E-BOOK

Create a Seamless Customer Experience Through WhatsApp Business

Your appointment has been scheduled for 27.07.2019 at 10:45 AM. See you there!

Today

Messages to this chat and calls are now secured with end-to-end encryption. Fresh Market may use another company to store, read and respond to your message and calls. Tap for more info.

This chat is with the official business account of "Fresh Market". Tap for more info.

Hi,
I want to return my last order. Could you help me with it?

Your food is on its way! It will arrive around 4:15 pm. Enjoy your meal.

⚠ Account alert
Cash withdrawal of $200 made from Debit Card X8609 on 20-01-2019.

✈ USA
FLIGHT
823

OAK → LIH

TERMINAL 02 GATE 16 SEAT 34B

INTRODUCTION

A Seamless Customer Experience

According to PwC, 73% of customers hold customer experience as the primary factor in determining their purchasing decisions, followed by price and quality. However, only 49% of consumers feel that the level of customer service they receive overall is satisfactory. Moreover, **86% of buyers are willing to pay more** for better customer experience.

So, if it is clear what customers want and we know they are willing to pay more for it, what exactly is stopping businesses from delivering the ideal customer experience?

As companies grow it becomes hard for them to efficiently manage their overall business communication with a diverse customer base. It also becomes harder to provide the right information and nudge them at each step for their customer cycle. In addition, modern customers expect businesses to interact with them on their terms - at any time, from anywhere and on all channels. By not listening to customers, businesses are not only missing out on an opportunity but are also pushing out their customers to their competitors. For instance, **9 out of 10 customers want to be able to message their business**, but only 48% of businesses are equipped to provide customers with this facility.

This is where WhatsApp Business comes into the picture. Messengers now play a central role in business communication by allowing businesses to personally engage with their customers. With its Business App, WhatsApp wants to make it easier for brands to communicate with customers by opening up new avenues for successful marketing.

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What is WhatsApp Business?

On WhatsApp, one can create 3 different types of profiles:

1. **Regular profile**- for personal interactions. From catching up with an old friend, video calling your mom for new recipes or sharing videos on family groups, consumers use WhatsApp on a daily basis to connect with friends and family.

2. **Regular, non-verified business profiles**- for interaction with consumers. Some businesses reach their customers through WhatsApp Business, but these accounts are not verified with WhatsApp and so there is no safety net while communicating through them.

3. **Official Business Accounts**- for engaging with customers, globally. These accounts have been verified by WhatsApp and customers can rest assured that they are in fact communicating with the official business.

Regular profile
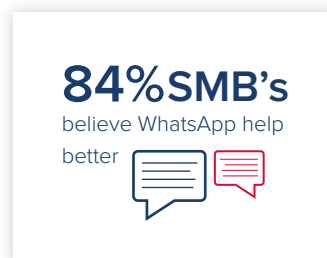
Non-verified business profile
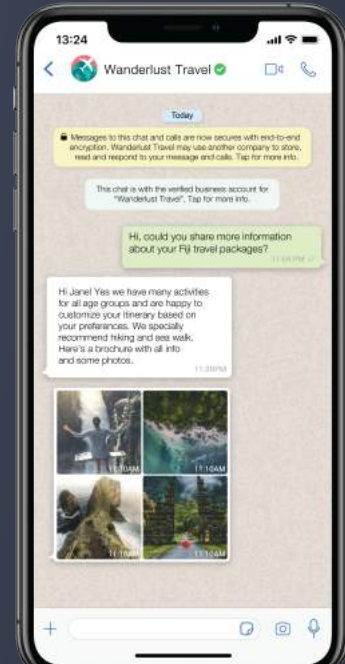
Official Business Accounts

A lot of business owners often confuse the second and third types of business accounts. They believe that downloading the business app is all it takes to be an "official" business communicating on WhatsApp, but there is so much more to it. This e-book discusses the third type- Official Business Accounts on WhatsApp. That green tick mark next to a business name on WhatsApp? That is a huge way for businesses to differentiate themselves from other sellers and gain the trust of customers. It also helps businesses easily be seen and discovered by customers. Whatsapp Business App allows users to create a business profile with helpful information for customers like the business's address, phone number, business description, email address, and website.

