

# Keynote | [Conversational Commerce] Driving Higher-Quality Conversations Across the Customer Journey



 Meta

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# Business Messaging

Driving Higher-Quality Conversations  
Across the Consumer Journey

Ashley Hotta,  
Global Business Solutions | Meta







# Business Messaging

**01**

**Why Now?**

**02**

**Seasonal Moments**

**03**

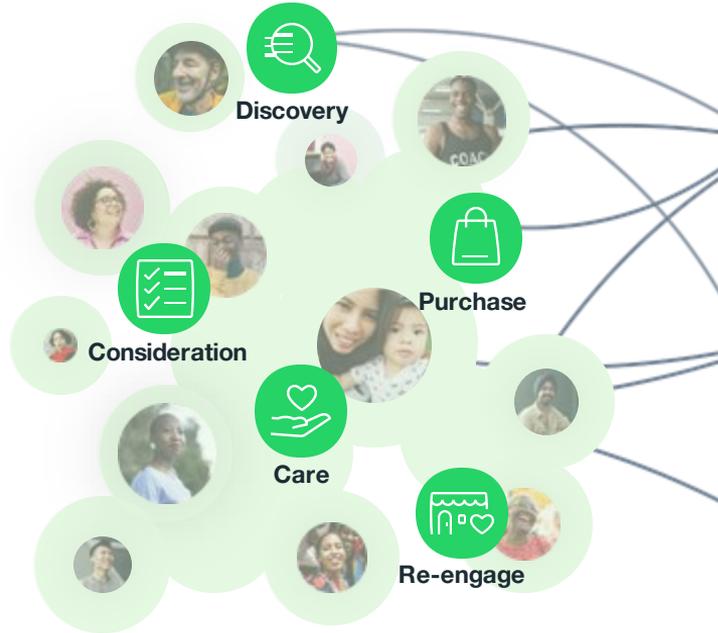
**What's Next**



## ADAPTING TO CHANGE

# The prevalent customer engagement model is built for business, not people.

Businesses pull customers out of their busy lives into disjointed experiences.



Website/App



Location

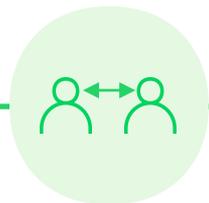


Contact center



THE NEXT ERA IS NOW

# Business messaging: **The next era is now.**



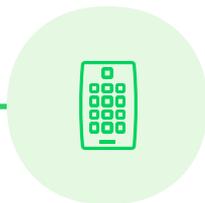
face-to-face



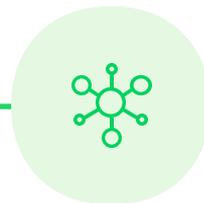
mail/phone



websites



apps



metaverse

**>3B people**

use Meta messaging apps every month<sup>1</sup>



**>1B people**

already message businesses on our apps each week<sup>1</sup>

**Meet your customers in  
Meta and scale personal  
1:1 relationships **endlessly.****



BCG & Meta Survey on Consumers and Businesses Behavior with business messaging (2022)"

# 4 key findings

01

Consumers across **all age groups** are continuing to **accelerate usage** of business messaging

02

Business messaging adoption is gaining traction beyond small businesses, as a new channel for **large enterprises** as well

03

Business Messaging plays a vital role **beyond customer care** to fulfill end-to-end online commerce experience

04

Consumers and businesses still believe **Meta holds advantage** across the consumer funnel





## Messaging creates a personal, immediate connection — a real relationship.

75%



global consumers want to message businesses.

66%



consumers more likely to shop with a business they can message.

