

37X

more conversions compared to SMS

2.5X

more conversions compared to push notifications

- iFood started conversations on WhatsApp with new customers that had downloaded the app but hadn't yet placed their first order.
- By re-engaging customers with valuable promotions, iFood helped customers place orders with dramatically higher conversions vs. other channels.





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Enabling customers to place food orders while travelling on a train from low data network areas

7K-8K

daily chat sessions effectively being resolved by Ziva

8%

incremental growth in orders

10-15%

increase in monthly orders

70%

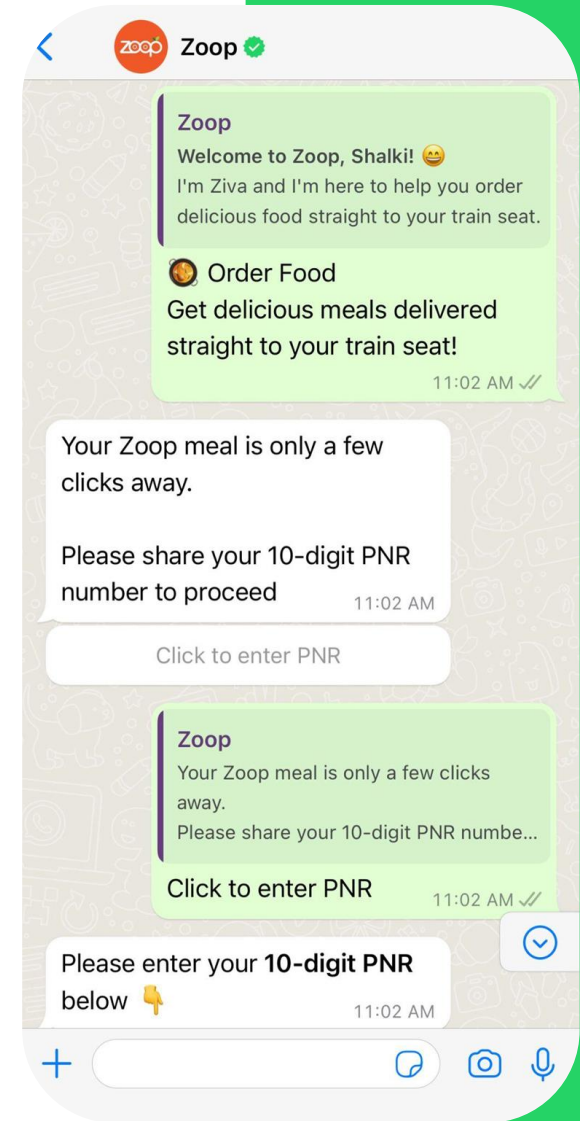
reduction in operational issues arising from poor internet connectivity

- Assisted in improving the customer experience of ordering food on trains
- Passengers could pre-book meals, track orders, and place orders from low data network areas
- Minimized operational challenges by 70% & increased orders by 8-10%
- Delivered CX in in tier 2 and tier 3 cities

Read more at <https://meta.highspot.com/items/64762066fe02cdeed1ecd4d6>

Note: This link can be accessed only by Meta partner and internal employees

Source: Client-approved measurements. WhatsApp Success Story



Integrating WhatsApp with your business solution can provide an efficient customer experience in tier 2 and tier 3 cities





Real
Estado



Delivering responsive customer services with WhatsApp Business Platform

57%

of new leads enter through WhatsApp

137%

increase in leads in the first month

27%

increase in sales conversions

- Using the WhatsApp chatbot, customers can search for properties based on location, price, size, and other details, and that data is tracked directly in the app.
- Just one month after launching the chatbot, 57% of the company's new leads started coming through the WhatsApp Platform, resulting in a 12.8% increase in qualified calls to the agency, and a 27% increase in sales conversions.
- The initial interaction with the chatbot facilitates a better, more interactive connection with the agency and saves time, resulting in more homes purchased compared to traditional channels.



Example of a property available to view by appointment

Read more at [Centaline Property Agency: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2021



Technolog





Making WhatsApp accessible to all Zendesk customers by migrating to the Cloud API

100%

of activation costs eliminated for Zendesk WhatsApp customers

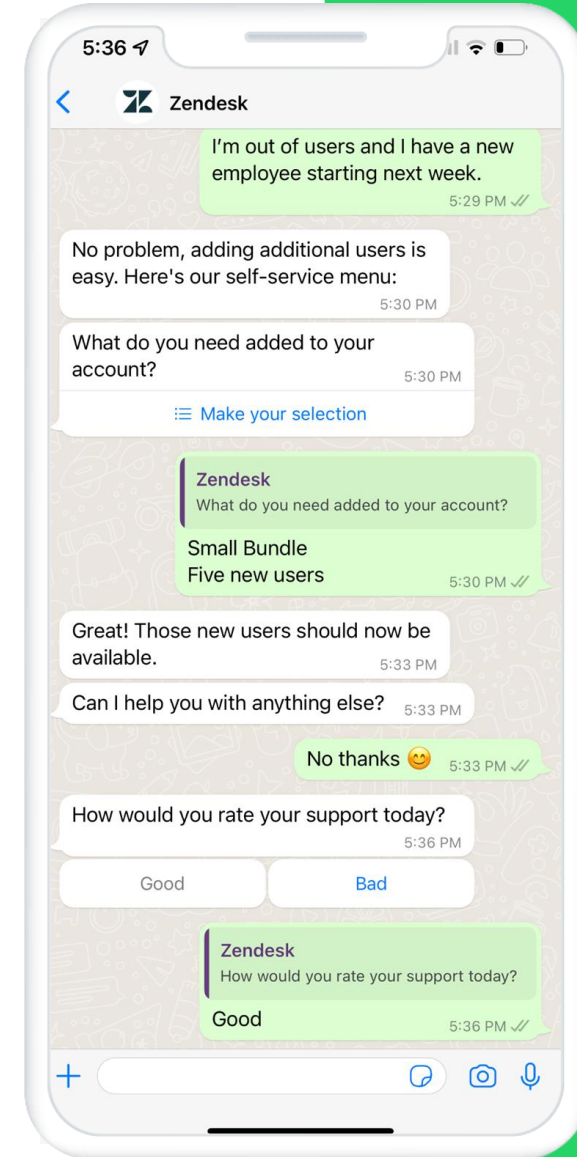
90%

engineering time and effort eliminated from infrastructure maintenance by migrating to Cloud API

2x

increase in message output per second

- By migrating WhatsApp Business Platform to the Cloud API, Zendesk eliminated 100% of activation costs for Zendesk WhatsApp customers.
- With the migration to the Cloud API, Zendesk eliminated 90% engineering time and effort to update infrastructure, grew the numbers of its new customers on WhatsApp by 300%, and saw 2x increase in message output per second.



Read more at [Zendesk: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2022.





Justdial deploys WhatsApp Business Platform to provide efficient and effective customer support

Instant

Response rate for standard queries listed on bot + tickets raised were addressed and resolved within 48 hours

- Enables faster resolution of queries
- Better tracking of customer journey
- Enables easier customer onboarding
- Creating seamless customer feedback mechanism

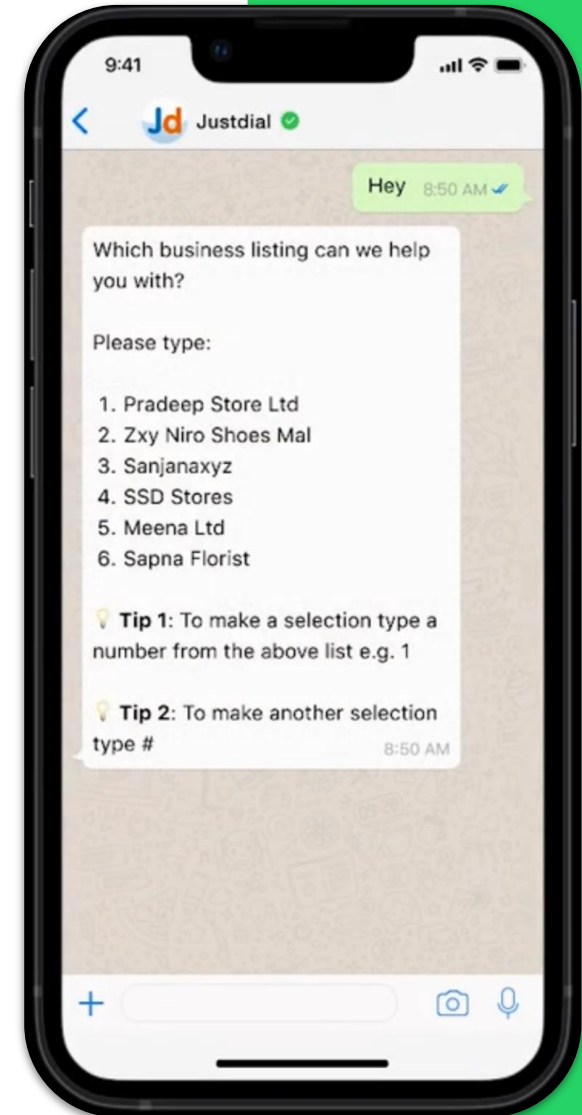
27%

Increase in visits to the chatbot in 2 months

Read more at <https://meta.highspot.com/items/64761dfcfe02cde1cd1eaaf0>

Note: This link can be accessed only by Meta partner and internal employees

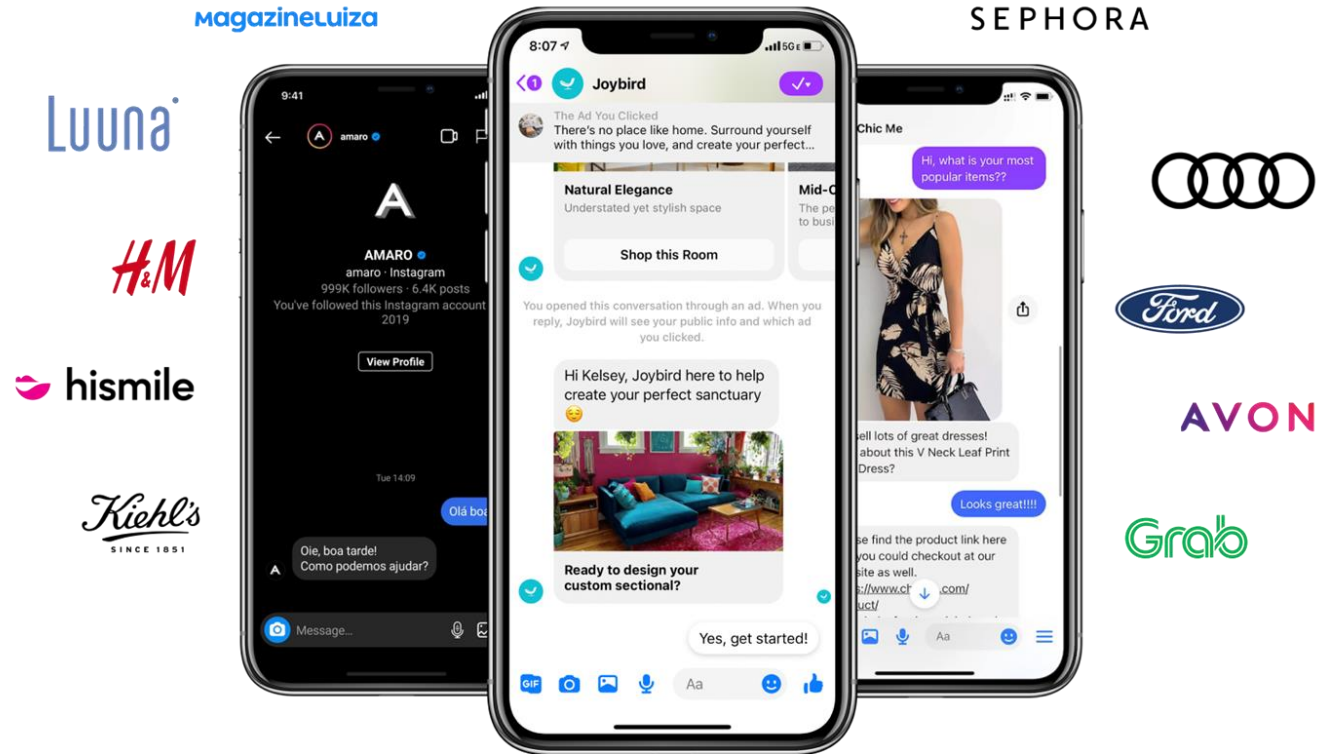
Source: Client-approved measurements, WhatsApp Success Story



Track the customer care journey from day 1 and ensure your use cases are defined clearly so that they are easy to understand.



