

5 passos para alavancar Voice Calling



LATAM

Already Lives on WhatsApp

147M

WhatsApp users in Brazil: the largest user base outside India

90%

prefer WhatsApp over email

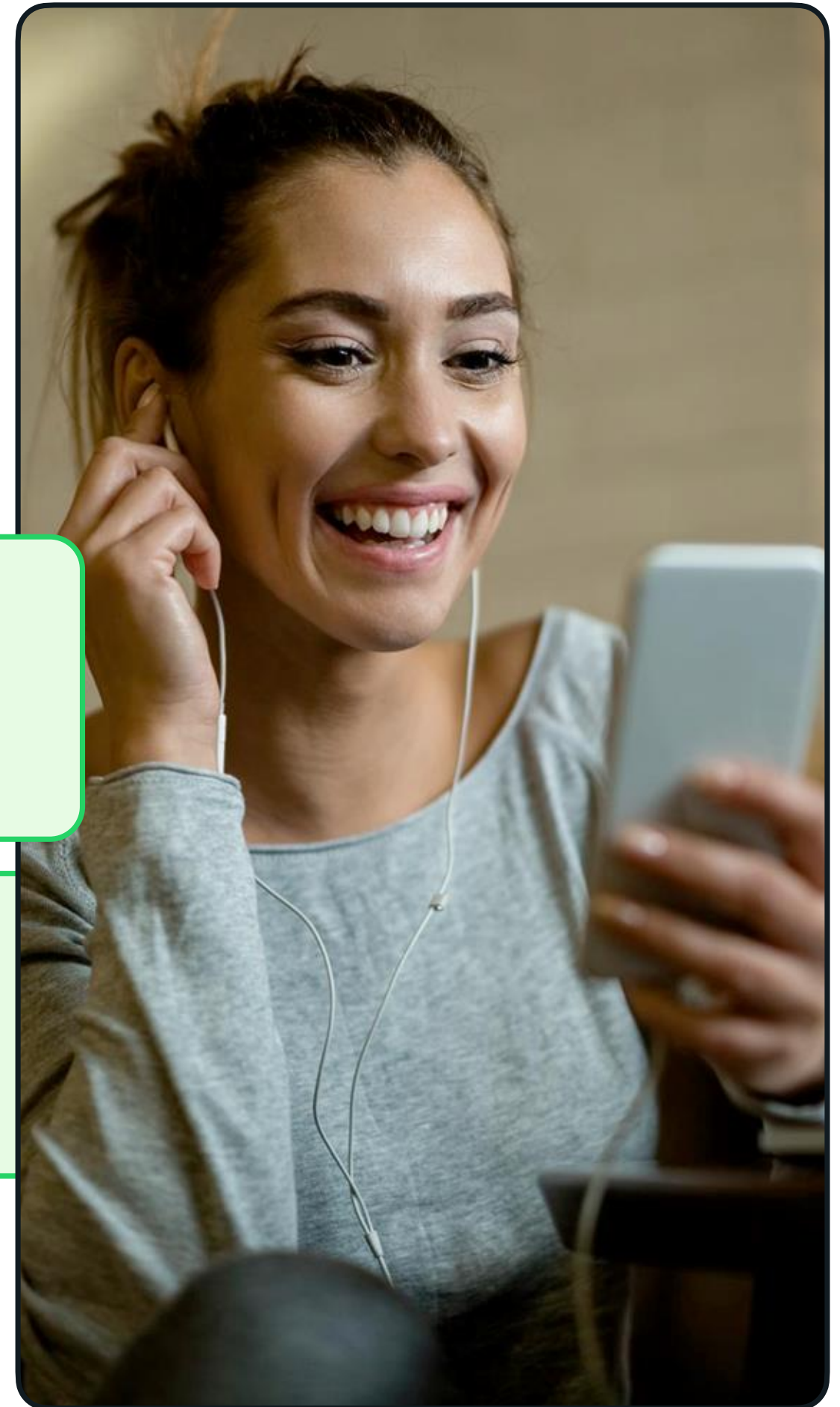
+2B

messages exchanged daily on WhatsApp in Brazil alone

91%

of Brazilians prefer WhatsApp over a phone call

"Your clients' customers aren't just open to WhatsApp calling — they already prefer it. This is the channel. The question is whether your clients are ready to meet them there."





The WhatsApp Business Calling API allows businesses to enable **native, bi-directional voice calls** directly within the WhatsApp chat thread - via **VoIP**, not landlines.

Escalação: What & Who

Brief description of the solution and who this product is designed for

Challenge

Previously, businesses could not offer native in-thread calling. Customers were redirected off-platform, breaking the journey.

Solution

Now, chat and call live in the same thread, keeping context and engagement high.

