

imi mobile



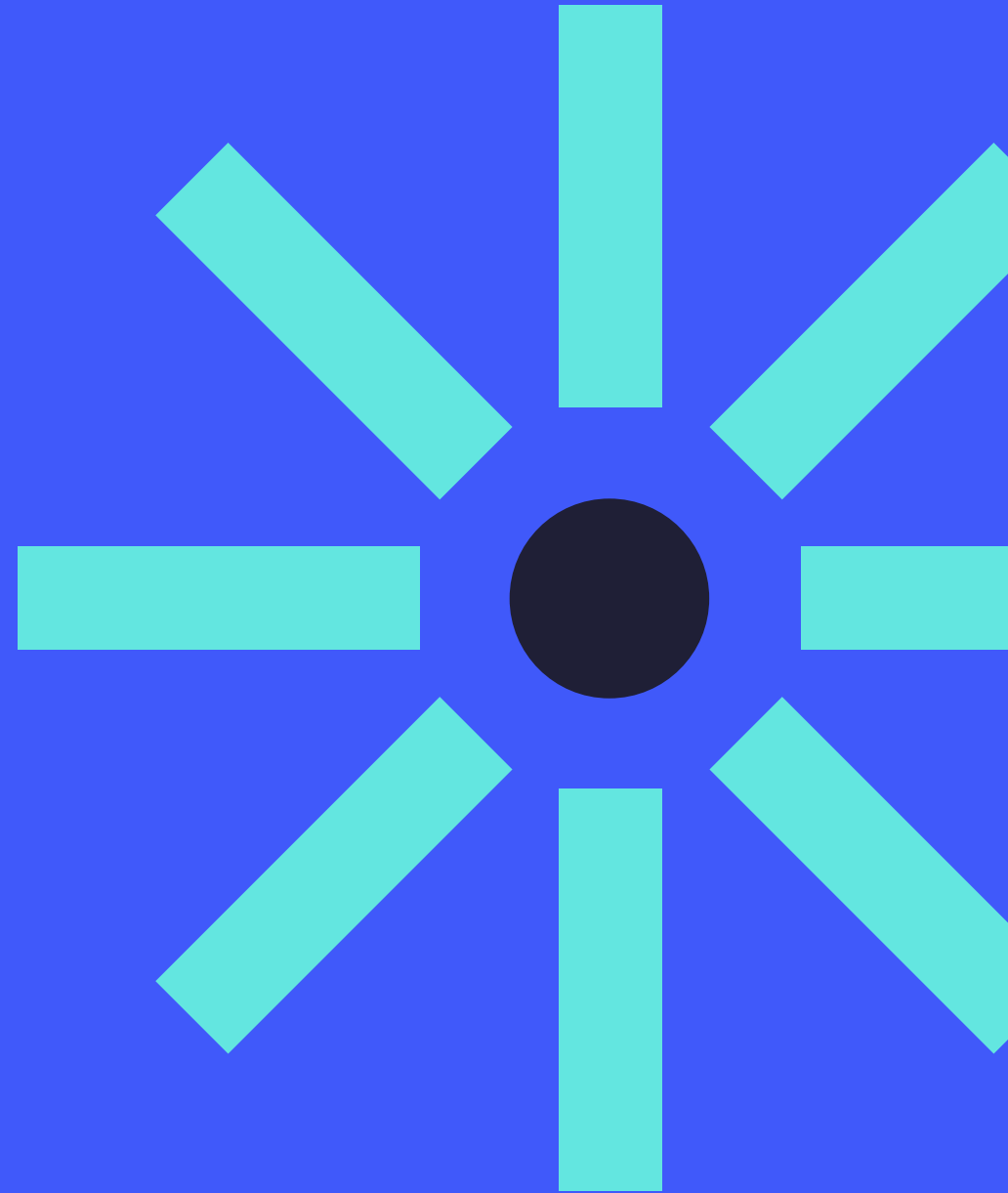
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## An introduction to the WhatsApp Business API