Source: Meta-commissioned global study of 8,214 adults ages 18 and older, Sept 2020

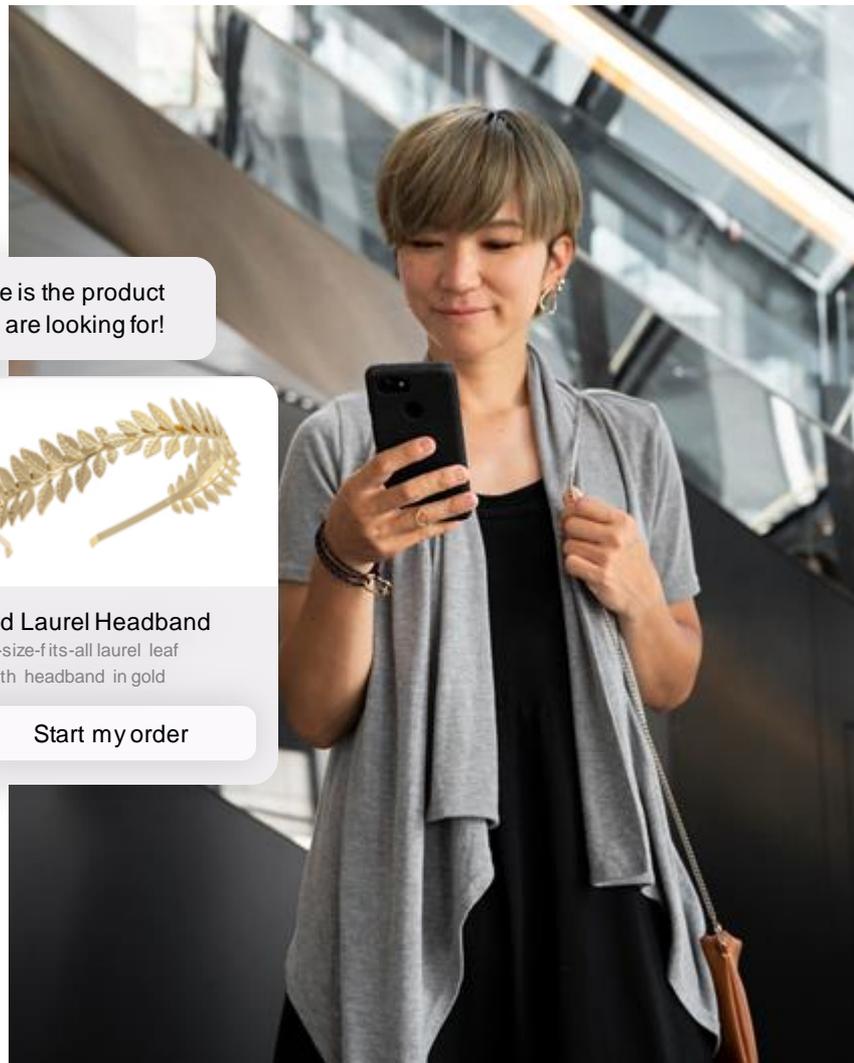
Here is the product you are looking for!



### Gold Laurel Headband

One-size-fits-all laurel leaf wreath headband in gold

Start my order





# Every stage of the customer journey can benefit from engagement on WhatsApp

## DISCOVERY



WhatsApp Entry points, e.g. CTWA, website, QR codes

## CONSIDERATION



On WhatsApp: Services & product information, promotion

## PURCHASE



Back in Stock alerts  
Price drops  
Sales process conversations

## CARE



Delivery Notifications,  
Service requests,  
delivery status, etc.