Businesses all around the world are excited about leveraging the potential success that would come with using WhatsApp Business as a channel of communication. Through WhatsApp Business API, businesses can now create a new experience for each customer and further enhance customer engagement.

In today's digital world, customers are tweeting at 10 am, chatting with their friends at lunch and scrolling through Instagram on the way back from work. They want to interact with businesses the same way they interact with their peers and stay in touch with their family. Messaging apps are the key to connect with customers. 60 billion messages are sent out through WhatsApp every day. By communicating with customers through an app they regularly use, businesses can ensure that a notification from them will definitely be opened and read.

200 million users

3 billion Use WhatsApp to reach their customers

82% users in India use **WhatsApp**

84% SMB's believe WhatsApp help better

Advantages of Using WhatsApp Business

Employing WhatsApp Business as part of the messaging strategy is no longer a question. It has now become a necessity to remain competitive. Here's why:

1. Global Reach

Businesses no longer need to use different communication channels or spam their users' inboxes. A global application like WhatsApp, which of course is free of cost for customers, is all businesses need! It has a high penetration rate in Germany, Malaysia, Saudi Arabia, Brazil, Mexico, and many more countries. With the increase in the use of smartphones in Latin America, Asia, Europe, and Africa, the success of WhatsApp has accelerated in these regions as well. Therefore, with this universal platform, businesses don't have to worry about connecting with customers before tapping into new markets.

JAN 2019

TOP SOCIAL MESSENGERS AROUND THE WORLD
THE MOST POPULAR MESSENGER APP BY COUNTRY / TERRITORY IN DECEMBER 2018

- WHATSAPP (133)
- FACEBOOK MESSENGER (75)
- VIBER (10)
- IMO (3)
- LINE (3)
- TELEGRAM (3)
- WECHAT (3)
- GOOGLE MESSAGES (1)
- HANGOUTS (1)
- KAKAOTALK (1)
- ZALO (1)
- UNKNOWN (11)

Source- Sahir, and Sahir. "WhatsApp Usage, Revenue, Market Share and Other Statistics (2019)." Digital Information World, 11 Feb. 2019, https://www.digitalinformationworld.com/2019/02/whatsapp-facts-stats.html.

2. Interactive communication

Through just 1 API, businesses can enhance their messaging with 7 different types of additions. These 7 supported formats of the message include the following:

- Templates
- Images
- Texts
- Contacts
- Audio
- Location
- Video
- Documents

This means that the next time a customer raises a support ticket, agents can instantly reply to them through WhatsApp. They can also use the above mentioned rich media to allow detailed assistance. For instance, if a customer is unable to open a bottle of makeup removers they have bought from a business, the agent can send them a video through WhatsApp demonstrating how it's done.

3. Secure platform

The business profile created for a company is unique and verified, which means that it has been made after WhatsApp has verified the business accounts. Moreover, with end-to-end encryption and two-factor authentication (2FA), both businesses and customers are safe from fraudulent attempts. By eliminating the possibility of customers interacting with fake accounts, a business will never face bad publicity or be accused of any misconduct because no one else can have an official account with the same company name and exploit customers. As a result, customers trust the business more.

4. Strong customer relations

All businesses are trying to build stronger relationships with their customers through every message they sent out. WhatsApp gets businesses a step closer to achieving this goal by allowing them to engage in one-on-one communication with each and every customer.

In addition, by connecting with customers on a platform they are familiar with, constantly use and connect with their loved ones on, businesses can now enter a new place in customers' lives, which was never possible before. With this businesses can instill their brand identity within their customers, thus enhancing customer loyalty and fostering long-term relationships.