Ideal Customer Profile — Top Verticals

Vertical	Fit	Why
Financial Services	★★★	High-consideration products, trust-sensitive
Healthcare	★★★	Scheduling, sensitive info, patient support
Travel & Hospitality	★★	Complex bookings, rescheduling, high-touch
Retail & E-commerce	★★	Upsell, post-purchase support, VIP care
Education	★★	Enrollment, tutoring follow-up, lead nurturing

Who Can Use It

-  Solution Partners, Tech Providers, and Tech Partners with Cloud API access
-  Businesses with messaging tier ≥ 1K messages / day
-  Available in all LATAM countries: Brazil, Mexico, Colombia, Argentina, etc.

3 Ways to Trigger a Call

GENERALLY AVAILABLE SINCE JULY 15, 2025

-  **Phone Icon**
Business-controlled visibility
-  **Interactive Templates**
Click-to-call buttons
-  **Call Deep Links**
Websites, apps, QR codes

Why use WhatsApp Business Calling



Reach 3B+ Users on the Channel They Already Trust

Your clients' customers are already on WhatsApp. No app downloads, no new accounts. Calling works inside the thread they're already using — the largest installed base of any messaging app globally.



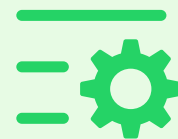
One Thread, Full Context — No Broken Journeys

Chat history, documents, payment links, and calls all live in the same conversation. Agents see everything. **70% of customers expect anyone they interact with to have full context of their situation (Zendesk, 2024).**



Branded, Verified Calls = Higher Pick-Up Rates

Business name, logo, and Meta verified badge appear on every call. No more spam-flagged numbers. **77% of consumers say they're more likely to answer when they know who's calling (Hiya, 2024).**



Full Control Over the Calling Experience

Call hours, permission flows, button visibility, deep links, and interactive templates give your clients control over when and how calls happen. Deflect to chat when appropriate, escalate to voice when it matters.

Drive even better outcomes across your top messaging use cases

01.

Lead Nurturing & Conversion



Escalate from chat to calling after a lead is qualified to improve conversion — immediate trusted follow-up.

02.

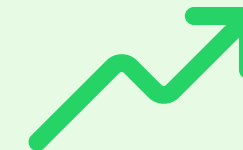
Troubleshooting & Support Resolution



Offer a call for quick resolution when chat can't fully resolve complex issues.

03.

Upsell & Cross-Sell Opportunities



Initiate calls with trusted clients to tailor recommendations for higher-consideration purchases.

04.

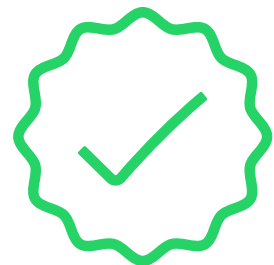
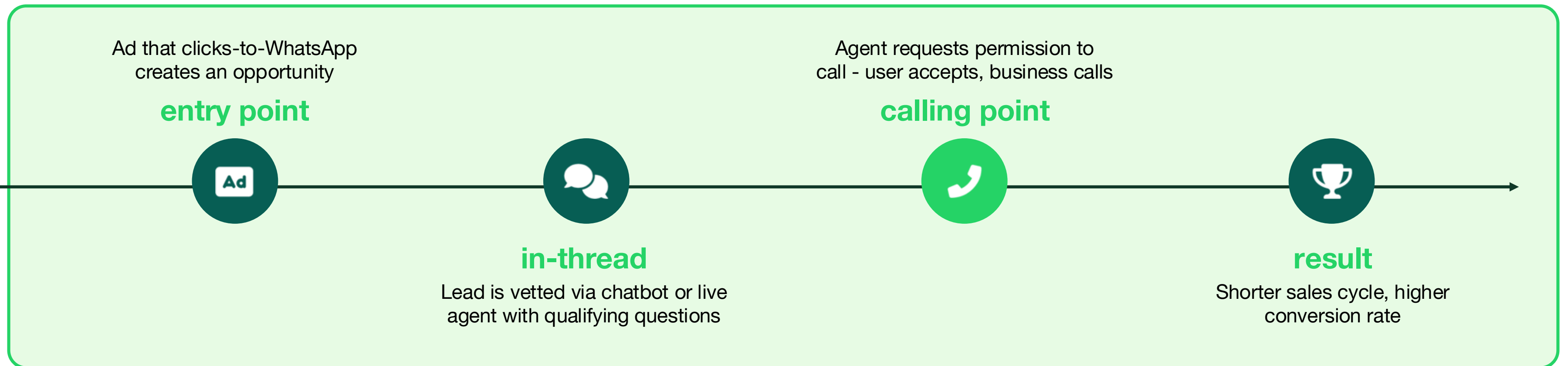
Scheduling & Inquiries



Schedule appointments, confirm bookings, and share directions within the same WhatsApp thread.

