



The Hesitation Report.

Why customers stop, stall, and drop off and what high-performing businesses do differently.

Most businesses focus on getting attention.
Far fewer are built to handle hesitation.

That gap is where most conversions are lost.

73.3%

prefer messaging as their
primary way to contact a
business

72.4%

more likely to purchase from
brands that offer messaging

265%

higher engagement vs legacy
channels

THE CORE PROBLEM

Customers don't just drop off. They get stuck.

When a customer, enquiry, or application doesn't move forward, most businesses assume one of three things: the interest wasn't real, the offer wasn't right, or the message wasn't clear enough.

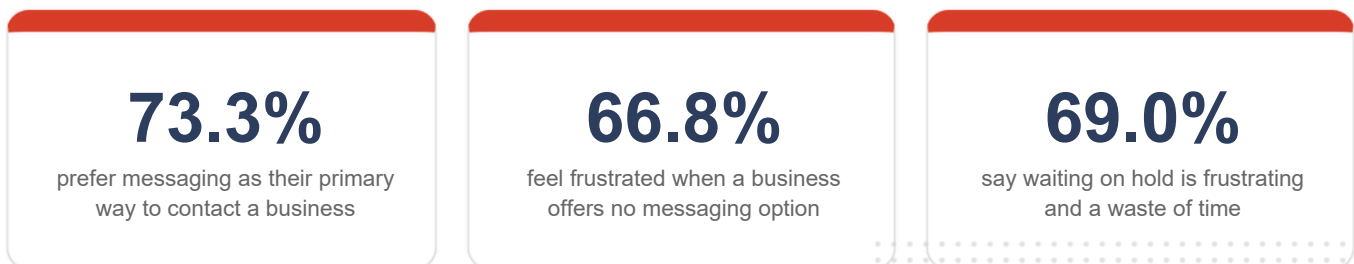
So they tighten the message. They rework the offer. They try to attract better-qualified interest. And the numbers move — but not as much as they should. Because the real problem is somewhere else entirely.

● Customers don't usually decide "no." They pause and never come back.

That pause is not a marketing problem. It is a **hesitation problem**. And hesitation lives in a part of the customer journey that most businesses have never thought to look at.

What the data tells us

Across 11,056 consumers surveyed in 22 global markets, the signal is consistent: the gap between interest and action is not closed by better information. It is closed by **immediate response**.



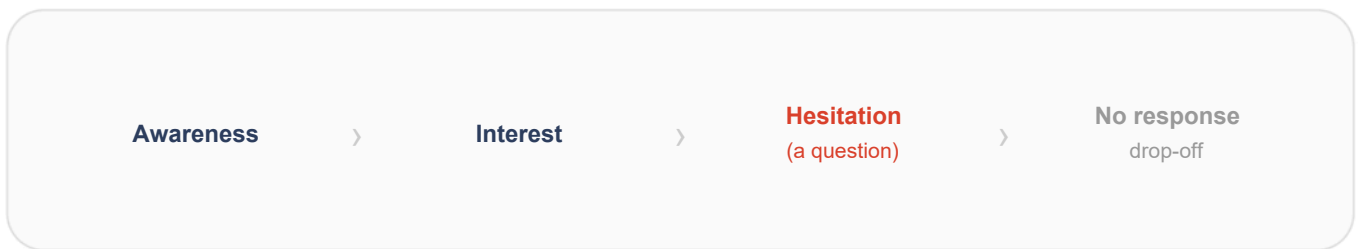
Source: WhatsApp Business Messaging Research, Kantar/Meta, n=11,056, 22 markets, 2025.

Frustration at the moment of decision does not lead to a polite exit. It leads to a stalled decision, or a competitor's page.

WHAT FRICTION LOOKS LIKE

What happens right before a customer **drops off.**

Many times, the customer is not disinterested. They are not price-sensitive. They have not found a better alternative. They are simply stuck on something small.



The customer is on your pricing page. Halfway through a form. Comparing options. Ready to move forward. Then something small happens.

- "Is this the right fit for us?"*
- "What am I actually committing to here?"*
- "How long is this going to take?"*
- "Will this work in my situation?"*
- "Can I actually trust this business?"*
- "What if it doesn't work — then what?"*

These questions are not objections. They are not signals of disinterest. They are the exact moment where a willing customer needs one thing: **an answer.**

● That moment is **hesitation.** And most businesses do nothing about it, not because they don't care, but because they have never built anything to address it.

DESIGNING AGAINST HESITATION

The best businesses don't react to hesitation. They design **against it.**

There is a difference between a business that handles it well when a customer gets stuck, and a business that has thought carefully about where customers are likely to get stuck in the first place. The first responds. The second designs. Most businesses have only ever done the first.

● The best customer journeys are not the ones with the most steps removed. They are the ones where uncertainty is resolved before it becomes a reason to leave

The ones that do it well have looked at their customer journey through a different lens, not just asking "where do people drop off?" but "where do people pause, and why?"

Those are different questions. The first tells you what happened. The second tells you what to fix.