Messenger / Instagram Direct



Here you can find our latest case studies <https://developers.facebook.com/products/messenger/success-stories/>

Vertical Quick Links (Messenger / IGD)

Skip to the desired vertical case studies by clicking on the quick links here

- 1 [Automotive](#)
- 2 [CPG](#)
- 3 [Entertainment](#)
- 4 [Ecomm & Retail](#)
- 5 [Financial Services](#)
- 6 [Nonprofit](#)
- 7 [Travel and
Hospitality](#)
- 8 [Transportation &
Logistics](#)

Retail & eCommerce



+



Carrefour

Alcméon

Engaging customers through creative consistent content with marketing messages

5x

45%

+53

increase in subscriber list growth attributable to Instagram, Messenger and WhatsApp

average view rates through Messenger alone

NPS for receiving flyers via WhatsApp

Carrefour built a successful omnichannel approach to customer outreach, including marketing messages in Instagram. The company grew its contact list while generating high average message view rates, subscription rates, and customer satisfaction rates.

- Marketing messages allowed the retailer to successfully shift from print to digital distribution of their weekly flyers
- Marketing messages in Instagram provided Carrefour with a versatile, highly scalable way of engaging shoppers while cutting costs and achieving long-term goals for sustainability

Read more at: <https://developers.facebook.com/success-stories/2-carrefour/>

*All results are self-reported and not identifiably repeatable. Generally expected individual results will differ.

Source: Client-approved measurements, Carrefour Marketing Messages Success Story, May 2023





Optimizing service calls with Messenger

By adding an automated messaging experience Plaza Vea serves customers 24/7 and deflects the majority of calls to Messenger as a self-service channel. With IVR deflection they were able to cut customer support costs by more than half, reduce the call center load, improve customer satisfaction, and enable the business to grow without increasing the size of its support center.

95%

of customer inquiries automated

82%

of customers using self-service Interactive Voice Response choose Messenger

15%

fewer contact center agents required

90%

customer satisfaction rating



Source: <https://developers.facebook.com/success-stories/plazavea>

*Results are unique and are provided by the featured business. Success story results will vary as they depend on a variety of factors.

AMARO

Promoting excellent customer care with Messenger, Instagram and WhatsApp

When Brazilian D2C women's fashion retailer AMARO wanted to answer customer queries faster and more efficiently, it turned to digital customer service expert Kustomer for assistance. After identifying AMARO's needs, Kustomer built a customer automated flow for Messenger and the clothing brand then integrated Messenger API for Instagram to extend its automated experience across the Facebook family of apps. AMARO now has a customer satisfaction score of 88% and 85% of customer queries are resolved on first contact.

58%

reduction in phone support costs since implementing Messenger Handover Protocol, Messenger API for Instagram and WhatsApp Business API

93%

customer satisfaction score since implementing Messenger, Instagram and WhatsApp

Source: <https://developers.facebook.com/success-stories/amaro/>



SARENZA.

Managing a 6X increase in customer queries on Messenger and Instagram

Sarenza closed down its phone service and focused on providing customer care via social messaging platforms such as Messenger and Instagram. The shoe company worked with social commerce specialist Alcméon to build an automated experience for Messenger that included answering frequently asked questions using quick replies and transferring customers with complex queries to human agents via a seamless handover protocol.

Sarenza also integrated Messenger API for Instagram so customer messages received on Instagram were directed to Messenger, and launched Instagram as a new customer care channel to celebrate its 15th anniversary.

20%

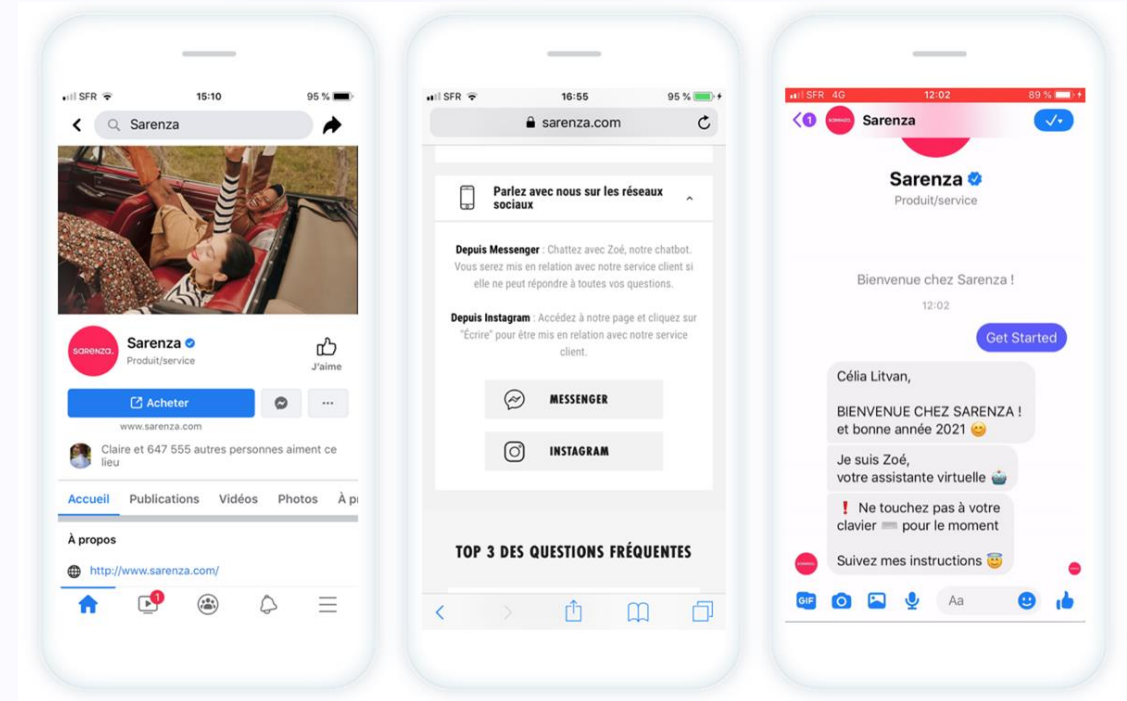
of customer queries resolved via automation

6x

increase in incoming messages via Messenger and Instagram (compared to pre-COVID message volume)
Business API

25%

Messaging share grew from 5 to 25% in 2020



Resolving 42% more customer service queries with Messenger API for Instagram

Throughout 2020, Bath & Body Works Arabia saw a boom in message volume across customer care channels, but especially Instagram, and needed to find a way to streamline direct messages into its customer relationship management platform, provided by Emplifi. By integrating Messenger API for Instagram, the personal care brand's team not only responded to customers on Instagram faster and more efficiently, but boosted resolved conversations by 42%.

2.8%

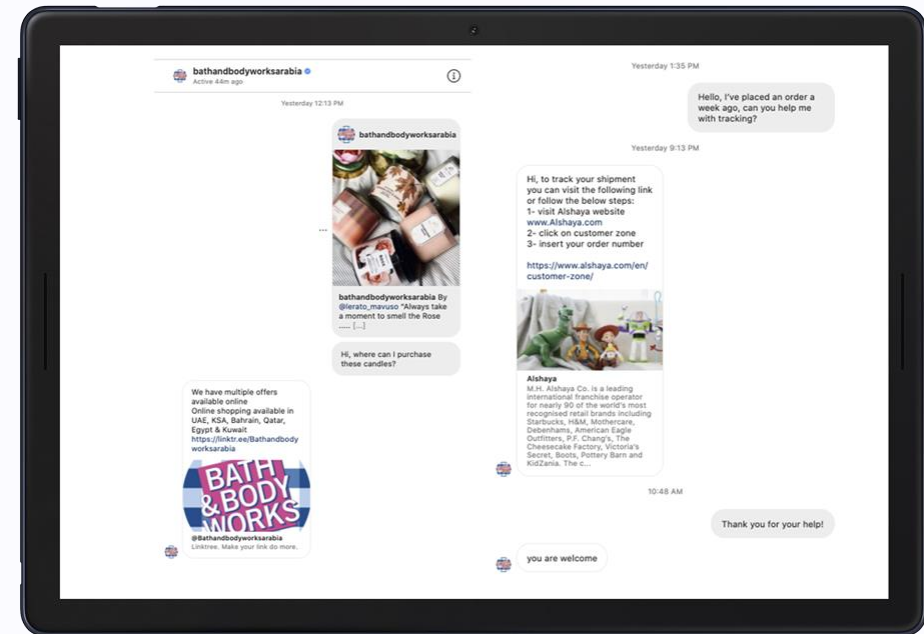
increase in incoming queries via Messenger and Instagram

42%

improvement in resolved conversations

40%

operational time savings after implementing Messenger API for Instagram



SHEIN

Improving customer service response time by 73% with Messenger API for Instagram

As fashion retail site SHEIN's customer base grew, so did its message volume on Instagram. The brand needed a solution for consolidating and organizing the direct messages, comments, and mentions its customers using Instagram sent, and used Messenger API for Instagram to route the customer communications to Zendesk. After the integration, SHEIN's custom care team was able to boost first-response reply time by 73% – learn more about how they did it today.

73%

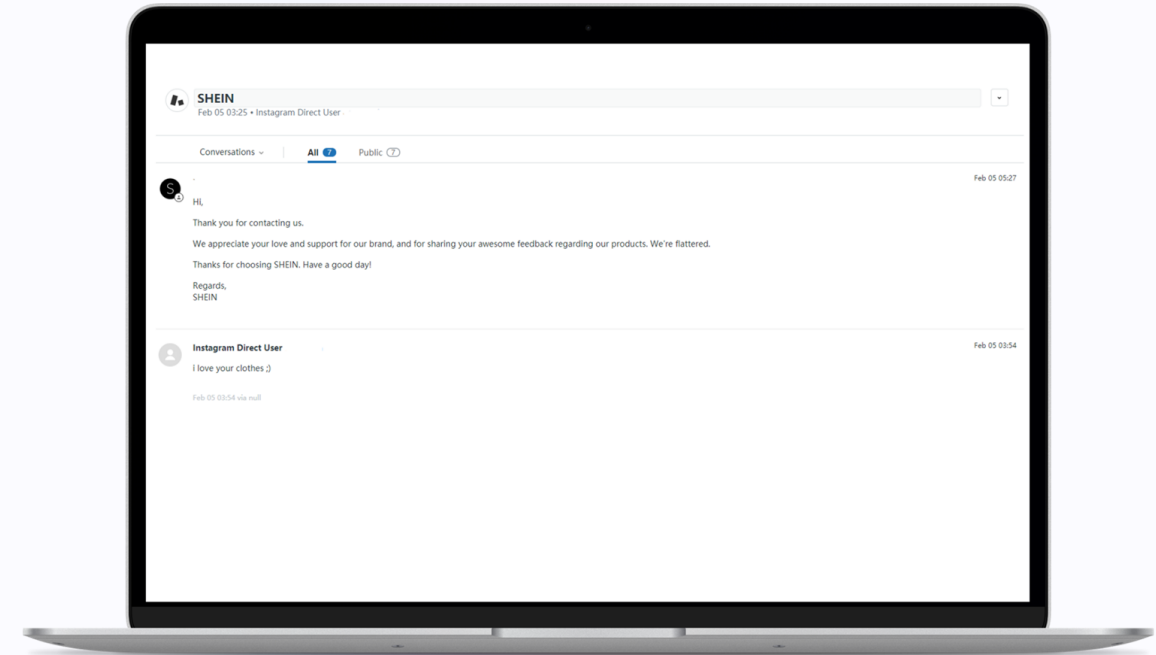
decrease in first-response reply time after Messenger API for Instagram integration with Zendesk

50%

increase in number of Instagram messages SHEIN customer service agents could respond to in one hour

18%

improvement in overall service-level agreement (SLA) for comment and ticket responses





Providing excellent customer service with Messenger and Instagram

Sustainable jewellery creator 4ocean worked with customer experience software company Clarabridge to efficiently organise the messages it received on Messenger and Instagram Direct Messenger, as well as tags in Stories and Mentions. Using Clarabridge Engage allowed 4Ocean to organize its tags, messages, and mentions by platform in a centralized folder that enabled the retailer to respond to people quickly and efficiently .Since integrating with Clarabridge and Messaging API for Instagram, 4ocean has served 15,000 consumers since July 2020 and 76% of customers receive a response within 10 minutes.