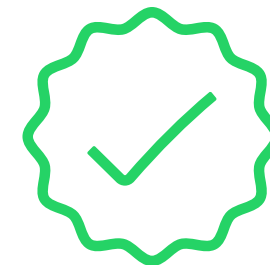
Putting it All Together: Marketing Example

Lead generated via WhatsApp after a marketing campaign



Tip #1

To control influx of calls, business can disable the phone icon

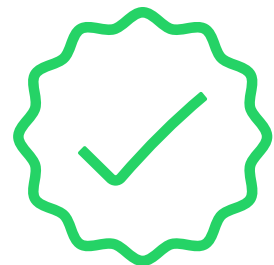
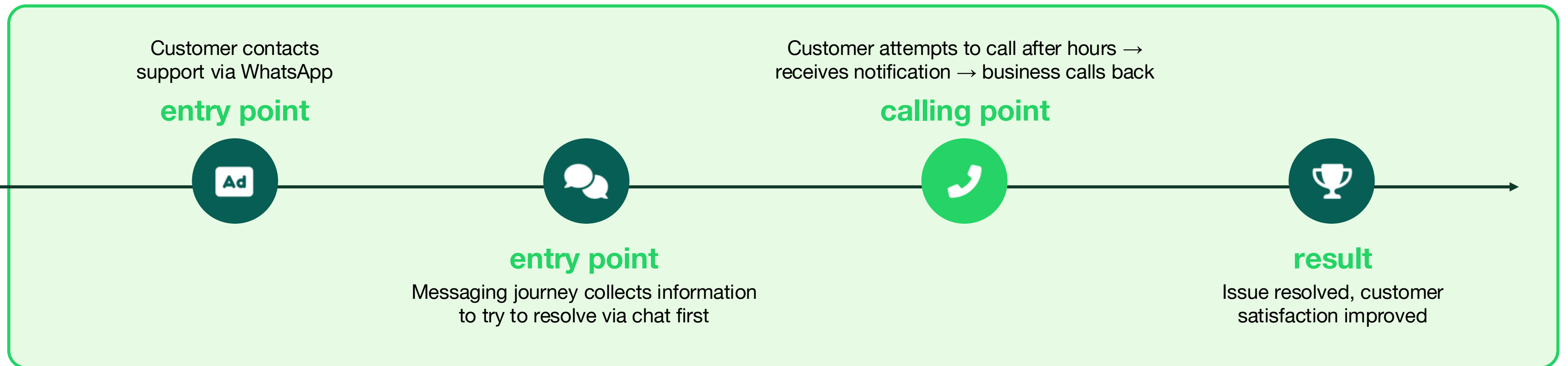


Tip #2

For high-potential leads, use business-initiated flow to shorten sales cycle

Putting it All Together: Service Example

User-initiated message based on an inbound service inquiry



Tip #1

Business keeps call icon enabled but sets call hours to ensure a good experience

How WhatsApp Calling Helps

77% of consumers say they'd be likely to answer a call if they could confirm who was calling