Connect with customers over the  
world's most popular messaging app

eGuide



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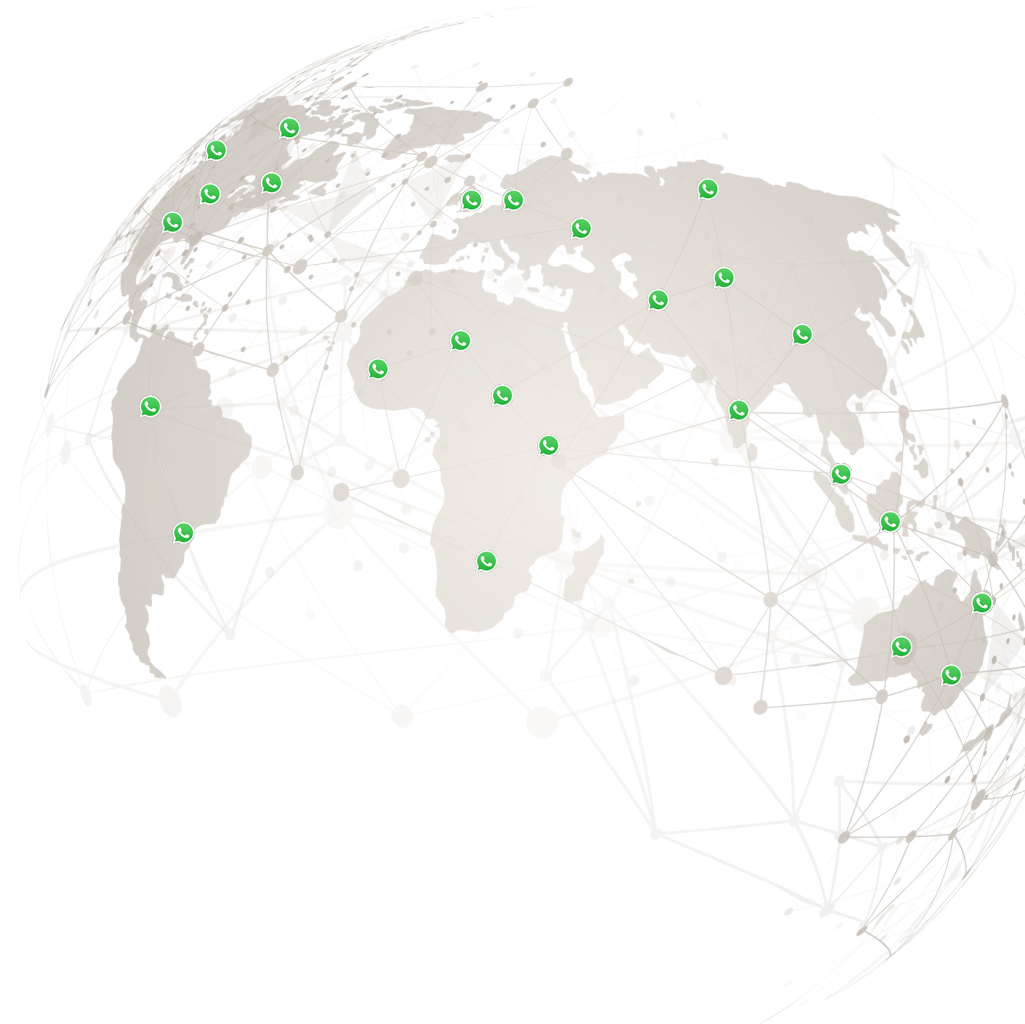
# The launch of the WhatsApp Business API

WhatsApp has the largest user base of any messaging app. It has embedded itself into the daily lives of its audience that, on average, checks the channel 23 times a day.

The WhatsApp for Business app for small businesses is having great success. Now, WhatsApp has taken the next step, releasing an API for the delivery of high volume communications.

Enterprises can use the WhatsApp Business API to reach over 1.5 billion WhatsApp users across 180 countries through verified business accounts.

For any enterprise that wants to improve its customer communications, the WhatsApp Business API could be the game-changer they have been waiting for.