76%

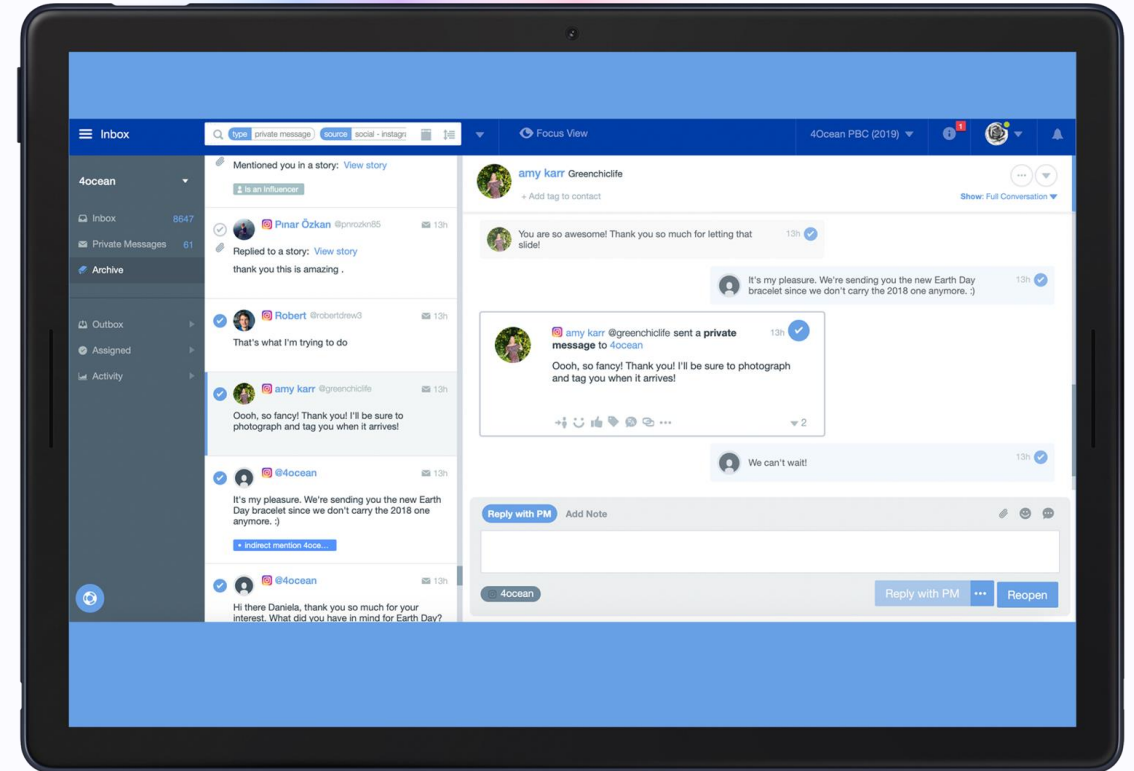
of customers received a response within 10 minutes (compared to 24hrs before the Messenger API for Instagram)

100%

of relevant daily messages received a response after integrating Clarabridge Engage

30%

estimated increase in daily message response rate after integrating Clarabridge Engage





Moving closer to customers and putting its best foot forward with Messenger

Deichmann used the conversational commerce platform from Spectrm to design, launch, and optimize an automated Messenger experience named the Virtual Shoe Assistant. The automated flow used the Quick Replies feature for faster responses, as well as photo carousels to showcase products and provide customers with recommendations based on their preferences.

People were then sent to the relevant product page on the Deichmann website to complete their purchases. If any customer query was too complex, the conversation would be automatically handed over to the Deichmann customer care team.

To promote its Messenger-powered digital assistant, the foot retailer ran a campaign of Facebook ads that click to Messenger. The ads showcased the value of the Messenger experience and highlighted how the conversation could help shoppers explore the range of shoes Deichmann had to offer.

85%

click-through rate for the Messenger experience

30%

incremental purchases than business-as-usual campaign of link ads

23%

decrease in cost-per-additional conversion for campaign that included ads that click to Messenger

[Source: Meta Success Story, Mar 2022](#)





Boosting customer satisfaction by 9.5 points with Messenger API for Instagram

Global fashion retailer H&M found it challenging to manage the vast volume of Instagram direct messages it received daily. To streamline all of its online conversations, the brand partnered with customer experience specialist Sprinklr to incorporate Messenger API for Instagram into its communication platform. Since this integration, the fashion brand has seen great improvements in business efficiency and has been able to deliver a high-quality customer experience, with a 9.5-point boost in customer satisfaction and a 31% improvement in average response speed.

9.5

point improvement in customer satisfaction

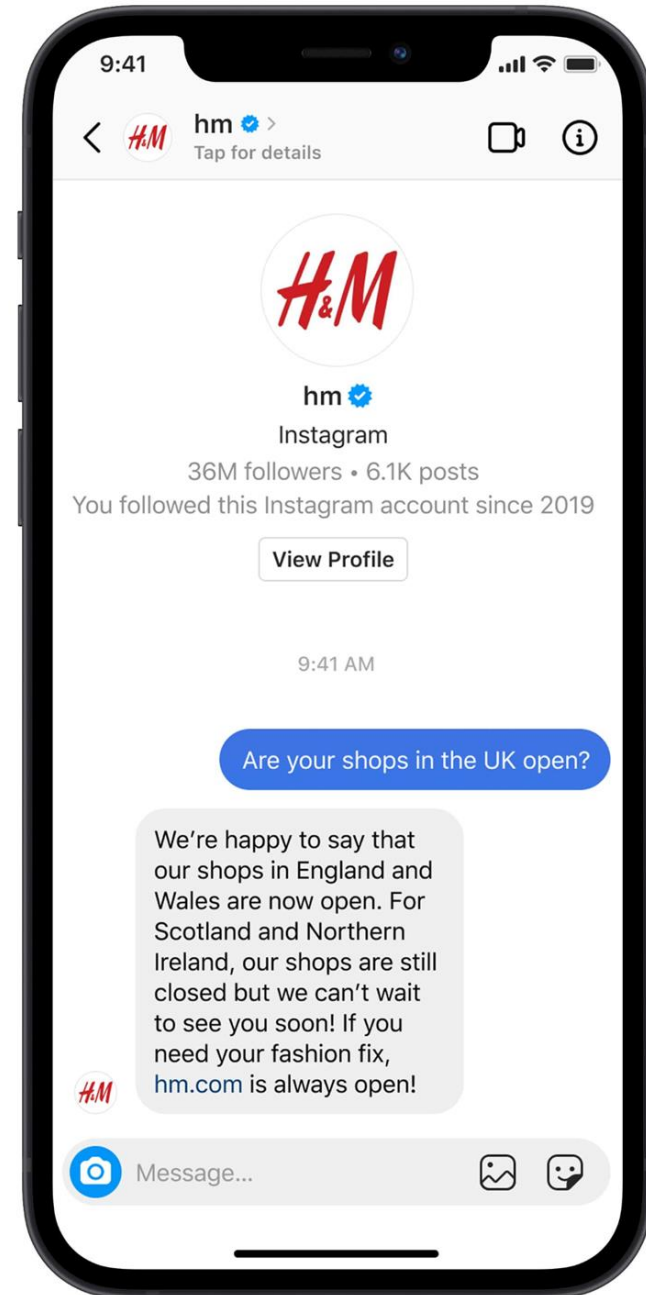
8.7

point increase in net sentiment score

31%

improvement in average response speed

Source: <https://developers.facebook.com/success-stories/hm>





Drive sales building a better customer experience using Messenger API for Instagram

Country Bean aims to bring the cafe-like experience, such as fancy lattes and cappuccinos, to customers' homes at a low cost. To continue to engage their online community, they built an automated messaging experience to respond instantly to customer inquiries and make it easier to purchase products using messaging channels. As a result, they saw a 16% in sales lift. Response times also plunged from hours to seconds, and time spent on customer service dropped by 90%.

16%

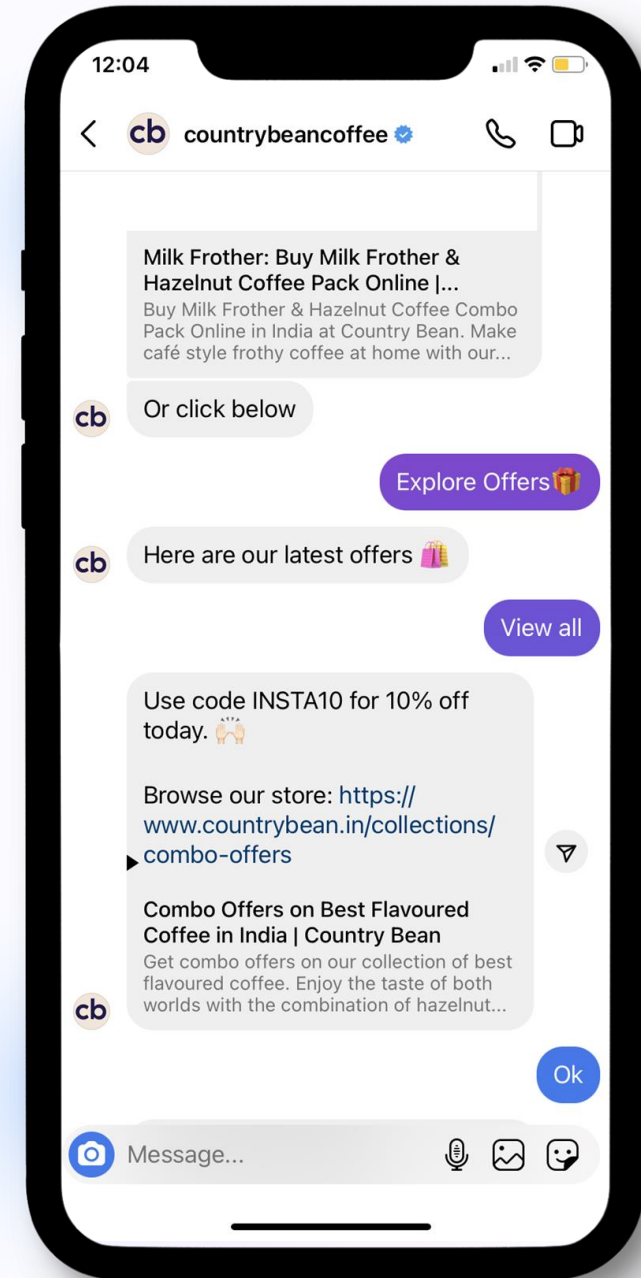
Sales lift

90%

Reduction in human chat time

1

Second response time





Bringing custom-fit messaging to shoppers through Recurring Notifications

ChicMe wanted to update its digital marketing efforts, finding ways to reach customers beyond conventional email and SMS campaigns. As ChicMe regularly debuted new clothes and products, the company looked for consistent, relevant ways to engage shoppers. When ChicMe launched Recurring Notifications during a two-month campaign, the company saw average open rates increase, higher revenue per customer, and more first-time customers make repeat purchases.