5. Connect with customers their way

To connect with customers, it is important that businesses communicate with them through the channels they already use. With numerous social media platforms and messaging apps, the last thing customers want is to add a new channel to their list, just to communicate with one company. By using a customer-preferred channel, like WhatsApp, businesses can convey messages to customers at their convenience. This makes them more likely to see the message, read the content and further interact with the business.

6. Facilitate two-way communication

With an abundance of information available on the internet, customers are more aware of the products/services they buy than ever before. Customers now want to reach out to businesses and have more direct and genuine conversations.

Businesses can no longer communicate with customers by sending one-way messages or making them wait in a long queue to talk to a customer support agent. With WhatsApp Business, brands and customers can have real conversations with each other. With delivery tracking, payment confirmations, contact details, etc., businesses can keep their customers updated and provide them with all the information they need.

7. Build a brand presence

By using the API, their profile can contain a lot more context to establish a presence among customers. For instance, businesses can indicate open hours, addresses, website/social media links, phone contacts, mission, and other suitable business details. In such a way WhatsApp Business profile gives businesses the opportunity to inject their brand personality with every customer interaction. Ultimately, this means that customers are more familiar with their brand and identify with their brand image.

Kaleyra has made it simpler for businesses to benefit from the above advantages. By running Kaleyra's API for WhatsApp Business, businesses can seamlessly send messages.To learn more and further understand how their business can leverage this latest technology, that has changed the way businesses communicate, read our detailed guide here.

Types of Messages Businesses Can Send on WhatsApp

After generating an opt-in list and getting permission from customers, businesses can send two main types of messages through WhatsApp:

Customer care messages

These messages can be sent within a 24-hour window of a customer initiating a conversation with the business. A business can send automated replies or have their agent converse with customers.

Notifications

These messages can be sent automatically at any time. For example, messages to inform customers about gate changes, package delivery, 2-factor authorization codes, etc. These notifications are critical to running the business and can be delivered to customers where they are most engaged.
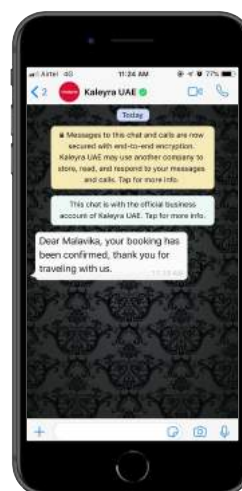
Customer Care   **Notifications**

NOTE: Currently promotional messages are not allowed to be sent via WhatsApp Business API, and it is limited to strictly notifications only.

Pre-defined Templates

WhatsApp also offers the convenience of using pre-defined templates for generic scenarios across industries. These are standard messages that businesses may want to send to customers to keep them updated. When sending a message to a contact for the first time, WhatsApp displays buttons to mark the conversation as spam or block the number. With message templates, already know that the template is a valid one, so these buttons won't show if the business is verified, allowing for better user experience.

Businesses send templates with content to Kaleyra, post which we take care of the approval process. WhatsApp is end-to-end encrypted. Even Facebook and WhatsApp do not see the contents of a message sent between anyone on WhatsApp, whether it's between A2P, P2P.
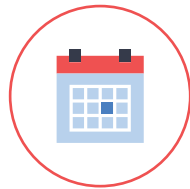
Account Update	Reservation Update	Payment Update	Shipping Update	Issue Resolution

| Personal Finance Update	Appointment Update	Transportation Update	Ticket Update	Alert Update

Chat-bots

With WhatsApp Business API, businesses can enable bot responses that feel like a natural conversation and allows the business to share all vital information with the customer in one place. It's similar to a feature Facebook introduced several years ago, then called "Saved Replies," that allowed business owners with Facebook Pages to respond to customers with canned messages. On WhatsApp Business, companies can trigger the quick replies by pressing the "/" button on their keyboard. In such a way, businesses can send automated greeting messages that are triggered when the customer messages during off hours or "away" messages that can be scheduled when the agent is not able to immediately answer inquiries.