**180  
countries**



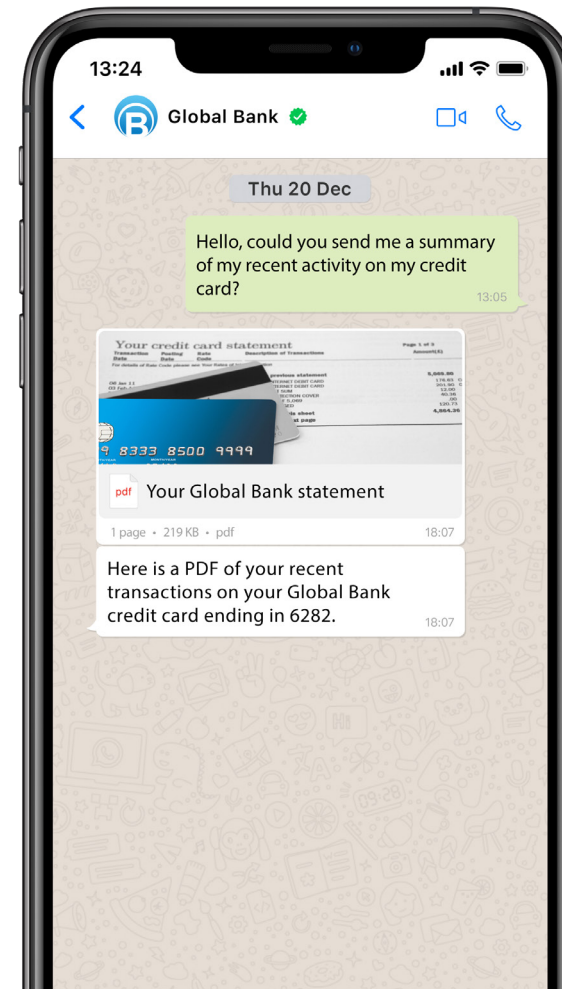
**1.5 billion  
users**



**23 times  
a day**

# How can the WhatsApp Business API be used?

WhatsApp's vision for the channel is one of customer service and care. The channel can act as a medium for:



# Why is the release of the API such important news?

Today's smartphone customer wants messaging-based experiences, convenience, and instant service. These expectations are causing customer engagement and service strategies to be repositioned on digital messaging channels.

Enterprises are now working towards a messaging-first strategy. They will use two-way messaging across multiple channels to provide support and create conversational experiences that differentiate the brand.

The WhatsApp Business API is an opportunity for enterprises to join one of the channels closest to their customers, using WhatsApp to create interactions and services that build relationships, strengthen loyalty and offer an anytime, anywhere service.

Sudarshan Dharmapuri, Executive Vice President at **imimobile**, commented on the release of the API, *"The WhatsApp Business API opens up so many possibilities to deliver intelligent two-way solutions that improve CX and deliver tangible results for the business. It can be used to enable customer self-service, deliver proactive real-time updates and create conversational interactions. It is a must-have communication channel."*

Source: Statista Number of WhatsApp users in the United States from 2015 to 2021  
<https://99firms.com/blog/whatsapp-statistics/>



23x

The number of times the average user checks WhatsApp per day



195 minutes

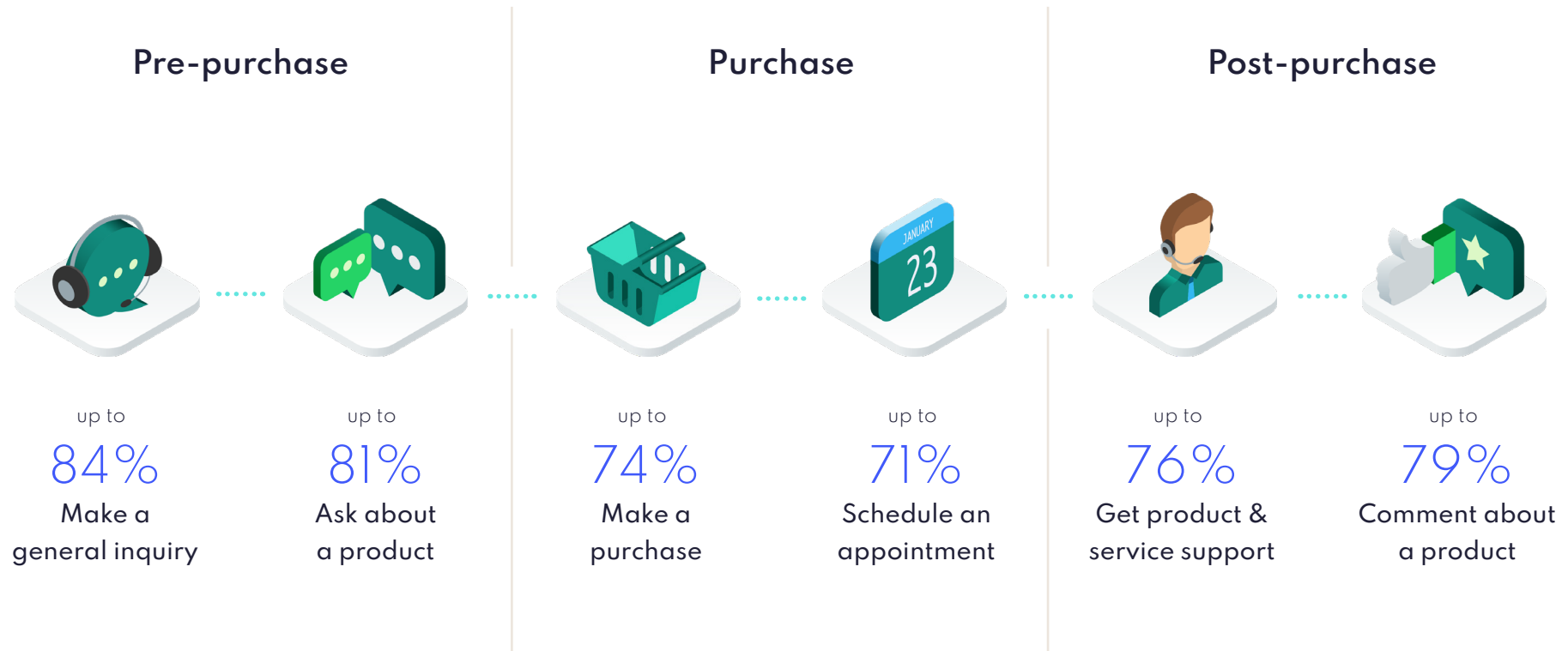
The minutes the average user spends on WhatsApp every week