13X

revenue increase per customer via Recurring Notifications over email

86%

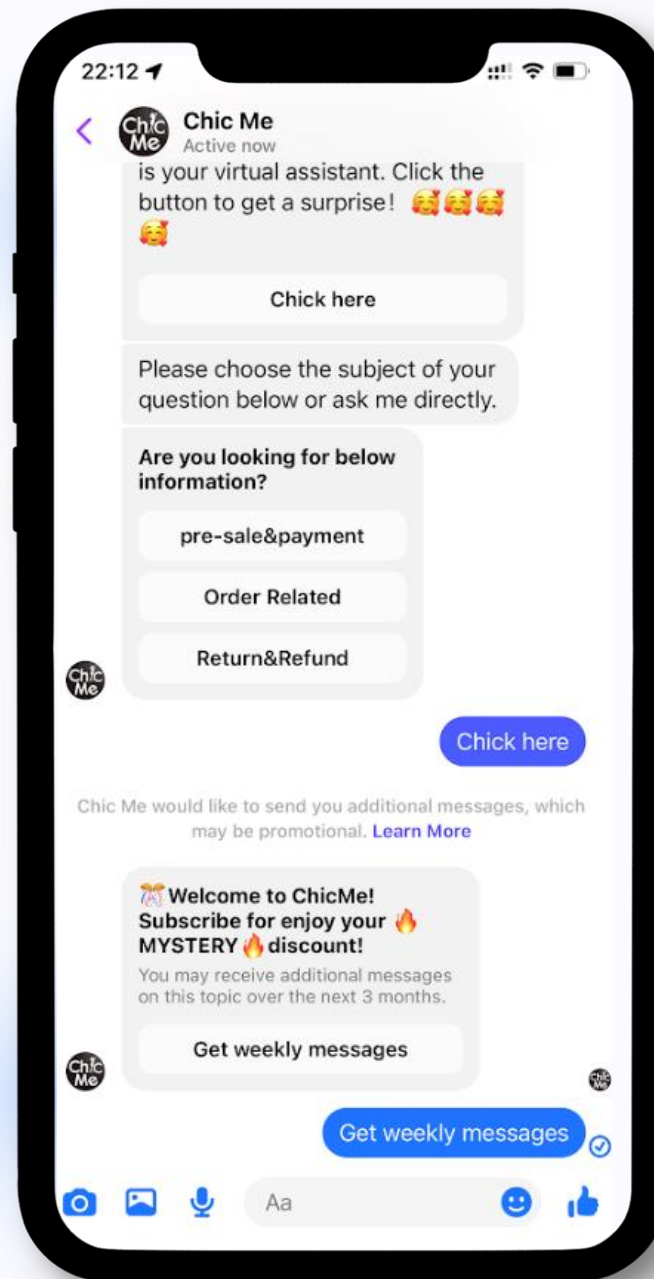
average open rates for messages with Recurring Notifications

33%

of first-time buyers made repeat purchases with Recurring Notifications

Source: <https://developers.facebook.com/success-stories/chicme-messenger-api/>

*Results are unique and are provided by the featured business. Success story results will vary, as they depend on a variety of factors.





Giving customers a taste of relevant, consistent engagement with Messenger

Kee Wah Bakery looked to transform its digital marketing and entice more customers to explore its culinary delights online. Though the Kee Wah Bakery team maintained a robust social media presence and email campaigns, they wanted more insights into sustained, consistent engagements targeting shoppers with relevant offers. By launching a 10-day campaign to debut Recurring Notifications through automated messaging experiences in Messenger, they saw customers respond with high opt-in and coupon redemption rates.

30%

increase in coupon open rates compared to 0.3% with email

80%

engaged customers opted into Recurring Notifications

30%

of customers opening a coupon through Recurring Notifications redeemed it

Source: <https://developers.facebook.com/success-stories/kee-wah-bakery/>

*Results are unique and are provided by the featured business. Success story results will vary as they depend on a variety of factors.





Enhance personalization and enable shoppers to make purchases with Messenger API & Messenger API for Instagram

Clarins Malaysia develops a full-service customer experience platform enabling shoppers to make purchases and consult with beauty coaches without leaving Messenger or Instagram. The result is a winning strategy that builds momentum during the year-end shopping season and can drive more engagement and orders.

70%

of orders came from Messenger and Instagram

98%

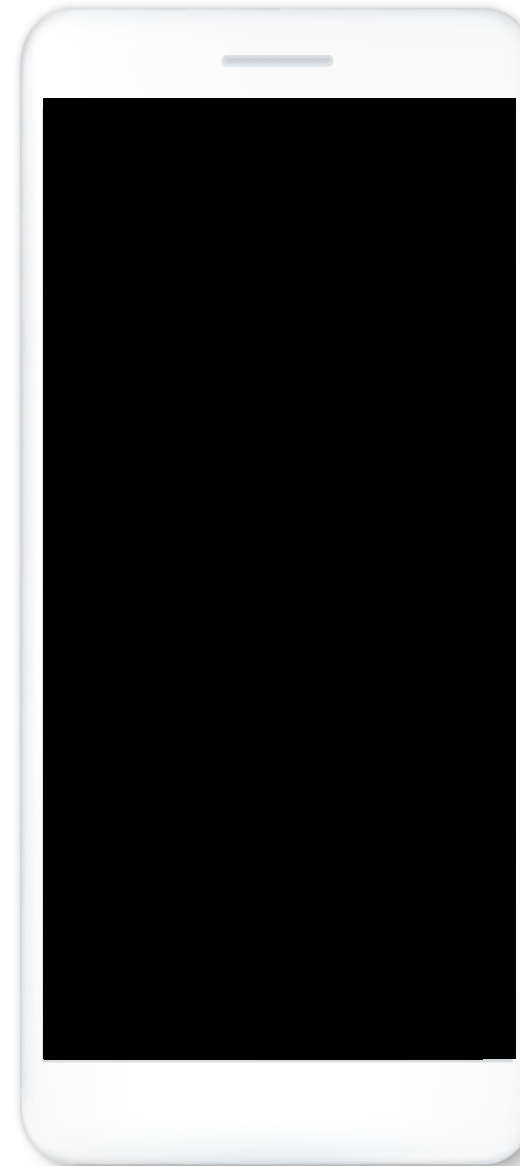
of all orders were a result of virtual consultations with beauty coaches

60%

increase in gross merchandise value with the campaign

2x

more online traffic compared to in-store traffic in under two weeks



Travel



Combining Messenger platform features and machine learning to provide faster and more efficient customer service

In March 2020, travel restrictions put in place to combat the coronavirus (COVID-19) pandemic meant that travellers needed assistance with rebooking planned trips and scheduling repatriation flights. Because of this KLM Royal Dutch Airlines received upward of 50,000 messages a day and needed to find a better way to manage and prioritize incoming queries. KLM's in-house product team enhanced its Messenger experience by using machine learning for pandemic-related queries and introduced a new prioritization model to determine the urgency of a conversation. Learn more how these measures helped KLM respond faster on Messenger, one of their customer's preferred communication channels.

10%

of the queries related to the COVID-19 pandemic received on Messenger were resolved with the automated experience

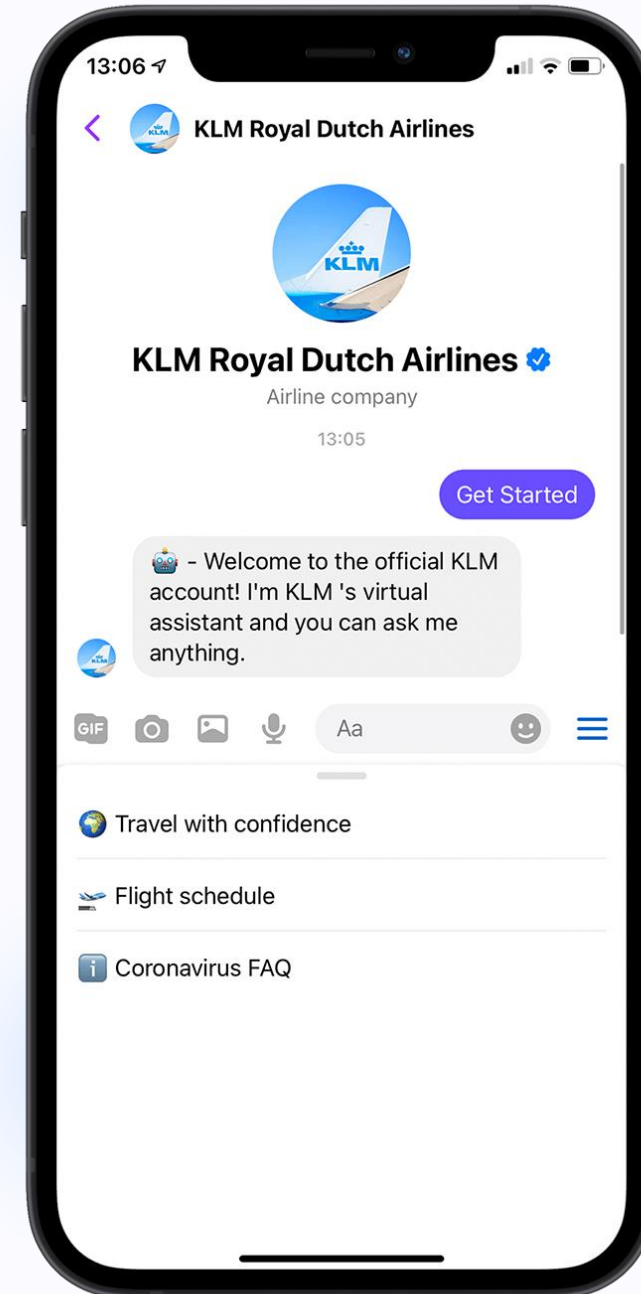
20%

of all incoming queries received on Messenger were supported by automation, resulting in faster and more efficient replies from human agents

15

minute average response time for conversations prioritized as urgent, with almost real-time response time for those prioritised as most urgent

Source: <https://developers.facebook.com/success-stories/klm>



URBAN :LIST

Empowering consumers to choose their own adventures through personalized messaging

Urban List Perth looked to create personal experiences with consumers who increasingly communicated with brands via social media channels, instead of email campaigns or websites.

The company also needed to continually re-engage customers with consistent, relevant messaging related to the brands and businesses it works with through Recurring Notifications.

88%

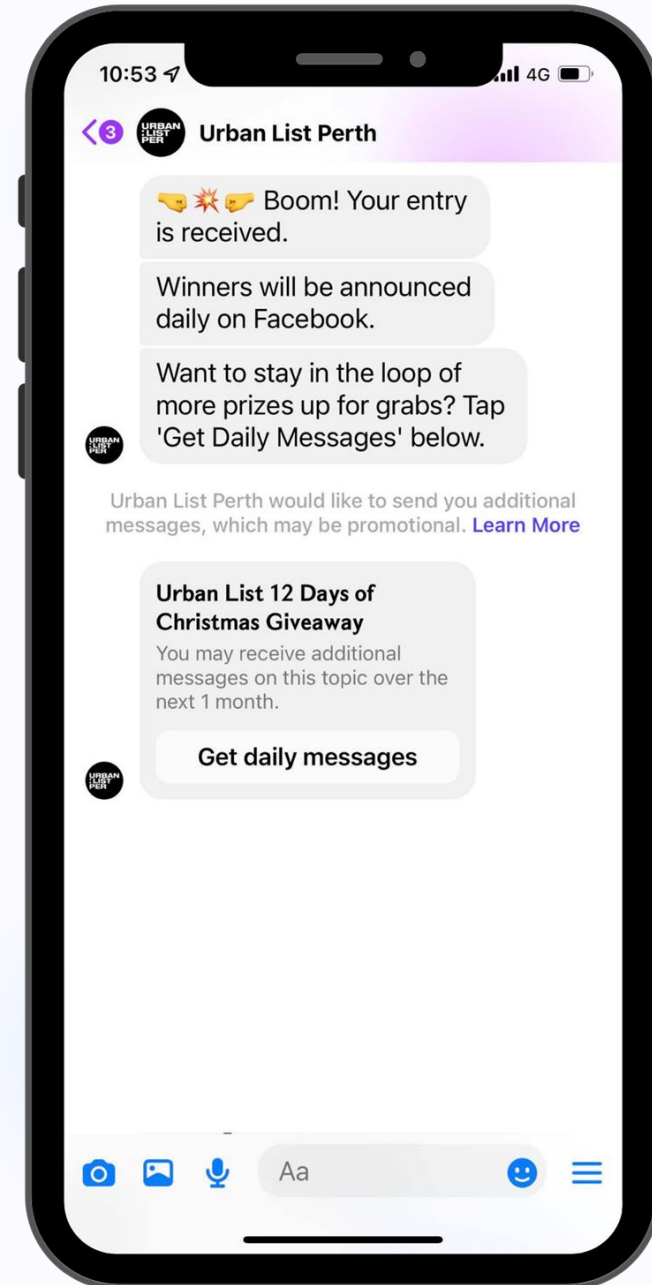
click through average rates on Recurring Notifications

10%

growth in opt-ins each day during 12-day campaign

97%

read through rates on bulk messages through Recurring Notifications



Consumer Goods



Boosting qualified sales leads by 30% with Messenger API for Instagram

Part of the L'Oréal group, Kiehl's is a luxury beauty brand that offers a variety of high-end and premium skincare products. It was founded as an apothecary in 1851 and since has evolved into a skincare company that prides itself on using natural ingredients and dermatologist solutions. Kiehl's Malaysia worked with automated conversational commerce expert Jumper.ai to integrate Messenger API for Instagram and build an automated experience for Messenger. Using the digital assistant, Kiehl's could more easily connect with people on Instagram and have a conversation with them via Instagram direct messages. They saw*:

30%

more qualified leads compared to other channels

20%

conversion rate from consultation to sales

Source: <https://developers.facebook.com/success-stories/kiehls/>

*All results are self-reported and not identically repeatable. Generally expected individual results will differ.