Hiya, State of the Call 2024 Report

53% of customers prefer human-assisted channels for complex situations

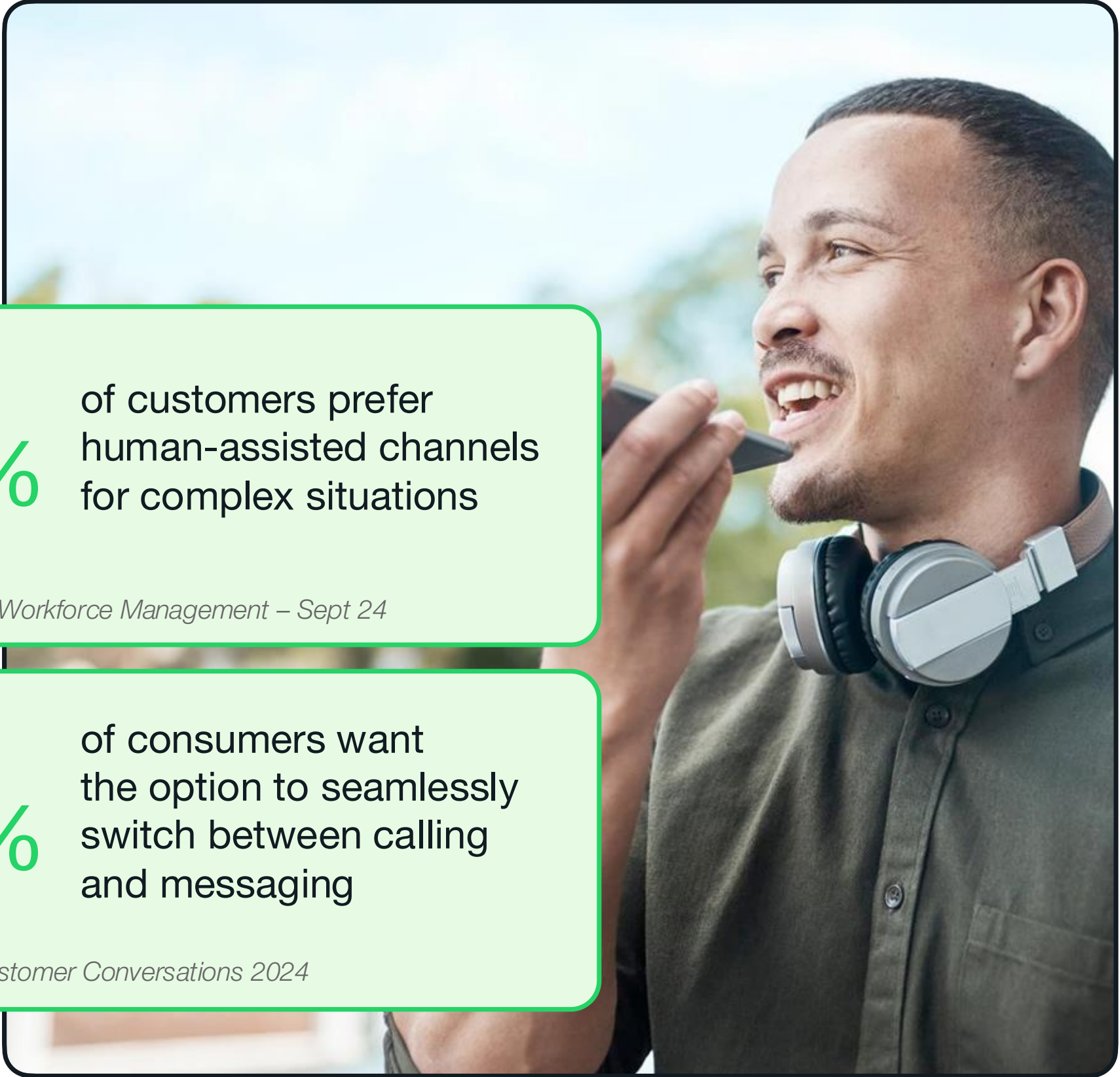
COPC, Contact Center Workforce Management – Sept 24

70% of customers expect anyone they interact with to have the full context of their situation

Zendesk Benchmark Data, 2024

76% of consumers want the option to seamlessly switch between calling and messaging