115.9 sessions

The average number of sessions per month per user

# Customers want messaging-based interactions



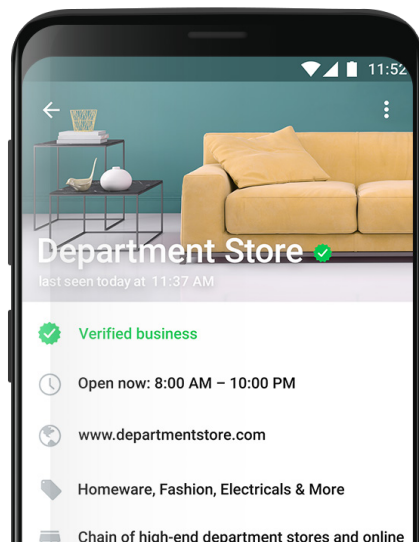
Source: "Motivations, Mindsets and Emotional Experiences in Messaging (vs. Feed)" by Sentient Decision Science (Facebook-commissioned survey of 8,156 people in BR, GB, IN and the US), Jun 2018.

# Key features

## Verified business profiles

The WhatsApp Business API enables enterprises to build a recognizable and trustworthy profile with a green checkmark badge that confirms brand authenticity.

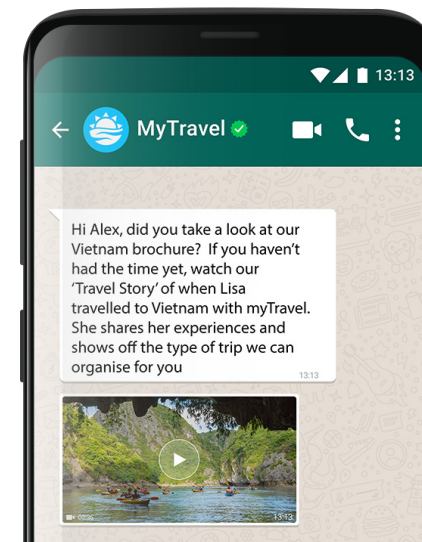
The profile also lists key contact information like business name, address and other information for customer reference.



## Rich media messaging

One of the best WhatsApp Business API features is the ability to send and receive rich media content such as images, videos, and files.

From PDF travel itineraries to images showcasing the latest products, rich media will help to enrich communications and create more engaging experiences.



# Key features

## End-to-end encryption

WhatsApp ensures the end-to-end encryption of all messages, meaning that all interactions with customers are completely secure and private.

Amidst rising security attacks and data leak threats, this feature is a significant value-add for customers.



## Delivery and read receipts

Through the WhatsApp Business API, enterprises can track if the customer has received and read messages.