## LOYALTY



Loyalty club information, Referrals, exclusive promotions



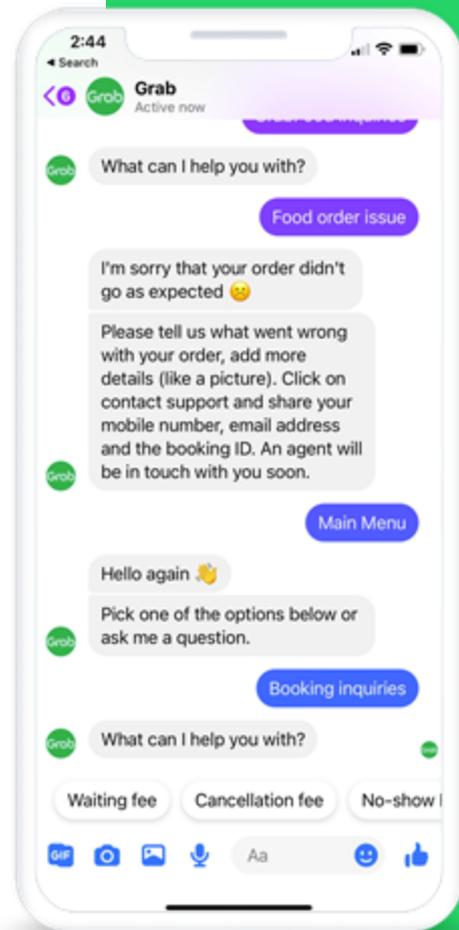
## Enhancing customer service with a multilingual automated Messenger experience

**37%**

Decrease in operational cost savings

**100%**

Reduction in weekly ticket backlog



# Mega Sales Days



01

Shoppers are **more invested** and **willing to explore options** ahead of Mega Sale Days

02

Social commerce promotes **effortless discovery** and **strong engagement**



## Matahari 2.5x conversion rates with WhatsApp marketing

**2.5x**

Increase in conversion rates

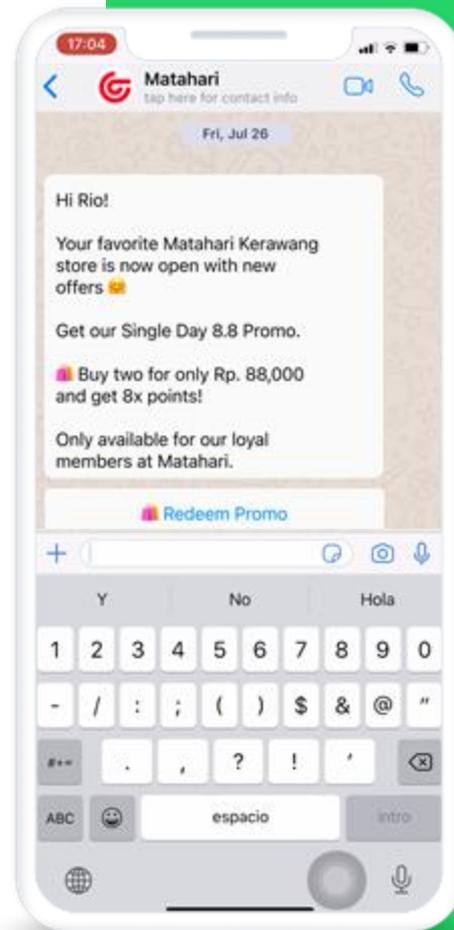
**98%**

Delivery rate

**15+ Million**

WhatsApp marketing messages sent

- Using WhatsApp, Matahari was able to run promotional campaigns that reached millions of customers and drove net new revenue for their stores.
- Customers were given the ability to respond and engage with campaigns. Those who wanted additional product information could instantly chat with a sales agent and have their questions answered before making a purchase.
- The retailer sent over 15 million marketing messages with a delivery rate of 98% and a conversion rate of 6.5%, nearly 2.5 times higher than the industry average of 2.6%.



# What's next...





# Campaign insights

## Create higher ROI marketing campaigns with confidence



Quality previews will allow businesses to scale with confidence.