FACTOR_

Ensuring conversational efficiency with Messenger

As healthy meals delivery company Factor_ gained more customers, it also gained more customer service calls and quickly needed to improve operational efficiency. It achieved this by partnering with customer service expert Chatdesk and using its platform to reroute customers with simple queries to Messenger. With this system, Factor_ achieved a customer satisfaction rate exceeding 90% – gain more insights into how they did it by reading the full success story. They achieved:

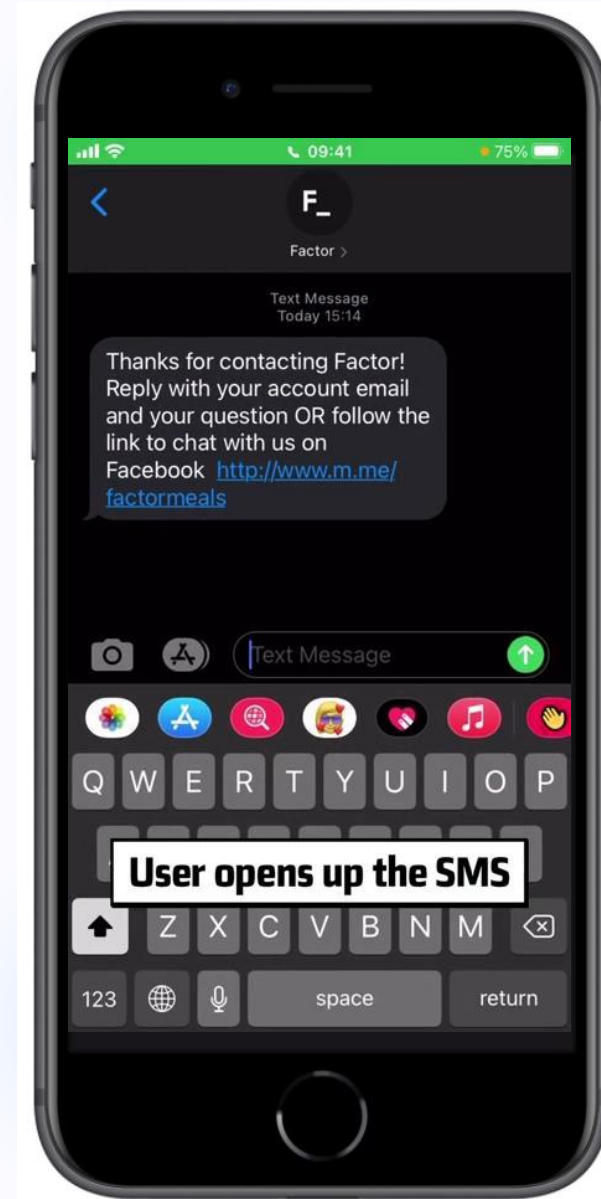
\$3-5

savings for every call deflected via IVR due to increased customer service agent efficiency (January–December 2020)

90%

customer satisfaction rate for Messenger support in 2020

Source: <https://developers.facebook.com/success-stories/factor/>





Increasing click-through-rate and sales with Recurring Notifications for Messenger

Outer Aisle builds strong connections with its community, increases the average order value, and supercharges its click-through rate with Recurring Notifications for opted-in customers. Customers can purchase individual products or subscribe to deliveries for their low-carb gluten and grain-free breads, pizza crusts, and wraps made with cauliflower, broccoli and fresh, simple ingredients.

3.4x

increase in CTR
compared to SMS

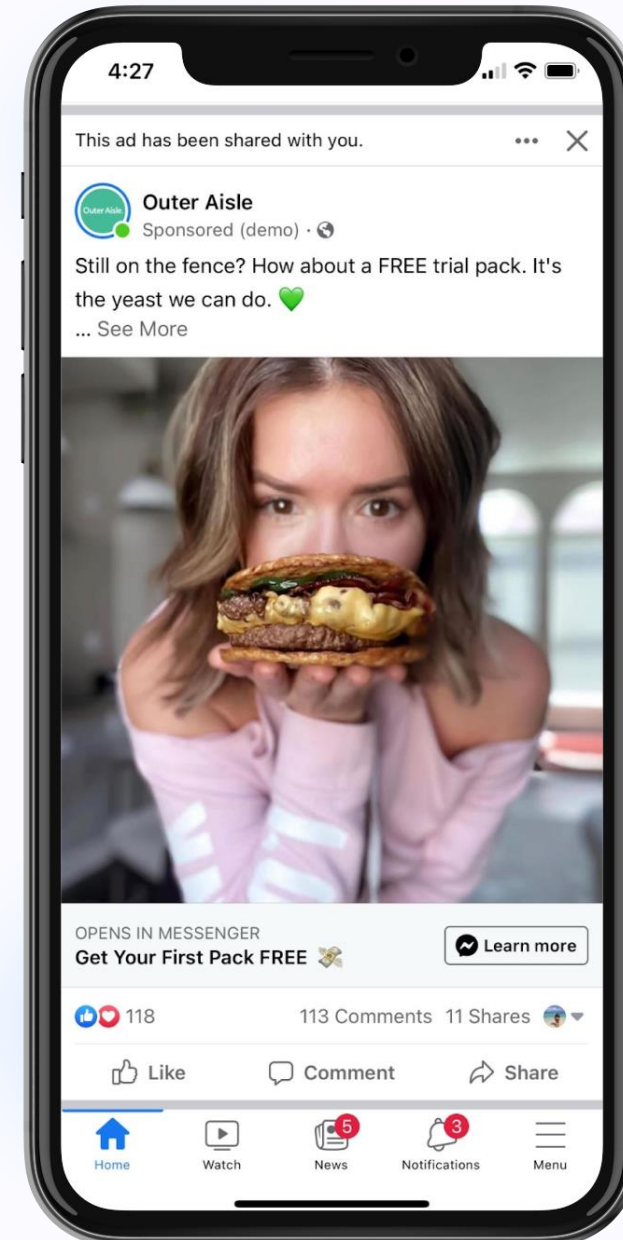
20x

increase in CTR
compared to email

30%

increase in average order
value (AOV)

Source: <https://developers.facebook.com/success-stories/outer-aisle>



*Results are unique and are provided by the featured business. Success story results will vary as they depend on a variety of factors.

Entertainment & Media



Engaging fans and driving ticket sales with sustained interactive marketing messages

92%

read rate for marketing messages

+14.1

point lift in awareness

59%

engagement rates for marketing messages

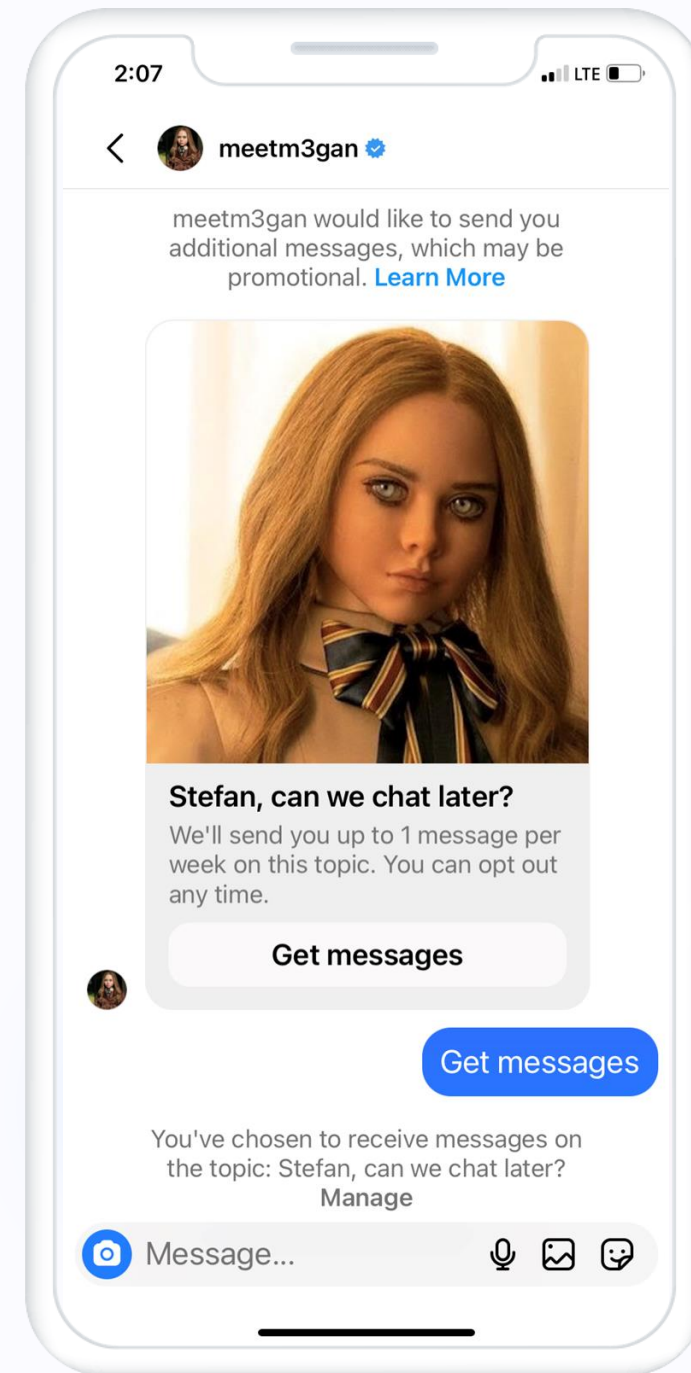
Universal Pictures used marketing messages to build fan engagement for its movie *M3GAN*, resulting in high opt-in and engagement rates, as well as significant view rates for ticket-buying options.

- 100,000+ showtime look-ups sent through marketing messages*
- Tens of millions of messages exchanged with fans via chats in marketing messages*
- +20 point lift in ad recall, +14.1 lift in brand awareness
- 2x higher intent to see the movie than industry norm
- 19% increase in total reach of P18-24 audiences compared to business as usual campaigns

Read more at: <https://developers.facebook.com/success-stories/universal-m3gan>

*All results are self-reported and not identifiably repeatable. Generally expected individual results will differ.