This opens up the possibility for intelligent fallback, using WhatsApp in combination with other channels to improve customer contact rates for critical communications such as flight delays.





# Gaining customer opt-in

A customer must consent to receive messages through WhatsApp before an enterprise can start messaging.

Customer opt-in must meet the following two guidelines:

## ✓ The opt-in must be triggered by a user

The customer must opt-in with a visual element shown next to the WhatsApp name and logo. The customer should also have control over what number is used through an explicit action such as typing in a number.

## ✓ Clear messaging

A customer needs to know what type of messaging they are signing up to receive through the channel.

The image shows a two-part form for customer opt-in. The top part, titled "Updates via Social Media", asks if the user wants to receive flight info via social media. It includes a checked checkbox for "Send to WhatsApp", a dropdown for "Telephone country" set to "Nederland (+31)", and a "Telephone number" field with "+31" in a separate box and "612345678" in the main field. Green checkmarks are visible next to the country and number fields. The bottom part, titled "Enter your info", contains a "Country/region" dropdown set to "United Kingdom", a "Telephone (mobile number preferred)" field with "+447500666000", and a "Name" field with "Phil Jones" and an "Email" field with "phil.jones24@gmail.com". A "Change" link is next to the email field. A green banner at the top of this section says "Almost done! Just fill in the \* required info". At the bottom, there are three checkboxes: "Yes, I'll keep my confirmation handy in the app! Send me a link by text message to the mobile number above.", "I'd like to get my booking confirmation via WhatsApp", and "Yes, My Travel.com can send me special promotions via SMS."

# Customer initiated entry points

To promote and drive usage of the channel, enterprises can make it easy for customers to initiate a conversation.

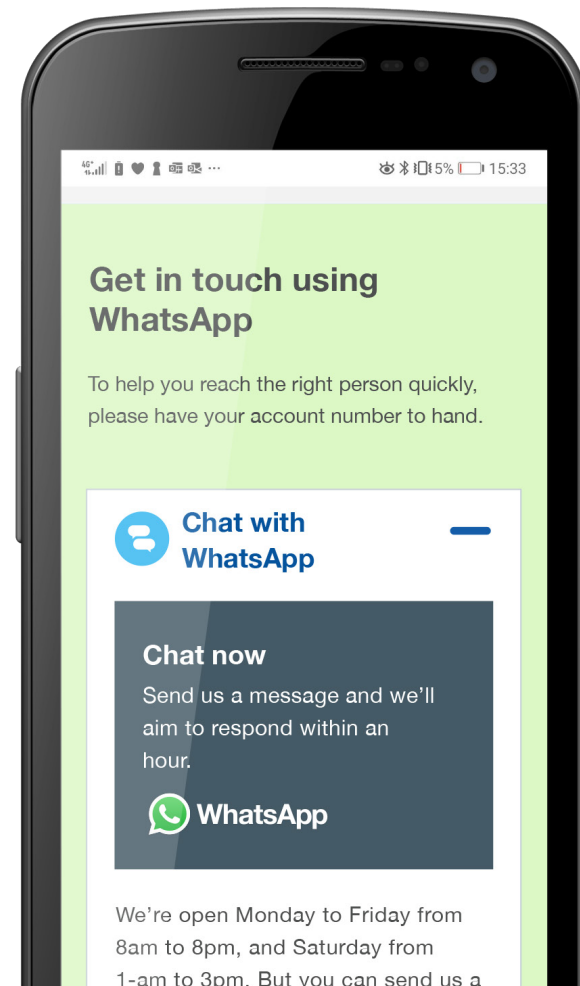
There is a wide range of desktop and smartphone capabilities that can be integrated into different entry points to enable customers to begin interacting over WhatsApp.