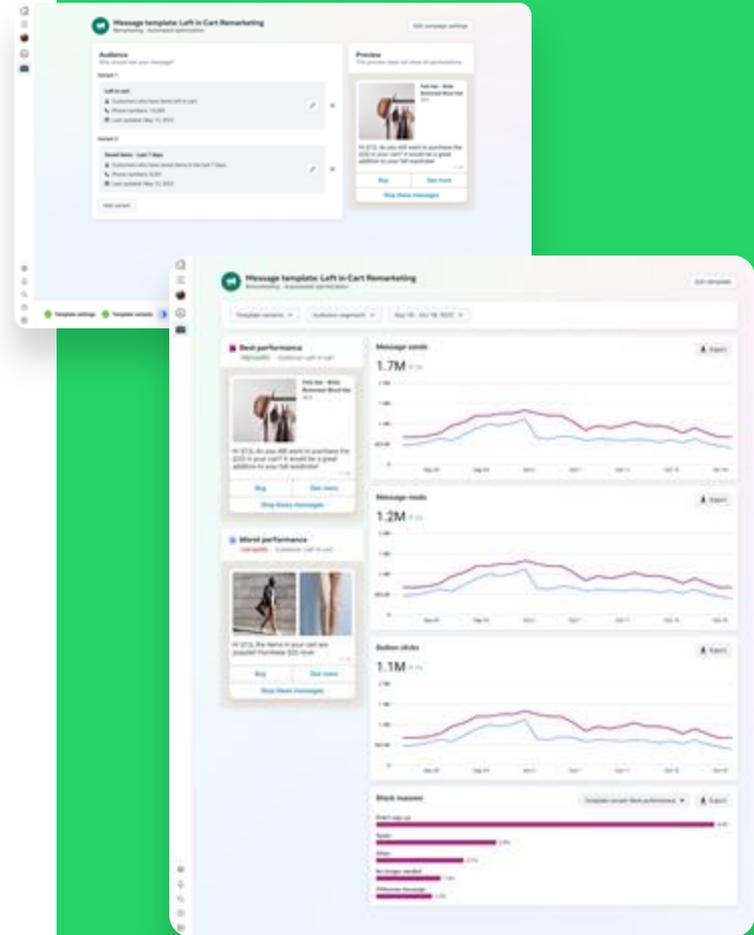
Performance insights will let businesses understand how templates are resonating.



Audience segmentation will give businesses cohort-level performance and identify trends at scale.