LivePerson, State of Customer Conversations 2024

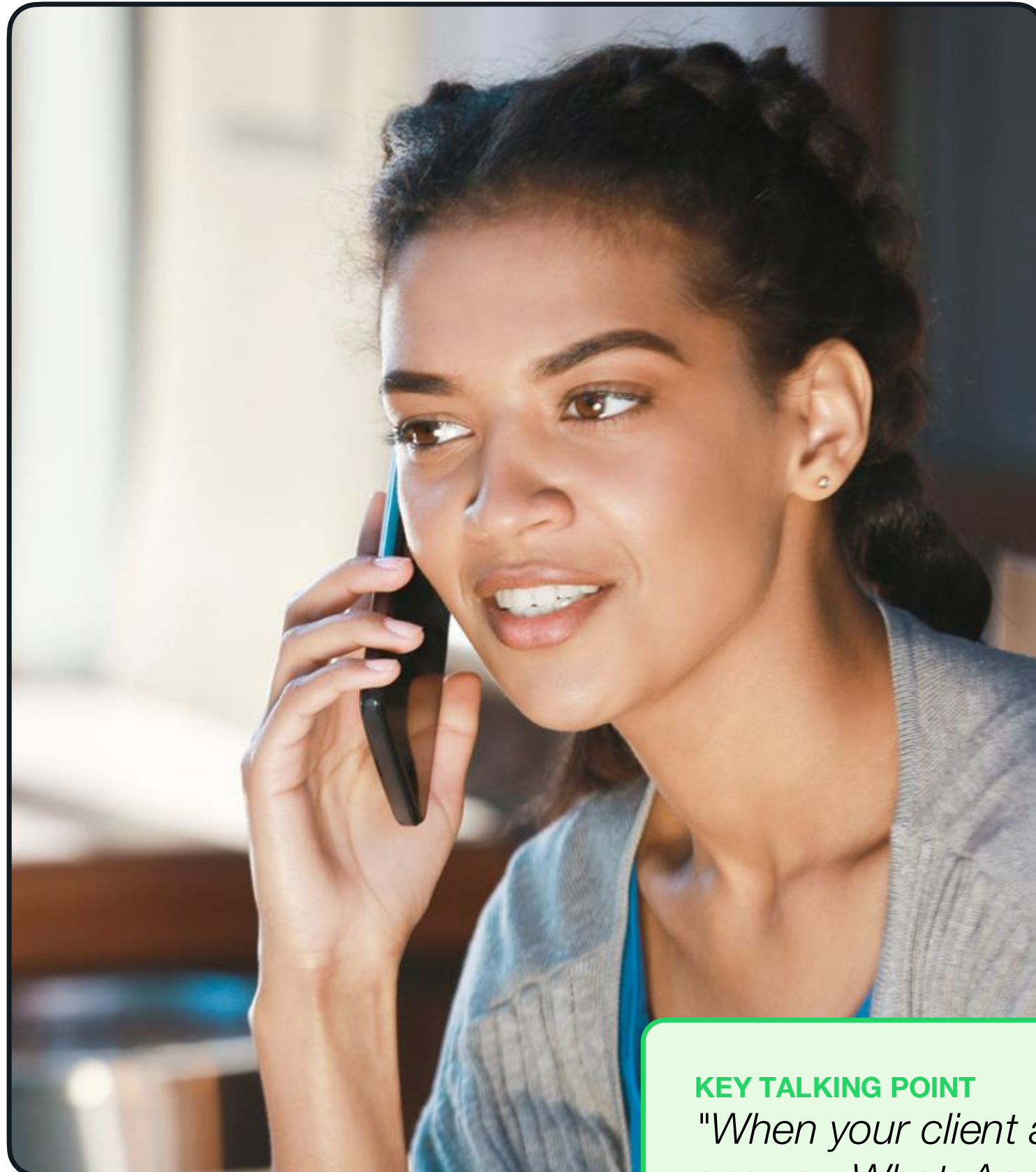


WHATSAPP'S ANSWER

✓ **Branded calls**

✓ **Context in one thread**

✓ **Seamless switch**



Whatsapp calling vs. Traditional telephony



Persistent session

Context maintained across chat and call — no need to repeat information



Multimodal experience

Share documents, images, payment links, and talk live — all in one thread



No dial-outs or call retries

Customers connect in one tap from the chat; no busy signals, no voicemail loops



Smart routing

Bot handles first contact → agent escalates → voice when needed



Built-in analytics

Track conversations, call outcomes, and performance metrics



No PSTN costs

VoIP-based — no per-minute international surcharges

KEY TALKING POINT

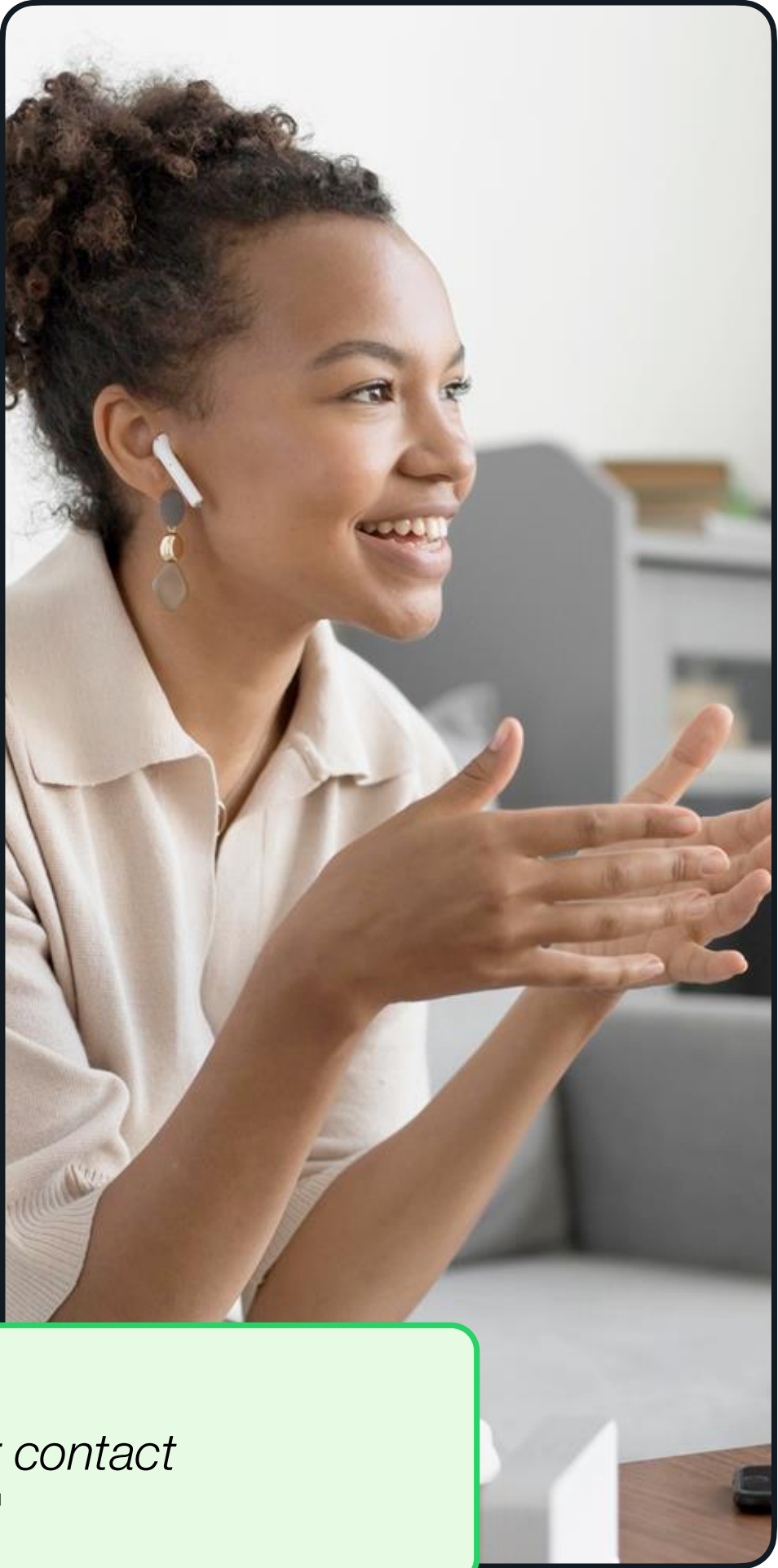
"When your client asks 'why not just use our existing phone system?' — this is your answer. WhatsApp calling doesn't replace telephony, it makes it smarter."