## Advertising WhatsApp availability

- Scanning a QR code
- Send a text to a WhatsApp number
- Sign up to receive notifications over WhatsApp
- Launch WhatsApp with a button click
- Launch WhatsApp with a link click

## Entry points

- Email
- Online and mobile web
- IVR deflection
- Print



# Driving discovery

Enterprises can place prominent opt-ins at multiple customer touchpoints to drive discovery and start a conversation:



During the online transaction process



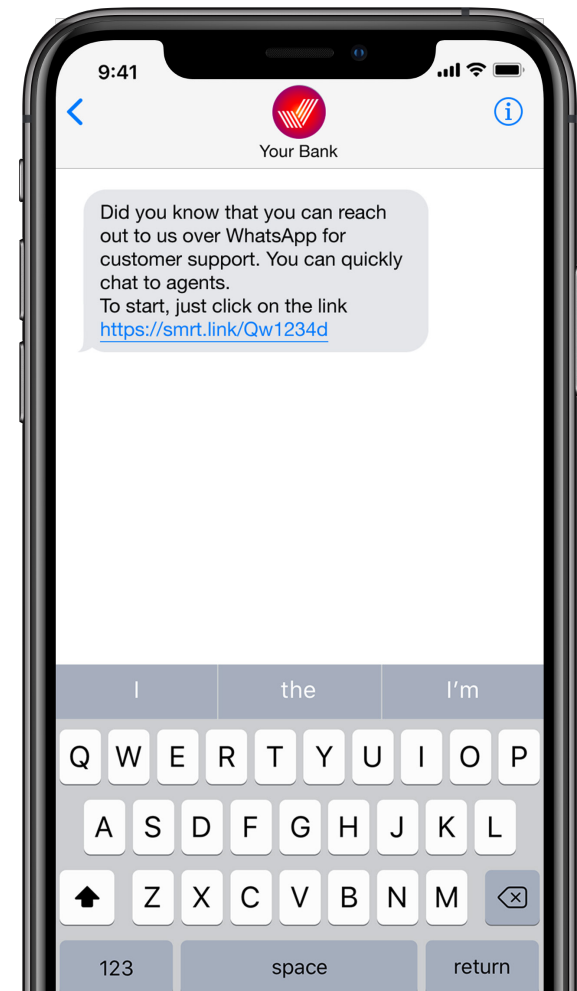
Customer onboarding when setting up user profile and preferences



Via email, SMS, or within a mobile app



Via lead ads that allow opt-in



# Notifications – Highly Structured Messages

The first type of message that the WhatsApp Business API supports is a Highly Structured Message (HSM), which is typically used for alerts and transactional notifications. These communications are based on a defined messaging template approved by WhatsApp and can include dynamic parameters to personalize the interaction.

HSMs enable enterprises to deliver important, timely messages during the customer journey and can be used to initiate a conversation.

Before deployment, messages must be pre-approved by WhatsApp. This process has a typical SLA of 48 hours. HSMs support rich media content and all Unicode characters, including emojis.

Businesses using the WhatsApp Business API to send alerts and notifications have seen an increase in:



Delivery, open and conversion rates



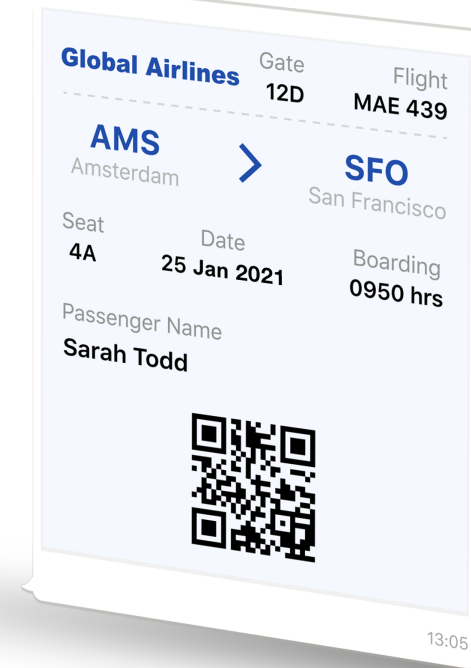
Opt-in rates



Customer retention rates

Hi Sarah, welcome to Global Airlines. Your booking is now confirmed. As requested, here is a copy of your boarding pass delivered over WhatsApp for easy access. Have a pleasant flight.

13:05



# Notification templates



## Account update

Notify the customer of a change to their account settings



## Payment update

Alert the customer of a payment update for an existing transaction



## Personal finance update

Securely confirm a customer's banking and other financial activity



## Shipping update

Notify the customer of a change in shipping status



## Reservation update

Update the customer about an existing reservation



## Confirm an appointment

Notify the customer of a change to an appointment



## Transportation update

Notify a customer of an update to an existing transport reservation



## Ticket update

Send the customer an update or reminder about a future event



## Issue resolution

Update the customer about a support issue



## Alert

Notify a customer of something informational

# Customer care communications – Session Messages

The second type of message sent through the WhatsApp Business API is a Session Message. Used for customer care and support, these messages are used to respond to customer-initiated conversations.

