



8x8 WhatsApp Business Calling

Real-Time Voice. Inside WhatsApp. No Phone Needed.

When a WhatsApp chat needs voice, customers must switch to a separate phone call - breaking the conversation and losing context. For businesses where WhatsApp is the primary support channel, that channel switch costs you the customer.

WhatsApp Business Calling keeps voice inside the same conversation your customers already trust. No app switching, no callback numbers, no broken context - just a tap-to-call experience that picks up where the chat left off. User-Initiated Calling is live globally today; Business-Initiated Calling with customer consent launches June 2026.

Managed in 8x8 Converse - Your Unified Engagement Platform

8x8 Converse is 8x8's unified engagement platform. Every WhatsApp call routes into 8x8 Converse for queue management, agent assignment, and call logging. Agents see a Decline / Answer pop-up in their browser, the customer's full chat history in the same thread, and automatic call logging - no manual entry needed.

Key benefits

- **No Phone Infrastructure:** Voice support without PSTN, DID numbers, or telephony investment required.
- **Free Inbound Calling:** User-Initiated Calls are free for businesses, globally.
- **Full Conversation History:** Voice and chat logged in one 8x8 Converse thread automatically.
- **Outbound on WhatsApp:** Call customers directly on WhatsApp - no separate phone line needed. Agents initiate right from 8x8 Converse.
- **Global Availability:** Live in all WhatsApp Cloud API-supported markets worldwide.
- **Agent-Ready from Day One:** 8x8 Converse delivers queue management, logging, and agent controls built in.

Every industry. Every conversation. One channel.

Customer Support

Escalate complex WhatsApp chats to voice without switching channels or losing context.

E-Commerce

Resolve order queries via call within the same WhatsApp conversation thread.

Healthcare

Call patients for appointment confirmation with a consent-based BIC workflow.

Logistics

Coordinate last-mile delivery via WhatsApp without exposing personal phone numbers.

Why 8x8 Converse

Unified omnichannel engagement

Manage all conversations in one platform - no silos, no tool switching.

Mobile-ready agent workspace

Enable agents to respond from any device - ideal for distributed teams and field operations.

Global connectivity

Leverage reliable voice and messaging delivery through direct operator connections worldwide.

Seamless integration

Connect easily with CRM, contact centre, and business systems to extend existing workflows.