Impact on the KPIs that matter

 First Call Resolution (FCR) No context, repeated information, missed documents	↑ Shared history, files, and screenshots in thread → FCR increases
 Avg Handling Time (AHT) Long explanations, customers repeating info	↓ Quick verification + links / buttons in chat → AHT decreases
 Call Attempts per Resolution 2-3 callbacks, missed calls, voicemail	↓ 1-tap connect + async chat fallback → Attempts drop
 Connect Rate / Reachability DND blocking, spam-flagged numbers	↑ Verified, branded caller ID on a trusted channel → Reach increases
 Customer Effort Score (CES) IVR navigation, long hold times	↓ Single thread, multimedia support → CES decreases sharply
 CSAT / NPS Frustration with IVR and repeat calls	↑ Personal chat + instant voice escalation → CSAT increases

KEY TALKING POINT

"When you pitch calling to your clients, map it to the metrics their contact center leaders already track. This table is your ROI conversation."



Business are already getting results

KEY TALKING POINT FOR PARTNERS

"WhatsApp is not just a messaging upgrade — it's the only channel where your client can message AND call in the same trusted thread."

Native in-thread experience — no broken journey

Business identity visible — 77% more likely to answer

All context available in the same thread

VoIP technology — no per-minute PSTN costs

Bi-directional: user-initiated AND business-initiated

3B+ active users — unmatched installed base



Banco Pan • BRAZIL — FINANCIAL SERVICES

Shifted customer service and sales agents to handle all loan conversations end-to-end within WhatsApp.

4x increase in conversion rates of loan offers

Cartão de Todos • BRAZIL — SOCIAL BENEFITS

Leveraged WhatsApp Business Calling to enhance telesales and support for 20M+ members.

26% higher conversion rate

50% reduced average call time

More LATAM Business driving results

Avista

 Colombia • Financial Services

Implemented WhatsApp Business Calling API paired with AI voice agents (Atomchat) to reduce customer wait times and save employee time.

79%

less customer wait time

340

employee hours saved

Universidad UK

 Mexico • Education

Partnered with Twilio to adopt WhatsApp Business Calling API, making it easy for leads to dial the school directly from a WhatsApp conversation.

+1.5 pp

increase in reply rate

Sicar

 POS Software • Service

Teamed up with respond.io to implement calling directly from WhatsApp, unifying messaging and phone calls in a single thread.

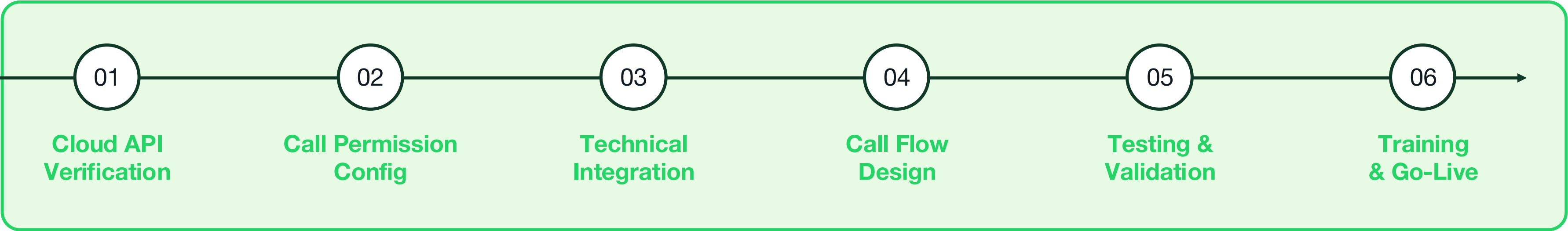
20%

faster case resolution

35%

increase in FCR

Descrição dos passos necessários para implementar a solução



Technical Requirements

-  Phone number must be on Cloud API (not Business App)
-  Business messaging tier: $\geq 1,000$ messages/day
-  Max concurrent calls: 1,000 per phone number

Geographic Availability

-  **User-initiated**
Global availability
-  **Business-initiated:** All countries EXCEPT USA, Canada, Turkey, Egypt, Vietnam, Nigeria



ALL LATAM
COUNTRIES
SUPPORTED

Keep the ball rolling

01.