- 1 Map hesitation points, not just drop-off points.**
 Analytics tells you where customers leave. That is not the same as understanding why. High-performing teams go one layer deeper, identifying the specific moment before the exit where a question went unanswered, a doubt went unresolved, or a signal went ignored.
- 2 Build the response into the journey, not onto it.**
 Most businesses make customers go looking for an answer. Find the contact page. Fill in the form. Wait. By the time a response arrives, the moment has passed and so has the customer. The answer needs to be where the question is, not somewhere nearby.
- 3 Use every conversation to improve the next one.**
 Every hesitation that surfaces and gets resolved is a signal, about what customers actually need, what language they use, what stops them at each stage. That data feeds back into the journey design. Each iteration becomes more effective than the last
- 4 They reach out the moment a customer shows interest, not after.**
 When a customer fills in a form, starts a conversation, or signals they're thinking about it, the response is immediate and human. The conversation is already underway before the customer has time to second-guess it.

WHY CURRENT SYSTEMS FAIL

Your stack isn't built for this **moment.**

When a customer hesitates, what can they do? In most businesses, the options available to them share a single fatal flaw.

Channel	Response time	Immediate?	Continuous thread?
Email	Hours to days	X No	X No
Phone	Queues, hold times	X No	X No
Web form	Hours to days	X No	X No
Live chat	Often offline	Partial	X No
Messaging	Seconds	✓ Yes	✓ Yes

The problem is not a lack of information. It is a lack of immediate response.

Each of these channels was built for a different purpose, and each performs that purpose well. Email is good for long-form communication. Phone is good for complex conversations. Forms are good for structured data collection.

None of them are good for what a hesitating customer actually needs: a fast, frictionless answer in the moment they have the question.

By the time you reply to an email, the moment has passed. By the time a form response is processed, the customer has moved on. By the time hold music ends, they have already opened another tab.

Every channel in your current stack introduces delay between question and answer. Delay is where decisions go to die.

WHAT THIS LOOKS LIKE WHEN IT WORKS

Three sectors. One mechanism.

Three businesses across different sectors. In each case, the mechanism was the same: reduce the time between question and answer, inside the channel the customer was already using.

RETAIL / E-COMMERCE

Customers able to ask product questions and complete purchases in one thread.



FINANCIAL SERVICES

24/7 instant responses to routine queries, without hold times or callbacks.



MULTI-CHANNEL RETAIL

All customer communications unified in one channel, marketing, updates, and auth.



Source: Infobip WhatsApp Business Platform case studies. Results self-reported; individual outcomes vary.

THE MECHANISM

Why conversation changes the **outcome**.

Most channels are built to *send* information. Email sends. SMS sends. Ads send. Even most live chat tools are primarily broadcast and pushed at the customer on the business's terms.

Very few channels are built to *receive*, to be open, always available, and capable of responding to whatever a customer needs to ask, at whatever moment they need to ask it.

- When a customer can ask a question and get an answer **without switching context**, friction disappears.

This is what makes real-time two-way messaging, specifically WhatsApp, structurally different from every other channel in a business's stack. It is not simply faster. It is built for a different job: handling uncertainty at the moment it arises, inside a thread the customer initiated, without asking them to go anywhere else.

- 1 Questions answered before they cause drop-off.**
The hesitation resolves inside the conversation, before the customer opens another tab.
- 2 Trust built through response, not claims.**
74.6% trust a business more when they can message directly. That trust comes from the fact of being answered.
- 3 No context switching.**
64% prefer to transact via messaging. When question and purchase happen in one thread, the distance between intent and action collapses.

THE COMPOUNDING ADVANTAGE

The businesses already doing this are **getting smarter every day.**

Every conversation generates something no broadcast channel can produce: **proprietary knowledge about what your customers actually ask, what stops them, and what moves them forward.** That knowledge compounds, and the businesses building it now are accumulating an advantage that cannot be replicated quickly.

<p>1</p> <p>They're building audience.</p> <p>Every opt-in is a direct, permissioned contact. It grows with every interaction and belongs to the business, not to an algorithm.</p>	<p>2</p> <p>They're building context.</p> <p>Every conversation reveals what customers ask before buying. That data makes every future conversation more effective.</p>	<p>3</p> <p>They're building trust.</p> <p>77.3% feel more connected to businesses they can message directly. That trust compounds across every exchange.</p>
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Source: WhatsApp Business Messaging Research, Kantar/Meta, n=11,056, 22 markets, 2025.

● Every unanswered question is **lost revenue.**
 Every answered question is **data, trust, and forward momentum.**

ONCE YOU SEE IT

Once you see hesitation, you can't **ignore it.**

Most businesses haven't mapped where their customers get stuck. Not because it isn't happening but because the question has never been asked, and no existing tool has ever been designed to surface it.

Once you start looking, it becomes obvious. The pricing page with high dwell time and low conversion. The enquiry form that gets submitted but never followed up in time. The prospect who was warm last week and has gone quiet. The customer who asked a question by email three days ago and hasn't heard back.

These are not isolated incidents. They are a pattern, and the pattern has a name.

- **Hesitation.** It is the space between a customer who wants to move forward and the answer that would let them.

Most teams we speak to haven't mapped this yet.

Want to see how this works in practice?

A short walkthrough of how this looks with a real funnel, where customers get stuck, and how messaging can move them forward. No prep needed. No pressure.

[See how it works](#)

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Data sources: WhatsApp Business Messaging Research, Kantar (commissioned by Meta Platforms, Inc.), n=11,056, 22 global markets, April–September 2025. Platform results: Infobip WhatsApp Business Platform case studies. All results self-reported. Individual outcomes vary.