Source: Client-approved measurements, Universal Pictures Marketing Messages Success Story, June 2023





Delivering engaging subscriber content to fan communities with marketing messages

90%

open rates for weekly marketing messages in Instagram

58%

of subscribers engaged with private replies

167K

messages with fans through “GG Tipster” campaign

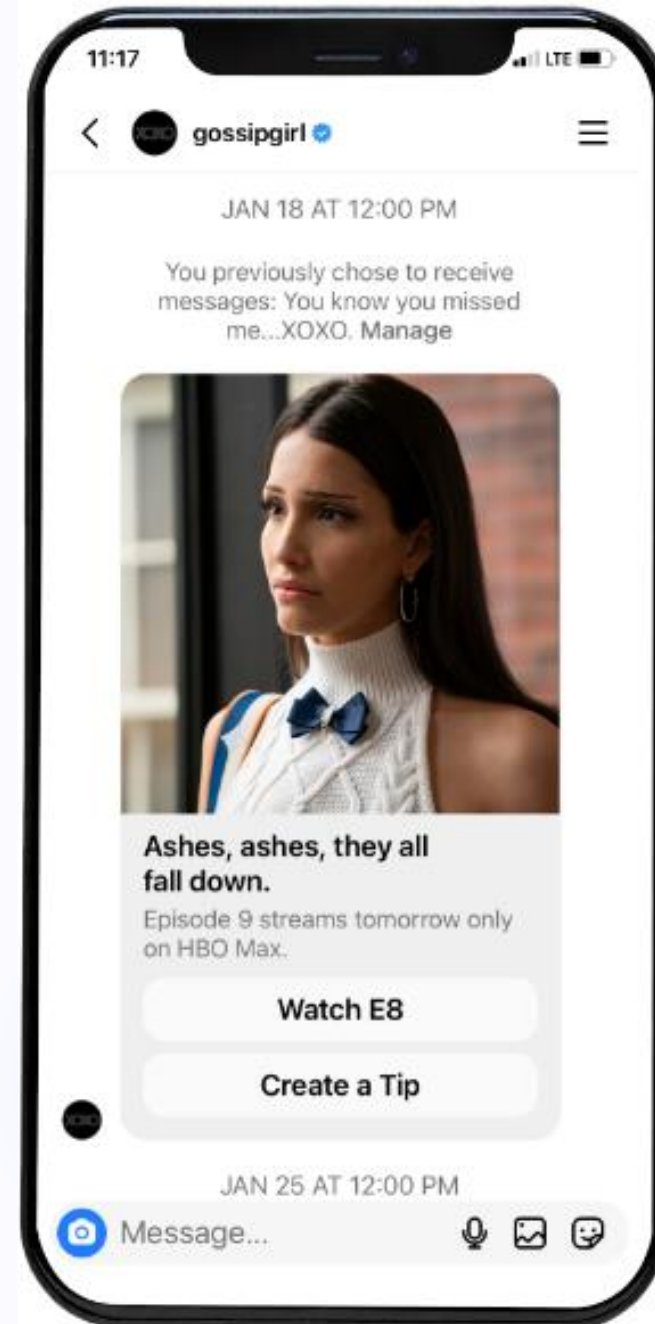
HBO used marketing messages in Instagram to organically and cost-effectively generate fan enthusiasm by reaching viewers on one of their most active, frequently used communication channels

- The network sent weekly reminders written in the irreverent tone of Gossip Girl herself straight to fans’ Instagram direct messages
- Marketing messages allowed the network to explore creative concepts that fully immerse fans in their favorite shows, which translated into 38 percent total engagement with marketing messages in Instagram - over 1.7 times the industry benchmark

Read more at: <https://developers.facebook.com/success-stories/hbo-gossip-girl>

*All results are self-reported and not identifiably repeatable. Generally expected individual results will differ.

Source: Client-approved measurements, HBO Max Marketing Messages in Instagram Success Story, April 2023



cinépolis

Increasing customer satisfaction and driving sales with Messenger

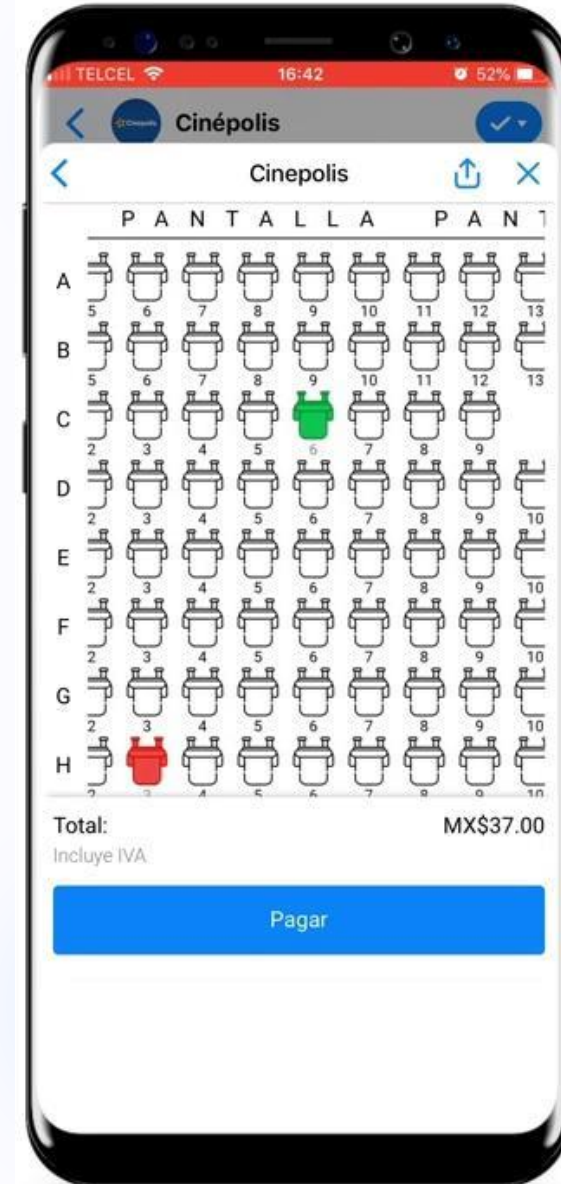
When Mexico-based cinema company Cinépolis wanted to provide its customers around the world with a more convenient online customer service experience, it partnered with GUS to build a multifaceted automated experience for Messenger that could provide showtimes, sell tickets, and answer FAQs. With Messenger, Cinépolis reported that 90% of customer conversations were resolved through automation.

8.7x

higher conversion rate on Messenger compared to email

95%

less cost per client acquisition for Cinépolis' subscription service compared to other social and search channels





Accelerating customer care and improving productivity with Messenger

Developing an automated chat experience with Messenger enabled eTicket to automatically deflect calls, increasing agent productivity while avoiding the costs of doubling its call centers. Through the chat experience, the eTicket team also leveraged Recurring Notifications to keep fans informed of the latest updates about ticket purchases and upcoming events.

72%

of fans connecting with Messenger opted in for Recurring Notifications

46%

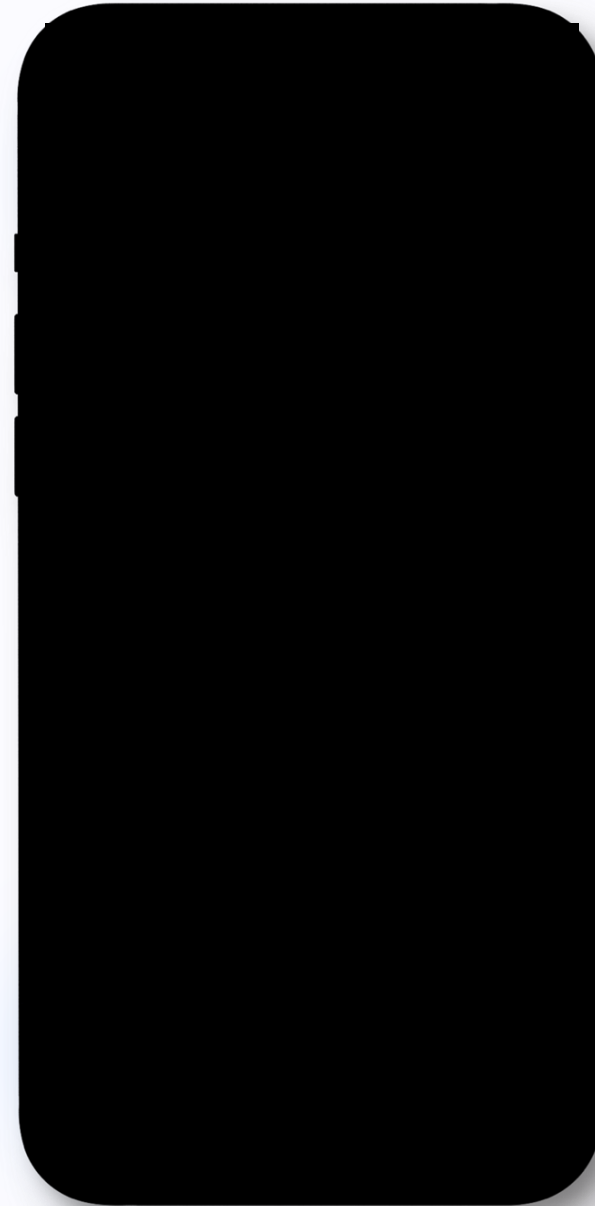
of fans engaged a Messenger-automated experience after their first notification

65%

of customers who received Recurring Notifications made a same-day purchase

Source: <https://developers.facebook.com/success-stories/eticket/>

Results are self-reported and not identically repeatable. Generally expected individual results will differ.



Opt-in prompt to receive Recurring Notifications

NGO



Boosting donations by 29% with an automated Messenger experience

When the German arm of the non-profit organisation Save the Children needed to encourage people to donate, it partnered with conversational marketing expert Spectrm and Facebook Creative Shop to build an innovative, engaging Messenger experience to communicate its values, tell the story of the children it benefits, and inspire trust in the organisation. After promoting its brand awareness campaign for one month, Save the Children Germany saw a 29% lift in donations.

29%

lift in donations (from people who saw the ad campaign compared to those who did not)

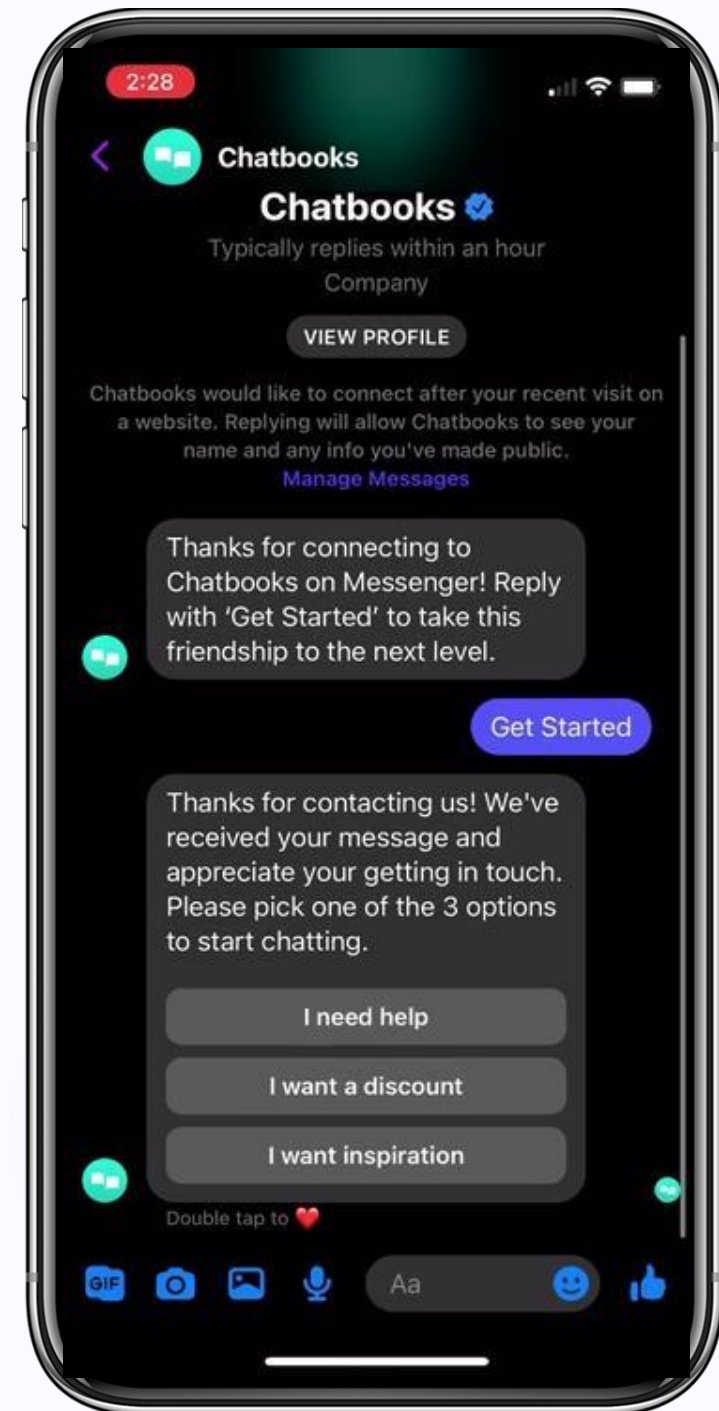
1.6M

of relevant daily messages received a response after integrating Clarabridge Engage

6.1M

estimated increase in daily message response rate after integrating Clarabridge Engage

Source: <https://developers.facebook.com/success-stories/save-the-children>





Increasing click-through-rates for support and donations with Recurring Notifications

The Susan G. Komen has used Messenger to communicate with its supporters about breast health, resources and services, as well as volunteer and fundraising opportunities. The foundation has raised \$2 million and with an automated messaging experience using the Messenger API, doubled its click-through rate and page reach.