Enable Calling

Update the phone number settings to enable voice calling capabilities.

```
POST /phone_numbers/settings
{ "calling_enabled": true }
```

02.

Configure Webhooks

Subscribe to call-related events to handle signaling and status updates.

```
Subscribe to: call_log, call_status,
incoming_call
```

03.

Business-Initiated Calls

Send a message to the user to request a call or provide a "Call Now" button.

```
POST /messages
{ "type": "interactive", ... }
```

04.

Handle Incoming Calls

Process the incoming call webhook and bridge the media.

```
Webhook: call_request
Action: Accept/Reject
```

05.

Media & Signaling

Ensure your stack supports WebRTC/SRTP for secure voice transmission.

```
Protocol: WebRTC / SIP Trunking
Codec: Opus
```

06.

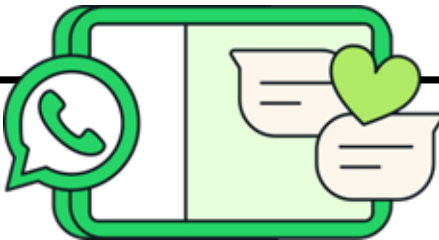
Monitor & Scale

Track call quality metrics (MOS) and error rates in real-time.

```
GET /analytics/call_metrics
Metrics: jitter, packet_loss
```

Financial Services

High-stakes interactions require trust.
WhatsApp Calling bridges the gap between digital convenience and human reassurance.



Why it wins

The "Verified Business" badge eliminates the "unknown number" anxiety, dramatically increasing answer rates for sensitive calls.

Fraud Verification



When suspicious activity is detected, trigger an immediate call or allow the customer to call back instantly to a verified business number.

TRUST & URGENCY

Loan & Mortgage Advisory



Complex products often require explanation. Agents can guide customers through applications in real-time while sharing documents in the chat.

HIGHER CONVERSION

Private Banking

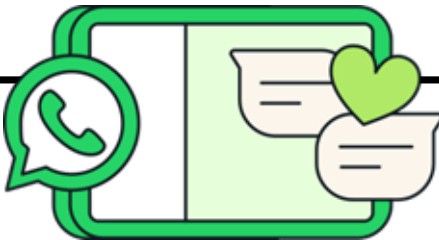


Relationship managers can maintain a persistent, secure channel with high-net-worth clients for advisory and portfolio updates.

RELATIONSHIP BUILDING

Healthcare

Healthcare demands accessibility and empathy. WhatsApp Calling allows providers to offer human support efficiently on the channel patients use daily.



Why it wins

Accessibility. Patients are already on WhatsApp; removing barriers to contact improves adherence and health outcomes.

Appointment Management



Reduce no-shows by allowing patients to confirm, reschedule, or ask pre-visit questions instantly via a quick call.

OPERATIONAL EFFICIENCY

Telemedicine Triage



Nurses can assess symptoms via voice call before scheduling an in-person visit, optimizing resource allocation and patient flow.

RESOURCE OPTIMIZATION

Post-Procedure Care



Follow up with patients after surgery or discharge to ensure recovery is on track, medication is taken, and questions are answered.

PATIENT OUTCOMES

Understanding the cost structure



"The rationale is simple: You pay for the conversation value, not the duration of the call. This aligns incentives toward solving problems faster, not keeping lines open."

WhatsApp Fees



- Conversation-Based**
Costs are tied to the 24-hour conversation window, not per-minute.
- User-Initiated**
Typically opens a Service conversation window.
- Business-Initiated**
Requires a Template message (Utility or Marketing rates apply).

Partner Services



- Platform Access**
Monthly license or usage fees for the BSP/ISV platform.
- Implementation**
Setup, flow design, and integration with CRM / CCaaS.
- Managed Services**
Ongoing support, bot optimization, and analytics.

Cost Offsets

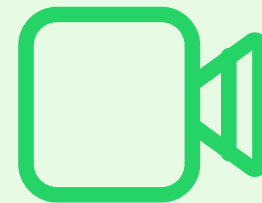


- No PSTN Charges**
Eliminate per-minute toll-free or international telephony costs.
- Efficiency Gains**
Higher FCR and lower AHT reduce total operational cost per case.

"Shift spend from 'connection minutes' to 'resolution outcomes'."

Coming soon: Video Capabilities

Elevating the conversation with face-to-face connection



Native WhatsApp Video Calling API

Target Use cases



Identity Verification

Visual KYC processes where agents need to see the customer and their ID document.



