

Unlocking Increased Efficiency, Engagement and Revenue with Meta Messenger API

The Messenger API from Meta provides businesses increased capabilities that help improve customer satisfaction, retention, and growth — all while addressing common pressures like growing customer care costs/inefficiencies, the changing communication preferences of your customers, and more, according to a recent survey of existing Messenger users by Forrester.¹ These data, quotes, and conclusions presented here highlight their findings:

“Automation takes care of a lot of the volume, which is a huge burden off our team’s back. Because of Messenger, with the AI and the support we get through the third-party partner, we can deliver 20 different experiences to 20 different unique people, and we can get our ROI on it.”

VP of Marketing,
furniture industry, NA



61%

Reported improvement in agent productivity because of Messenger.

93%

Saw improved conversion rates with Messenger.

90%

Indicated AOV was higher with Messenger.

Increased Productivity

61%

increase in agent efficiency for customer inquiries requiring an agent

The Messenger API provides businesses with the tools to build automated chatbot workflows, decreasing the time it takes for live customer service agents to respond to frequently asked questions. By deflecting calls to live support to messaging and conversations (commonly referred to as “IVR deflection”), businesses have the potential to reduce or streamline agent workload, while potentially boosting productivity and decreasing the high cost of live support.

“Messenger and Instagram Messenger help us resolve customer problems faster. Our customers find it very efficient and fast to get the answer they want.”

Head of New Markets,
electronic accessories, APAC

Increased Purchases

87%

of survey respondents reported that Messenger resulted in incremental revenue at their organization.

As consumers become increasingly comfortable using messaging to contact businesses, the greater likelihood they'll come to expect that same level of service from your channels. Luckily, Forrester's research reports that most businesses accommodating these customers also saw an increase of incremental revenue, year after year.

“Messenger helped us reach a different type of people, who like this type of approach, that we didn't have before. We feel there are incremental customers being reached and an improved conversion rate because those incremental customers have more affinity towards this type of experience.”

VP of Marketing,
furniture industry, NA

Increased Average Order Value

Up to

50%

higher average order value after interacting on Messenger

The ability to engage in text with your customers also empowers you to casually introduce other products and/or upsell within the chat window — as a result, businesses report a higher AOV after implementing Messenger as a customer care channel.

“AOV is typically higher with Messenger experiences. It's not uncommon for us to see anywhere from \$500 to \$1,000 higher average order values when customers go through these curated sales conversations.”

VP of Marketing,
furniture industry, NA

86%

reported a reduction in handle time after implementing Messenger.

87%

reduction in customer contact volume in other service channels.

Improved Customer Experience

74%

of survey respondents reported that Messenger resulted in incremental revenue at their organization.

The Messenger API doesn't just make things easier on your company and bottom line: customers, too, report a much easier experience when resolving their issues in Messenger, Forrester's report found.

"Messenger has so many prebuilt users in it, and people use that on a daily basis with their friends and family. I think we're reaching net new customers because of that, but we are also bringing our existing customers along."

VP of Marketing,
furniture industry, NA

Improved Agent Experience

78%

saw an average reduction in agent turnover of 19%

Keeping your customer care team happy and productive is a great way to delight your customers, but don't forget about the benefit to your bottom line — happier agents means less turnover, and less associated costs as a result.

"One agent can use Messenger to text with multiple people at the same time. So, we found out that our customer service agents can be more efficient with Messenger than the phone. That was a lot of financial savings for us. When asking them for a confirmation number, we don't have to just sit and wait for it. The agents are replying to more people because they can multitask."

CTO, tickets and events, LATAM

Long-term Ability to Innovate and Customize

Flexibility of an API-based Solution

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

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

Businesses reported that they appreciated the ability to work with third parties that partner with Meta to customize their Messenger experience both on the front and back end.



Meet Your Customers Where They Are

The Messenger API from Meta empowers your business to engage customers where they're most comfortable — all while providing your business with the potential for cost-savings, revenue, and higher productivity in the process.

¹ A commissioned study conducted by Forrester Consulting on behalf of Meta, May 2022, n=180
Results are not guaranteed and individual results may differ