Businesses can create a smooth journey for the customer by integrating with chatbots. Especially for short, repeated questions businesses can send automated responses with the right media and answer customers' questions right away. As a result, their customers are happy with the service and active responses, while agents are not overloaded with conversations and can instead focus on responding to customer questions that actually require manual intervention.

For example, for a travel agent one of the most frequently asked questions might be regarding the packages they offer for different tourist spots. With chatbots, businesses can automatically respond to these questions with package details, images, videos, hotel details and more. This ensures that customers have all the information right away and on one chat.
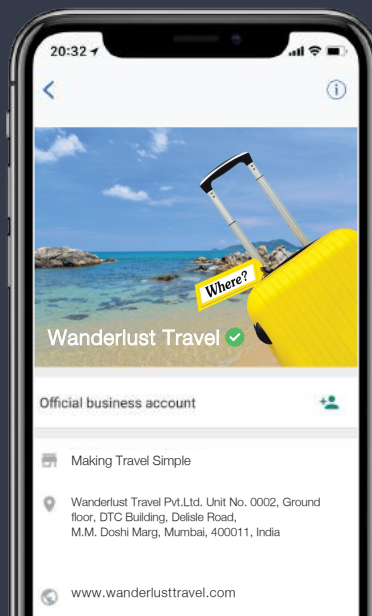
USE CASES

Discovery

Purchase

Post - Purchase

People need human interaction and with messaging making connecting easier than ever, it is no surprise that messaging has become an integral part of people's daily lives around the world. Based on research conducted for daily messaging app users across Brazil, Britain, India, and the US, there is a consistent pattern. A majority of people use messaging for everything from – making general inquiries, asking about products and services, making purchases or scheduling appointments to getting post-purchase support. Here's how businesses can use WhatsApp during various phases of their relationship with them:

Discovery

For a prospect who is exploring the idea of buying a product or service from a business, there are many friction points that can take away interest before making the purchase. A lot of these pain points can be removed by simply conversing with these leads over WhatsApp and solving all issues then and there. With the help of customer care messages, customers can immediately have a conversation with the business to understand more about their product or service or find out about their pricing. Moreover, having someone from a company engage them actively will nudge them towards making a purchase sooner.

Purchase

Similarly, when the customer moves into their purchase stage, there is still a high probability for drop-off because of inconveniences along the way. Nothing is more frustrating than getting as far as the check-out stage of their purchase and then experiencing issues. With WhatsApp, businesses can quickly exchange messages that can solve their problems instantly.

Post - purchase

Businesses want customers to keep returning. Their experience with a brand and intend to repurchase largely depends on post-purchase conveniences that businesses provide. A good post-purchase experience makes a customer feel valued. If customers could simply initiate a conversation on WhatsApp to share their feedback or ask questions, it would greatly enhance their experience. Businesses can easily share instructions and even photos of installations or set-up to help the customers. Automated notifications are a great way to keep customers informed about things like delivery, shipping, feedback, etc.on a platform they are sure to read their messages on.

In such a manner businesses can make the path to purchase a lot more seamless and drive growth.
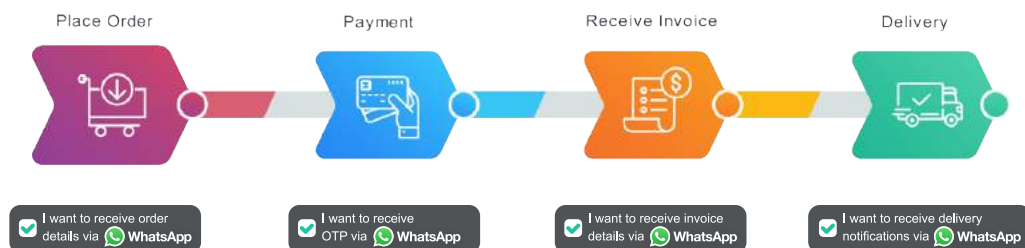
USE-CASES

Retail

Through WhatsApp Business, retailers can enhance customer experience through each step of a customer's shopping journey. Businesses can now quickly and easily resolve issues and keep shoppers updated in ways that were not previously possible.