2x

click-through rate with
Recurring Notifications

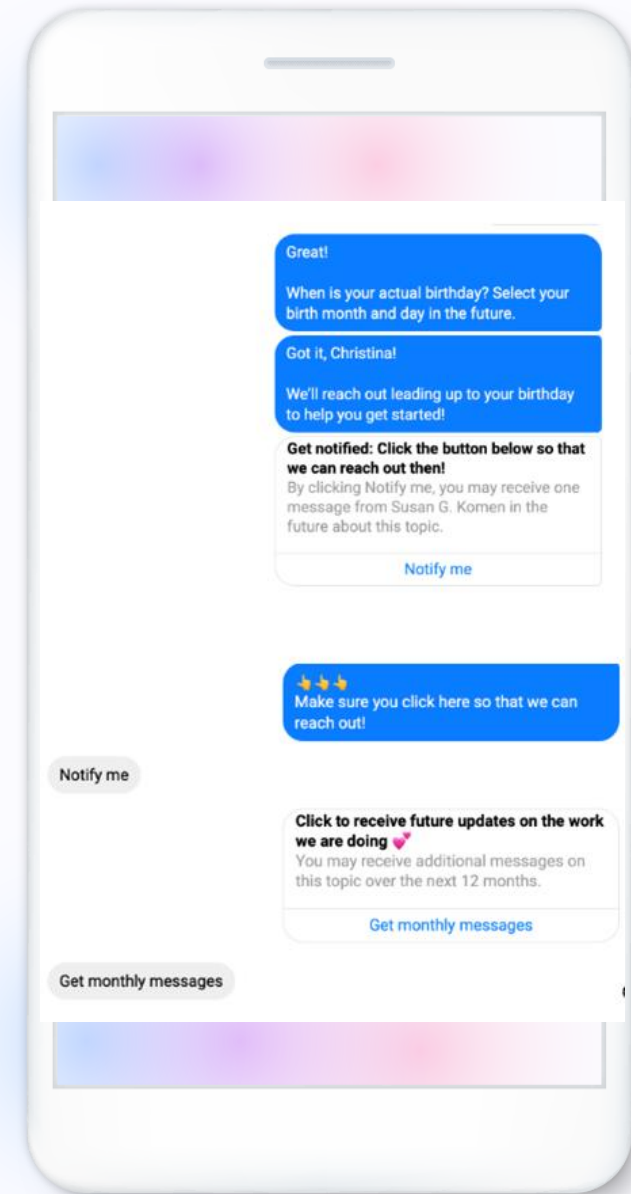
\$2M

raised in donations via
Messenger

37.2K

thousand fundraisers
coached

Source: <https://developers.facebook.com/success-stories/susan-g-komen-breast-cancer-foundation/>





Raising critical social awareness with Messenger

Talk2U developed conversational experiences on Messenger using AI to raise awareness about pressing issues. The app integrates proven, science-based interventions among young people in 16 countries. As a result, they engaged tens of thousands of young people to deepen their understanding of critical topics while providing a learning experience that felt like talking to a friend.

40k+

participants

21%

talkers reached and tested prototype interventions

8.91

usefulness score (from 0 to 10)

84%

said they learned something



Source: <https://developers.facebook.com/success-stories/talk2u>

*Results are unique and are provided by the featured business. Success story results will vary as they depend on a variety of factors.

Logistic Services



5X faster customer support with Messenger

Ninja Van wanted to reduce customer wait times via phone and increase customer satisfaction and hoped it could give its customers across the region more visibility of their parcel tracking and delivery and simpler access to customer support via Messenger.

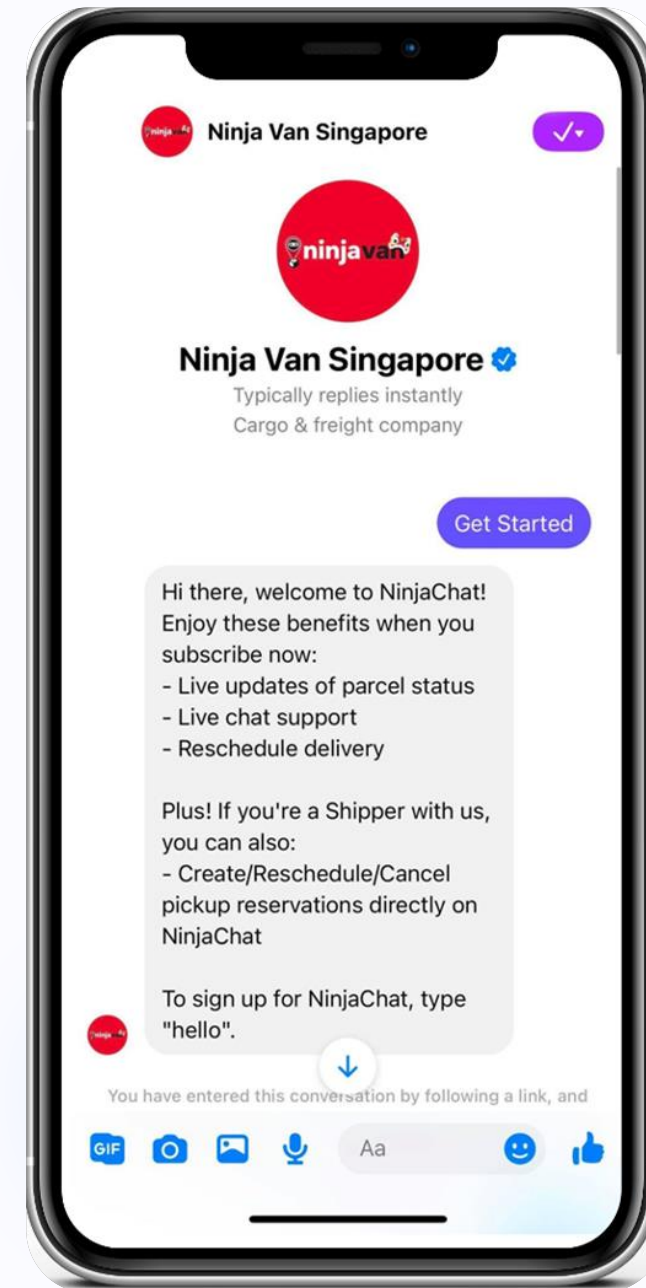
73%

of customers opted for Messenger vs other channels (Jan - Mar 2021)

98%

Net Promoter Score (Feb 2021) for customers who chose Messenger

.Source: [Facebook Success Story](#), April 2021





Improving customer service, reducing costs, and growing a unique social seller loyalty program with Messenger

When LBC Express adopted a dynamic range of Messenger API capabilities and streamlined chat experiences, the company saw overall cost savings and increased loyalty program enrollments. The company achieved a 50% reduction in agent attrition rate, and call center answer rates increased to 98% on Messenger.

96%

of all customer inquiries resolved in Messenger without needing a live agent

27%

overall cost center savings attributable to Messenger

4.5x

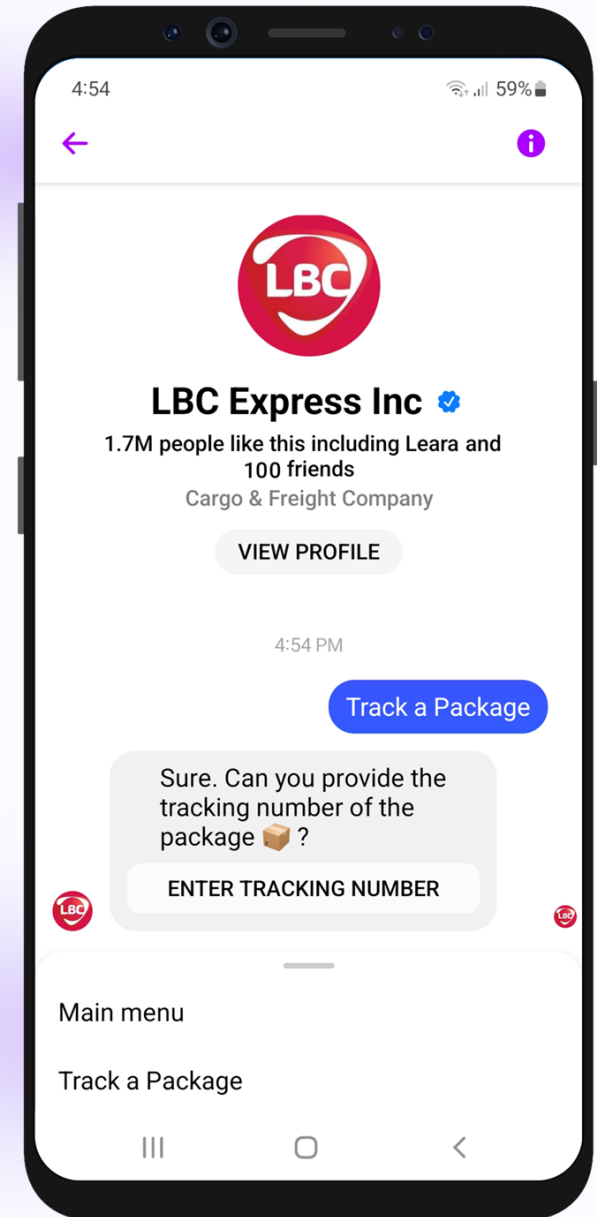
loyalty program enrollments on Messenger compared to hotline

4.6

out of 5 customer satisfaction rating

Source: <https://developers.facebook.com/success-stories/lbcexpress>

*Results are unique and are provided by the featured business. Success story results will vary as they depend on a variety of factors.





Improving and streamlining customer service using Messenger

Ninja Van Group wanted to save time for their customers and provide even better, faster service by reducing reliance on phone calls and emails. At the same time, the company wanted to free up agent time for harder-to-address issues like lost parcels. By using Messenger to address customer service inquiries, Ninja Van Group doubles agent productivity and resolves issues faster.

2X

increase in agent productivity

95%

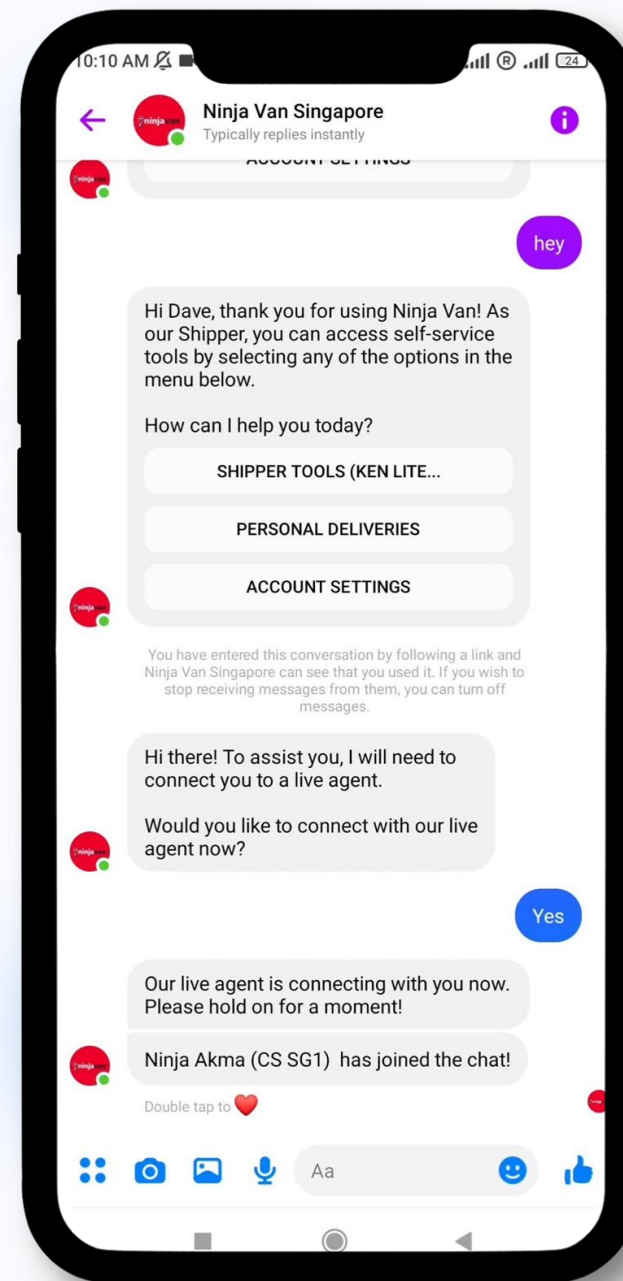
customer satisfaction, up from 85%

12%

reduction in inquiry resolution time

Source: <https://developers.facebook.com/success-stories/ninja-van-messenger-api>, April 2022

Results are self-reported and not identically repeatable. Generally expected individual results will differ.