Telemedicine

Remote consultations where visual assessment is critical for triage or follow-up care.

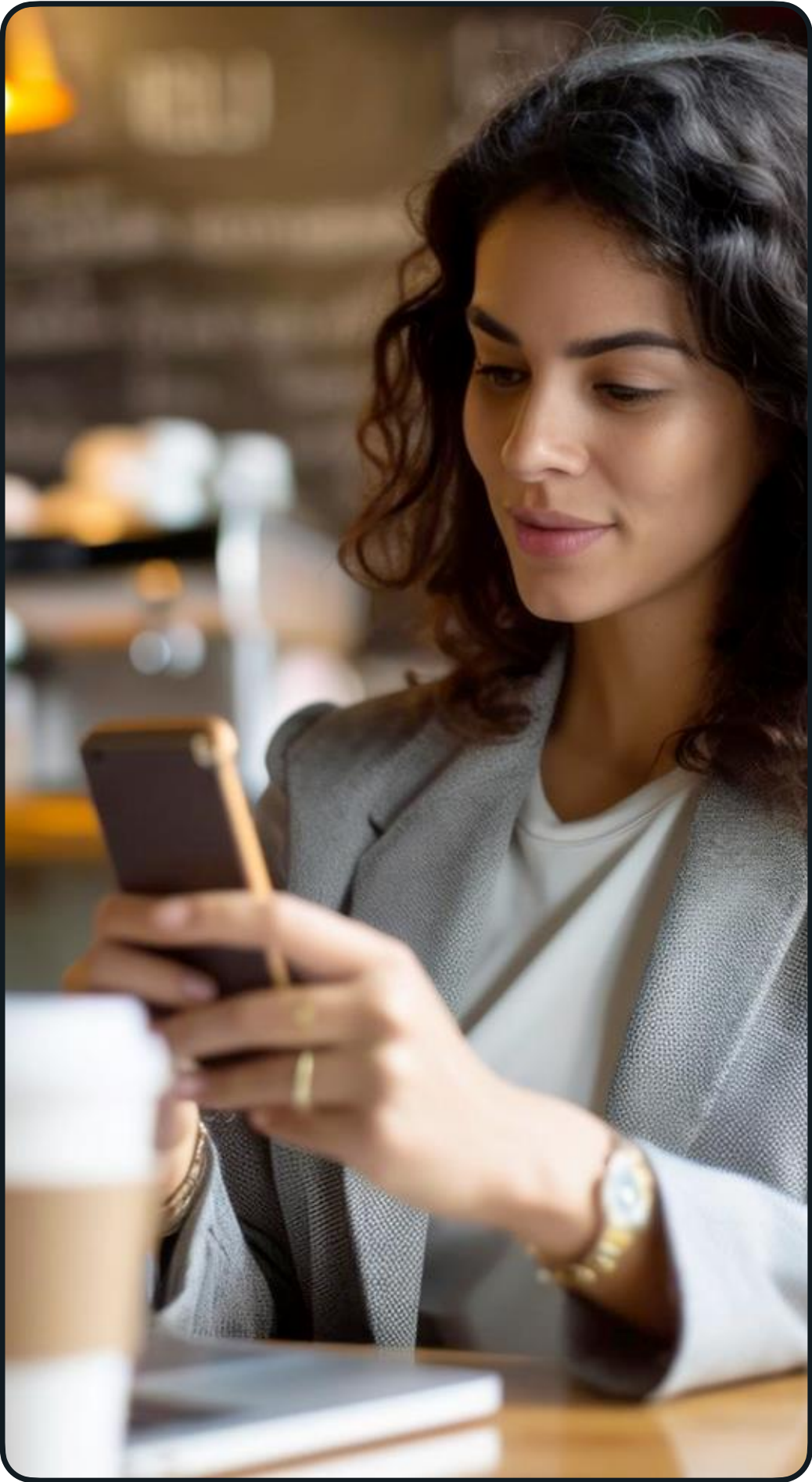


Technical Support

"Show me the problem" — customers can point their camera at the issue for faster resolution.

Product Roadmap

Timeline	Feature	Status	Description
 Q3 2025	 Calling API GA	LIVE	Full rollout of user-initiated calling capabilities to all BSPs.
 Q4 2025	 Biz-Initiated	LIVE	Ability to send "Call Now" buttons via Utility and Marketing templates.
 Q1 2026	 Video Calling	BETA	Native video support for identity verification and support use cases.
 Q2 2026	 Group Calling	PLANNED	Support for multi-party calls (e.g., agent + expert + customer).
 Future	 Native AI Voice	EXPLORATION	Direct integration with Meta AI for low-latency voice agent handling.



* Roadmap dates and features are subject to change. This information is for planning purposes only and does not constitute a commitment to deliver any specific functionality.

Thank You!