Instant response:
Merchandise returns, payment issues, size problems, and other such concerns can be handled instantly through the app. By responding to customer queries right then and there, businesses incur multiple benefits- the customer they helped is happy, their company representative can focus resources on customers whose problems are not solved via text and there is a shorter queue for their call center line as well.

Regular updates:
Keep customers informed at every step, through order and payment confirmations and so on. A customer is looking for the same perfume they bought last month? No problem. Businesses can notify customers immediately once the product is back in stock.

Place Order	Payment	Receive Invoice	Delivery
I want to receive order details via WhatsApp	I want to receive OTP via WhatsApp	I want to receive invoice details via WhatsApp	I want to receive delivery notifications via WhatsApp

Industry-Specific Use-Cases

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Education Sector

The education sector has heavily relied on using websites to provide information and traditional phone systems to handle business communication. Today, phones are not enough to support customer queries let alone, creating the ideal customer experience. Messaging apps like WhatsApp provide a fresh solution.

Access for students:

One Time Passwords (OTPs) are an additional layer of authentication to the login process. By providing students with unique OTPs, through WhatsApp, before allowing access to their account, institutions can ensure that their personal information, marks card and all other information can only be viewed by them. It further secures the education provider's platform from fraudulent login attempts. WhatsApp also allows businesses to provide alerts and notifications. Institutions can thus, easily keep students informed about holidays, result availability, exam schedules and more.

Updates for parents:

Parents are always concerned about their child's performance in school. By sending personalized messages to parents about result access, feedback, etc., parents are always kept in the loop. This eliminates the need for them to continuously call the school to stay updated. Moreover, fee confirmations can also be sent through the app. Online education institutions, can also send information about the number and types of videos their children have been watching along with their progress reports through, WhatsApp Business.

> Hi,
> St. Xavier's College invites you to attend the student/parent council program on 30th Nov 2019 from 2:00 - 4:00 PM. Please confirm your presence by sending Yes or No.
> 10:50 AM

> Yes
> 10:55 AM ✓✓

Fintech

Regular updates:

Fintech companies send regular updates to customers about their account number, policy detail, payment details, payment reminders, payment confirmation, outstanding amount, EMI due, financial schemes, loans, mortgages, suspicious account activities, current goal rate etc.

Banks

With end-to-end encryption and **2 Factor Authentication (2FA)**, WhatsApp makes business conversation as secure as it can get. This builds customers' trust in the company and eventually increases customer loyalty.

< 🏛 **Bank**

> Avbl Bal for A/c XXXX4156 as of 20-10-2019 is INR 1978908. Use Mobile Banking App to track A/c (app.ppylk.com)
>
> 10:58 AM

Banks

Real-time customer support:
If a customer has lost their credit card or if unknown purchases are being made from their account, they have the option of immediately getting in touch with the business through WhatsApp. For a customer who is stressed because of such a situation, waiting in line on call, to be connected to customer representative is horrifying. In a similar way, other enquired can easily be catered through from within the app.

Transactional details:
Instead of making the customer search for what they want on an app, call a business line for further details or browse the website for minute information, businesses can easily provide customers with all the information they need. Send them a message about account activation, inform them about the status of their application or update them about their bank balance, all through messaging features available through WhatsApp.

Insurance:
To make the process of opting for insurance and claiming the insurance hassle-free for customers, businesses can send messages about health check-up appointments, account verification, appointment reminders, insurance payment details and confirmation, policy details and updates, account details- claim number, insurance amount, etc.

Moreover, for on-the-go insurance claims that are companies can send messages with information about required documents, proof submission details, policies under the specific insurance, payment details and confirmations.