Depending on the use case, these messages can follow a template or be free-form text, as there is no restriction on automated conversations. This includes rules-based, NLP, and hybrid chatbot interactions.

Rich media content can be used to improve the experience for the customer, with Session Messages supporting audio, video, images, files and location sharing. Session Messages can be sent within 24 hours of the last message from a customer to a verified business account.

Using the WhatsApp Business API to send Session Messages helps enterprises to:



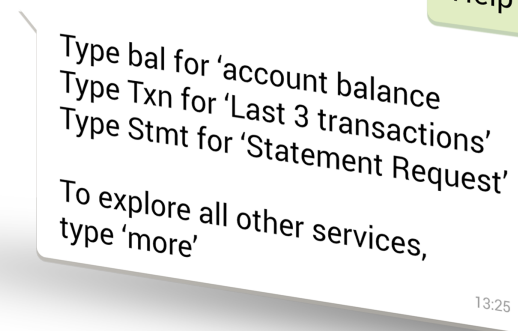
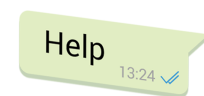
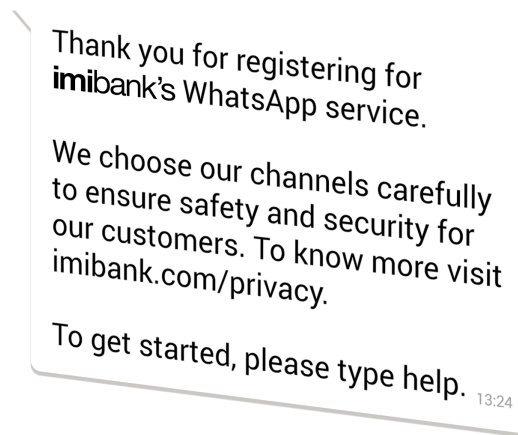
Increase customer satisfaction



Increase customer service efficiency



Decrease operational spend



# Contact center agent chat

While the WhatsApp Business API can be used to deliver automated notifications and conversation flows, it can also be used to enable customers to chat with contact center agents in real-time.

The handover to an agent is a must-have in case an automated conversation fails to achieve its purpose due to an unforeseen input by a customer or if a high priority query is identified.

Businesses that have used the WhatsApp Business API to enable customers to message agents have seen:



Increased customer satisfaction



Increased customer service efficiency



Reduced contact centre costs

Hi there, my name is Sam and I am a customer support agent at Western Energy. How can I help you today? 12:30

I am thinking about booking an appointment to install a smart meter, but I want more information. 13:30

That's great to hear, smart meters are helping to improve emissions. Here's a short video the team at WesternEnergy put together on the benefits of a smart meter.



Improving Emissions  
[www.westernenergy.com](http://www.westernenergy.com)

[www.westernenergy.com/videos/emissions](http://www.westernenergy.com/videos/emissions)