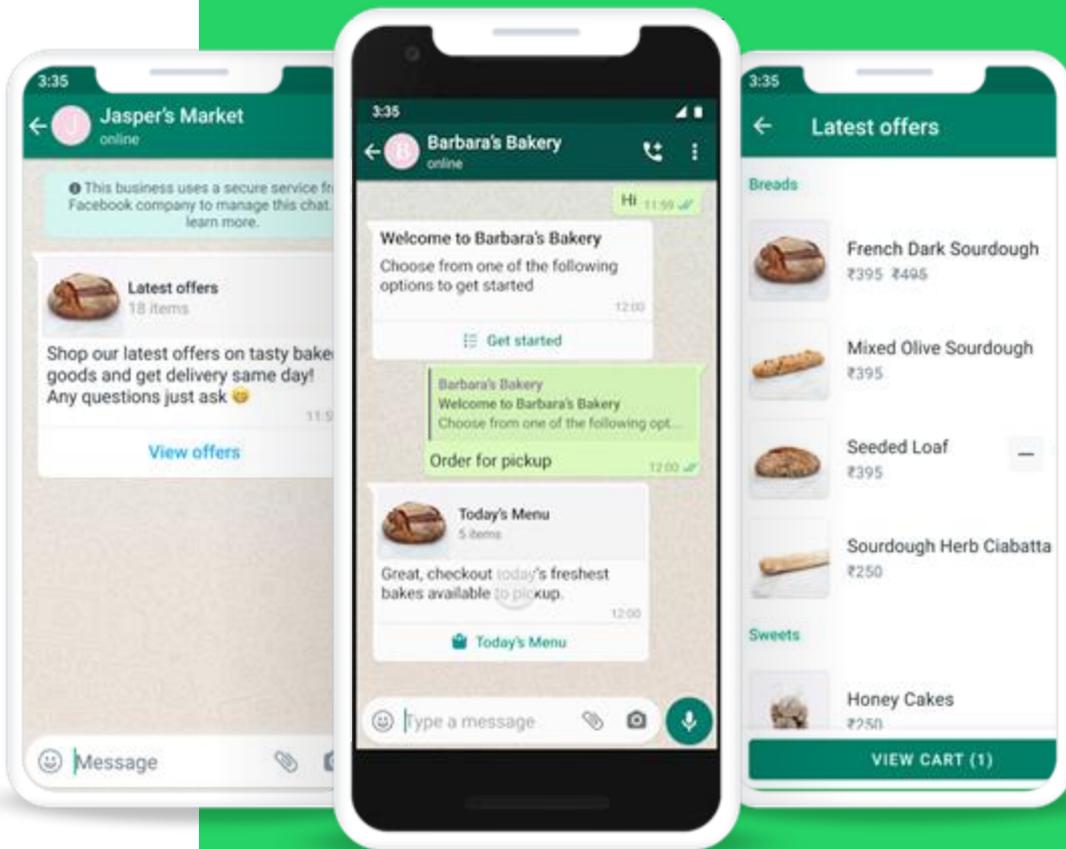


An easy-to-use dashboard will surface newly available, actionable insights within WhatsApp Manager.





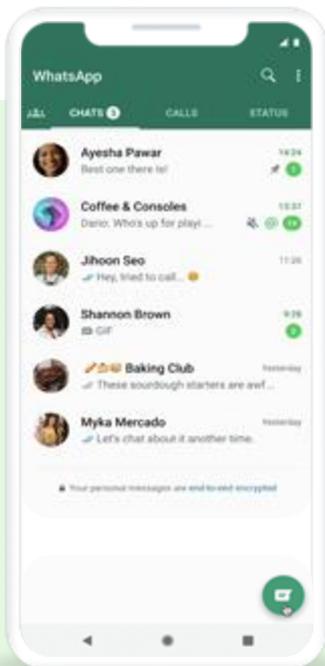
# Powering commerce in-thread



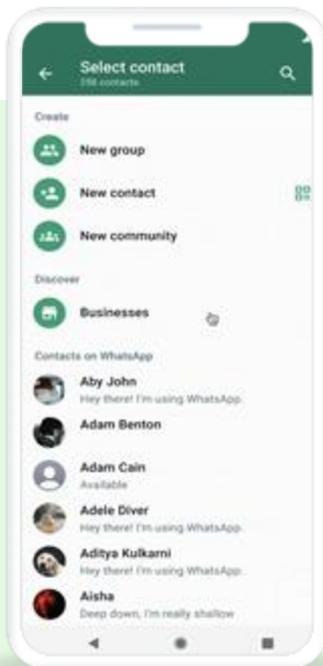


# Introducing: Business Search

Oct



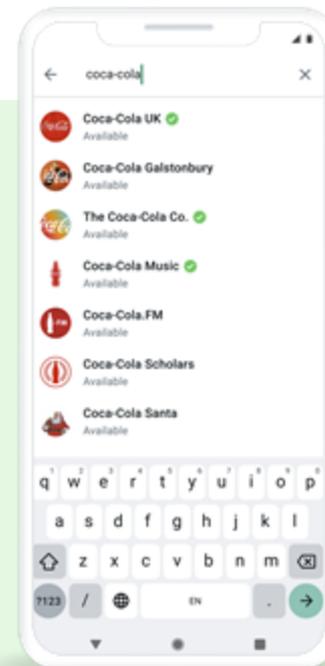
**STEP 1**  
Select 'New chat'  
icon



**STEP 2**  
Choose  
'Businesses' tab



First time users will see  
this educational screen



Search for the name of the business  
you want to start a chat with by typing  
their name in the search bar

“

Messaging is quickly going from delighting customers to becoming an expectation. The first piece of advice I have to other businesses is... hurry up.

” DARA KHOSROWSHAHI



Dara Khosrowshahi, CEO of Uber 11:07 ✓✓

Sheryl Sandberg, COO of Meta 11:10 ✓✓

Ready to learn  
more?

You can also reach out to:  
[ashleyhotta@meta.com](mailto:ashleyhotta@meta.com)

**The WhatsApp Business Platform  
empowers businesses to connect with  
their customers personally, at scale.**



With more than  people using the platform around the world, WhatsApp is how people everywhere connect with friends, family, and now, businesses.