Industry-Specific Use-Cases

Travel & Hospitality

What use are great travel packages customized for each individual, if they aren't effectively communicated to the customer? Through WhatsApp, businesses can share all their details with customers. In such a way the company ensures that they enjoy their vacation as the business does the planning.

Live View:

By communicating through WhatsApp, businesses can include photos, videos, slides, documents and more to their message, thus paving the way for a richer communication process. Adding visual and audio elements to their messages means that businesses can not only make their communication more interactive but also, provide further clarity and details through the attachments.

Constant updates:

When customers are finally taking a break from their busy lives, the last thing they want is to be stressed planning this break. With WhatsApp, airlines can send information about flight details, seat reservation, on-air food bookings and more. Hotels can send room details, payment confirmations, information about facilities etc.

Travel & Hospitality

Ride-sharing services

WhatsApp Business allows businesses to send messages that provide both drivers and customer information about what is happening every second. These messages include OTPs to the customers for sharing with the driver.

Moreover, notifications for cab booking, payment confirmation, driver details, arrival, etc. can also be sent as required.

Customers can now message businesses for:

- Order changes or delays
- Hotel booking changes
- Delivery tracking
- Urgent inquiries
- Changes in the travel itinerary
- Insurance details, proof of claim
- Refund policies
- And more

Through WhatsApp, businesses are changing the way they communicate. WhatsApp Business is a highly scalable chat application that monitors responses in real-time and directly provides information about read messages and reply-backs. With detailed analytics, easily available through WhatsApp businesses can get further customer insights and through this, optimize future conversations. By pairing all the dynamic features of this chat app with genuine and responsive conversations, businesses can provide exactly what their customers want, and more.

Industry-Specific Use-Cases

Types of Opt-ins

To ensure that businesses don't misuse WhatsApp and spam users, WhatsApp enforces guidelines when it comes to using the API. In order to be able to message customers on WhatsApp, businesses need them to opt-in. Businesses cannot directly get in touch with their customers on WhatsApp. These opt-ins can be done by new leads or prospects, current or old customers, but such opt-in must be outside of the WhatsApp application on another channel.

To help navigate customers towards the opt-in process, there are several approaches that businesses can use in their strategy to make the experience smooth and simple, while still abiding by the guidelines.
There are two types of opt-ins:

○ **Discovery: ad-based opt-in**

○ **Business initiated opt-in**

Discovery: ad-based opt-in:

In order for customers to opt-in and begin interacting with a business, it is important that they know about the Businesses. To help customers discover the business and existing customers know that the company now provides communication on WhatsApp, the business can post advertisements on platforms like Facebook, Instagram or even their own application, where they are already setting up company ads. By including a WhatsApp CTA button with these ads, businesses can direct customers to an opt-in form that explicitly allows businesses to message them on WhatsApp Business.

Businesses can also use lightbox ad during profile setup to allow users to opt-in. This would click through to a specific landing page where customers can provide their phone number for WhatsApp notifications only. This option lets businesses share more information about the new service in the same place.

To confirm successful opt-in, businesses can redirect them to a "Thank You" page. It's important to make sure that the landing page is responsive so that opt-ins can be collected on any device the customers use.

**Business initiated opt-in:**

Businesses can leverage their existing channels of communication with their customers to receive opt-in. For instance, they can use SMS to offer a simple, one-click opt-in option, so customer give their immediate consent for using WhatsApp as a channel for future notifications. They can also include a direct link to their landing page which will lead customers to more information before opting in.

By sharing a link on the newsletter businesses email to customers, they can attract visitors to their opt-in page by announcing the addition of WhatsApp Business as a channel. They can also display an option to opt-in for WhatsApp notifications once they install the businessapp.

That's not it! Businesses can use their websites to enable an opt-in. For example, this can be done after an online transaction or a sign-up.

Once they opt-in APIs can trigger a message to customer with the necessary transaction details or make account updates.