13:45

# Success stories



# Success story

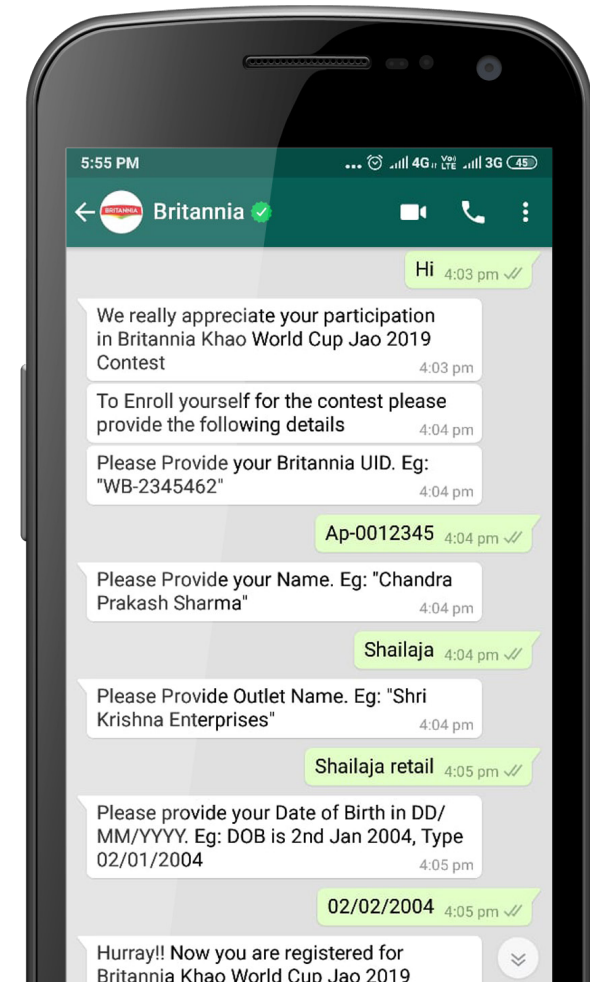


79%  
successfully completed their  
profiles through WhatsApp



100%  
delivery of WhatsApp messages  
to the profiled retailer base

Britannia, one of India's leading food corporations, used the WhatsApp Business API to profile their large database of retailers that sell their products. After advertising a competition to win tickets to the Britannia Khao World Cup Jao, retailers would be directed to Britannia's official WhatsApp page where they could register their details. After being onboarded, retailers could upload an image of their store showcasing Britannia products through WhatsApp to have a chance of winning the tickets.



# Success story

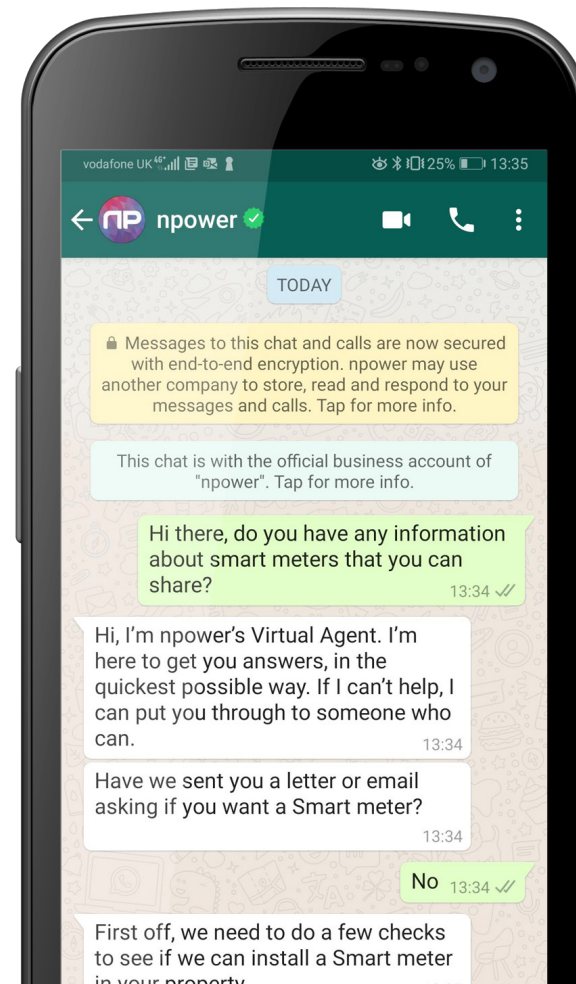


49  
customers served  
in 24 hours



314  
customers served over  
WhatsApp in 7 days

nPower is a supplier of gas and electricity to homes and businesses based in the United Kingdom. They used the WhatsApp Business API to integrate WhatsApp into their contact center to enable customers to resolve queries regarding bills, payments and smart meters. Customers are greeted by a chatbot that can verify customer identities and solve multiple FAQs. If the query can't be resolved or is deemed a priority, an agent is connected into the channel. In addition, customers can leave and then return to the channel whenever it's convenient for them.



# Take the next step

**imimobile** is a verified solution provider for WhatsApp.

We can help you to quickly and easily integrate WhatsApp into your communication strategy. Proactive alerts and notifications, AI-enabled customer self-service, context-aware messaging and real-time agent chat, are just some of the solutions we offer.

Click the button below to take the next step to using the world's most popular messaging app. A member of the **imimobile** team will be in touch to talk about your challenges, how you would like to use the channel, and our solutions.

## Request a demo

Web: [textlocal.in/whatsapp-business-api/](https://textlocal.in/whatsapp-business-api/)

Email: [whatsapp@textlocal.in](mailto:whatsapp@textlocal.in)



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