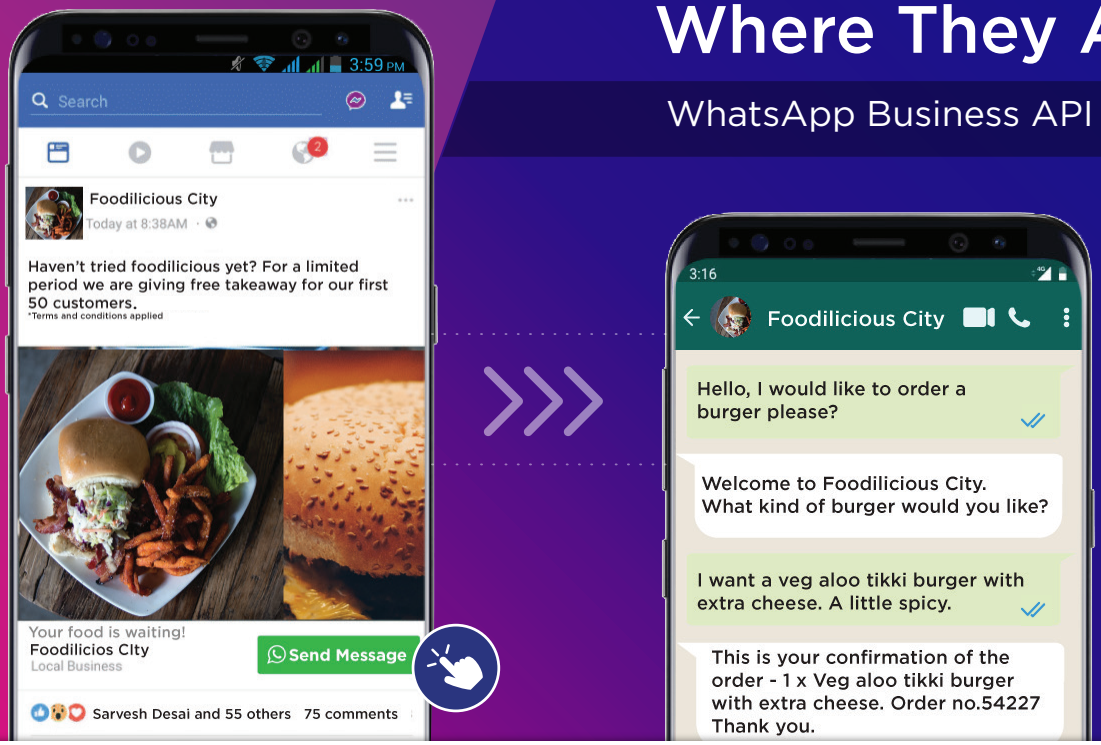
WhatsApp

karix
connect • interact

Reach Users Where They Are

WhatsApp Business API



BUILD PERSONAL CONNECTIONS WITH CUSTOMERS

Connecting with customers over WhatsApp builds a personal touch. In a survey, 64% of users agreed that WhatsApp fostered a personal connection to businesses. For brands, this trickles down into higher customer lifetime value and increased retention.

FROM CONVERSATIONS TO COMMERCE

User interactions with brands over WhatsApp increasingly lead to purchases. Giving way to a new way of doing business – conversational commerce. Shoppers today put more value on convenience than mere price. Chat-based buying, therefore, is set on a growth trajectory with social media being a major entry point for shoppers.

ON THE GO CUSTOMER CARE

Customer service and support are a big component of the overall customer experience. Customers today do not want to wait for businesses to respond to their queries and issues. With WhatsApp, you can resolve their issues with one to one communication over a channel they prefer. This helps in increasing Customer Satisfaction and Net Promoter Score.

WHATSAPP BUSINESS SOLUTION POWERED BY KARIX

Customer Support with Live Agent Chat	Service customers via WhatsApp in real-time with AI bot and human interaction built into one.
Self-service no-code chatbots	Help users discover services, product catalogues, FAQs, booking appointments and more.
Rich Media Messages	Send and receive images, GIFs, audio, CTA based cards, emojis, documents, and more.
Integration APIs	Easily Integrate other systems to have data enriched conversations on WhatsApp

USE CASES FOR EVERY VERTICAL

	Travel	E-commerce	Banking	EdTech	Services
User-Initiated Messages	Customer Service and Support Related Messages				
	Inquiries about offers and promotions				
	Continue conversation from a click-to-message-ad				
Business Initiated Messages	Booking Confirmation	Purchase Receipts	Bank Transactions	New Course Launch	Schedule Appointments
	Boarding Pass Details	Return Requests	2FA (Two Factor Authentication)	Course Feedback	Share Contact Details
	Real Time Travel Updates	Delivery Notifications	Account Balance/ Statement	Online Session Schedule	Solicit Service Feedback

Trusted by 2000+ Enterprise Customers Globally

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Get in Touch with Our Product Experts Today!

Write to us at marketing@karix.com or visit https://www.karix.com/whatsapp-business-api to explore more.