Improving service while reducing operating costs with Messenger API

When Grab created an automated conversation experience through Messenger API, the super app company with 12 Facebook and 12 Instagram pages realized faster customer service, while reducing cost to serve and maintaining customer satisfaction.

Inspired by their customer care success with Messenger API, Grab revitalized their marketing via fun automated experiences that increased promo code redemption and opened new sales channels.

98%

reduction in weekly backlog of tickets with Messenger

51%

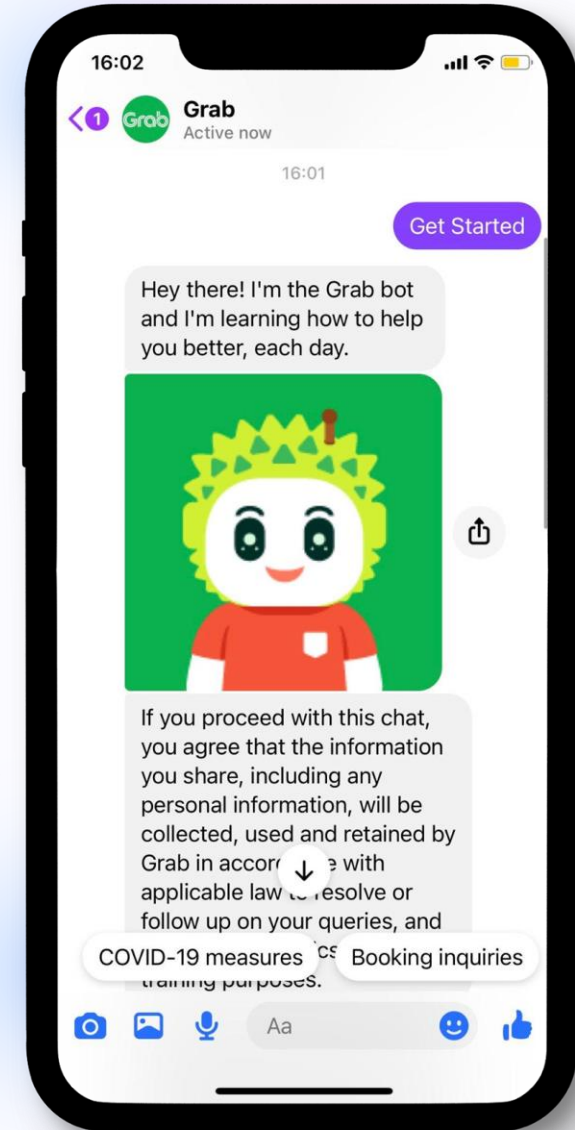
of inbound messages are resolved via Messenger Automation,

37%

decrease in Cost Per Ticket from 2019-2022

4.6

Out of 5 customer satisfaction score



Source: <https://developers.facebook.com/success-stories/grab>

*Results are unique and are provided by the featured business. Success story results will vary as they depend on a variety of factors.

Financial Services



Delivering personalized experiences to increase home loan leads with Instagram

10.5%

higher lead conversion vs other social channels

4.4

minute average customer engagement time

12,300

customer queries answered in one year

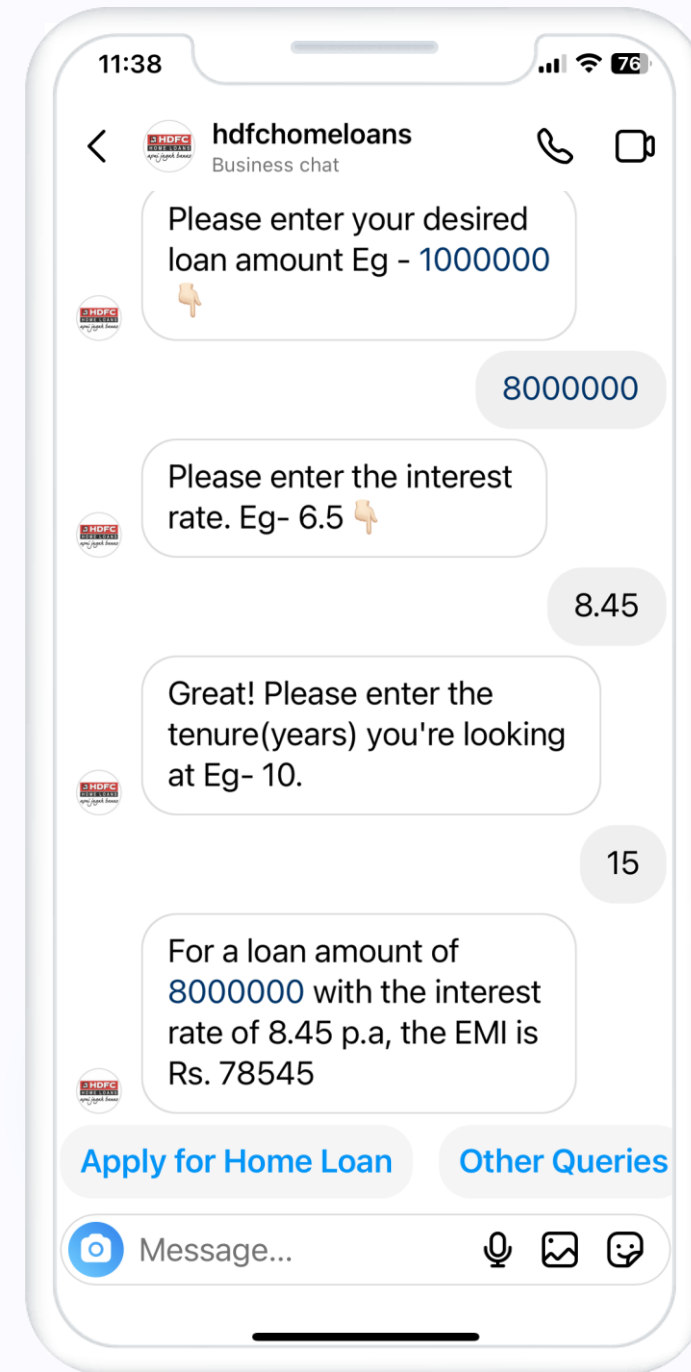
HDFC to created a unique digital branch by using a conversational assistant within Instagram messages.

- The assistant identifies keywords and phrases, directing customers to three core services: interest rates, equated monthly installments (EMI), and home loan applications directly within Instagram messages
- Since launching, HDFC has seen increased customer engagement, increased response rate to customer queries, as well as an increased number of qualified leads for home loans

Read more at: <https://developers.facebook.com/success-stories/hdfc-messenger-api/>

*All results are self-reported and not identifiably repeatable. Generally expected individual results will differ

Source: HDFC Messenger Success Story, March 2023





Scaling new customer acquisition and boosting new product discovery

Hang Seng Bank worked with SetSail to launch “DORI” - a Messenger-powered digital assistant. developed with a high performance conversational design to better serve customers by providing them with relevant lifestyle deals and content. With DORI, the bank earned the following results:

+10X

increase in new user activity over a 6-month period

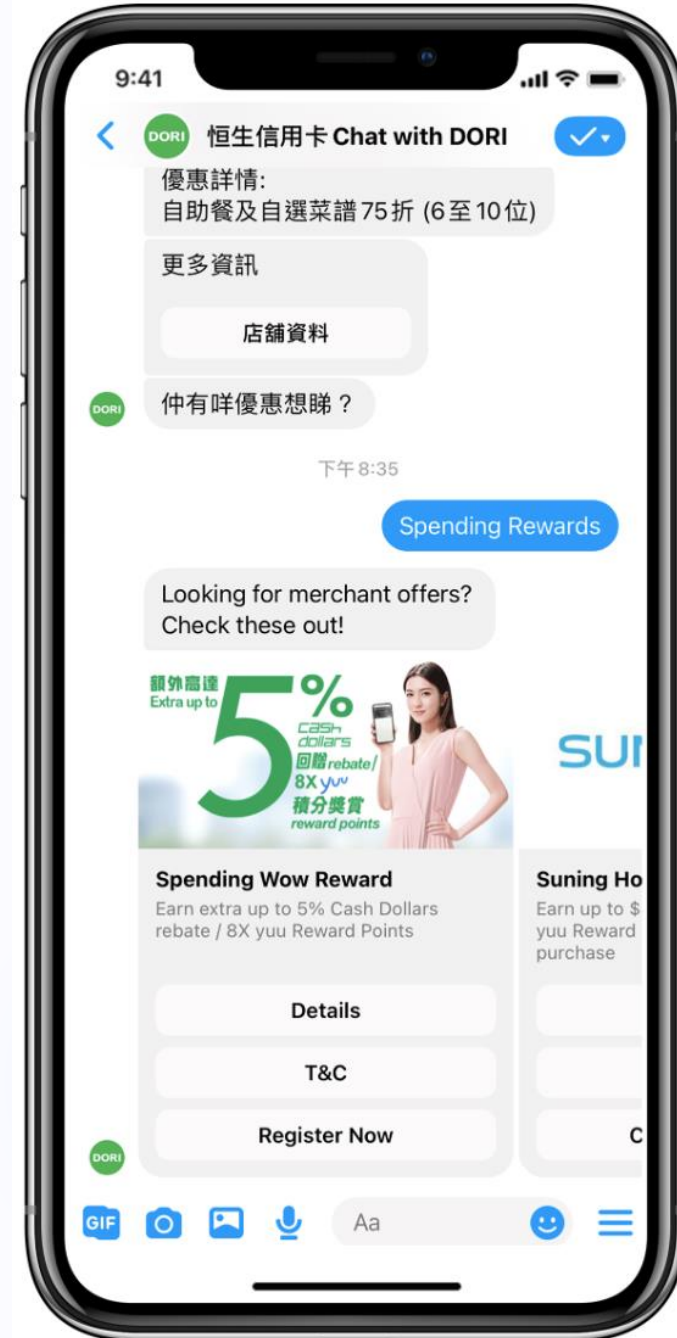
90%

increase in qualified customer leads

86.9%

registration rate for limited offer over 3 months (Nov, 2020- Jan, 2021)

.Source: [Facebook Success Story](#), Jan 2021



Auto



+



Delivering engaging content to drive leads with Messenger Recurring Notifications

38%

opt-in rate with
Recurring
Notifications

98%

open rate with
Recurring
Notifications

70%

lower cost per lead
with Ads that Click to
Messenger vs email

Working with conversational messaging solutions provider MessageGate, Nissan Turkey launched an Ads that Click to Messenger campaign and implemented Recurring Notifications to drive ongoing customer engagement.

- Nissan used Ads that Click to Messenger and Recurring Notifications to deliver product updates and promotions that strengthened customer relationships in a more cost-effective manner versus other channels.
- The company realized a 50% decrease in cost per lead with Ads that Click to Messenger and Recurring Notifications as compared to SMS.

Read more at: <https://developers.facebook.com/success-stories/nissan-turkey>

*All results are self-reported and not identifiably repeatable. Generally expected individual results will differ

Source: Nissan Turkey Messenger Success Story, March 2023





Building brand loyalty and increasing customer engagement with Messenger

BMW Taiwan team wanted deeper relationships with customers interested in researching and purchasing a new vehicle. Building brand awareness required the company to engage in consistent messaging tailored to customers' individual preferences. During a three-day campaign they saw benefits from high opt-in and read rates for Recurring Notifications, while gaining the long-term advantage to build brand loyalty by targeting customers with personalized, sustained messaging.

78%

opt-in rates for Recurring Notifications in three days

99%

read rate for messages sent via Recurring Notifications

10x

more customer participation in online events with Recurring Notifications

Source: <https://developers.facebook.com/success-stories/BMWTaiwan>

*Results are unique and are provided by the featured business. Success story results will vary as they depend on a variety of factors.



After customer opts-in they are sent a follow up notification message