At Kaleyra, our cross channel expertise can also help businesses to gather opt-in through missed call campaigns where the business can take opt-ins by setting up a business-initiated missed-call with an option to opt-in, and this call service would be of no cost to the customer.
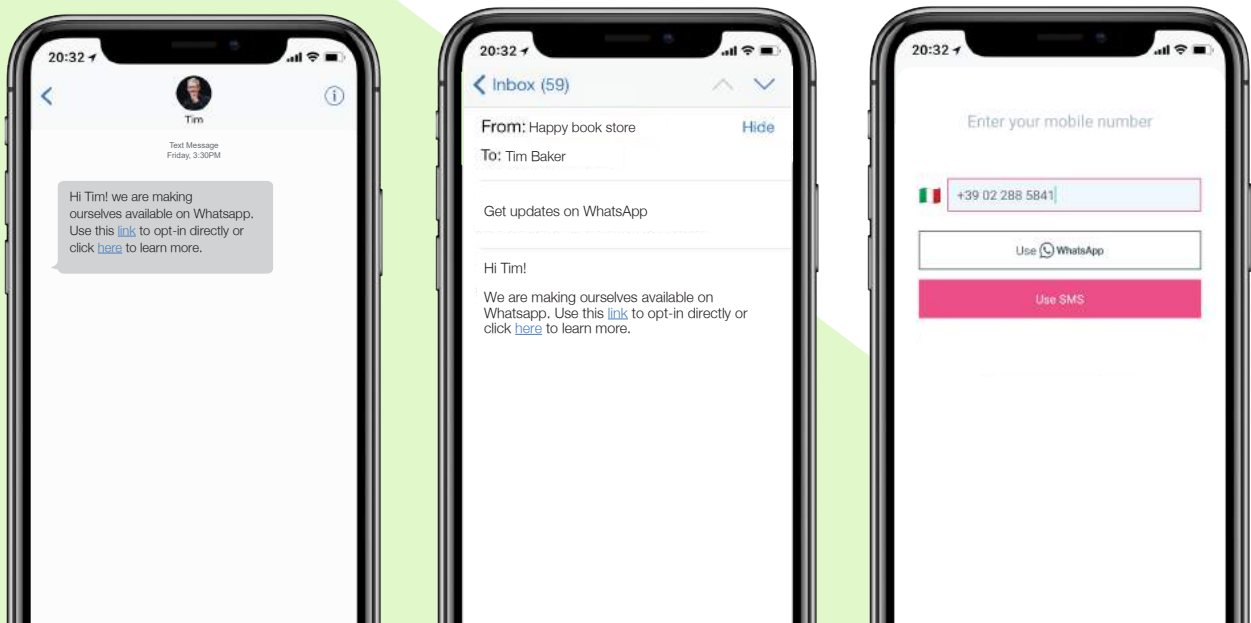
CONCLUSION

WhatsApp Business is a fast and convenient way for family and friends to chat, create groups, share photos and videos, send and receive documents, and engage in private, secure conversations anytime, day or night. Now, with the unveiling of **WhatsApp Business API**, companies worldwide are clamoring to use it, too.

It is immediate, personal and international in reach, making it a must-have for businesses around the world. Businesses and customers can now have a great experience when interacting with each other. WhatsApp provides several features to ensure that their two-way communication is effective and interactive. By enabling short responses and allowing businesses to keep conversations to the point and interactive through several possible attachments, it ensures that customers who are always on-the-go can easily read, comprehend and reply to the messages. Using every platform, adopting an omnichannel strategy, allows customers to communicate with a business at any time, from anywhere. By tailoring messages to every customer business can take the conversation forward. In such a way businesses can build a strong relationship with all their customers, all along their journey.

kaleyra
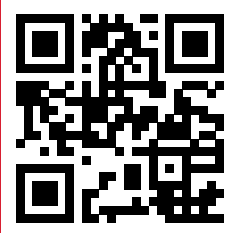
Let's get started!
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