infobip

Build Superior Customer Experiences with WhatsApp Business API

Microsoft

Quickly connect with your customers and provide an always-on experience with Microsoft Bot Framework over the worlds most popular chat app – powered by Infobip.

WHATSAPP BUSINESS API ADVANTAGE

GLOBAL
2 BN Users in 180 countries with 60 BN messages sent per day

SECURE
End-to-end encrypted messaging that keeps your data protected

ENGAGEING
Real-time conversations with rich media capabilities leading to high delivery, open, and conversion rates

ALWAYS-ON
Offer 24/7 support with intelligent automation to provide real-time, contextual service

Using WhatsApp for your business messaging results in, better communication – leading to higher customer engagement, increased trust, and lasting customer relationships – on a channel they already love and trust.

WHATSAPP OFFERS YOU BRANDED RICH COMMUNICATION
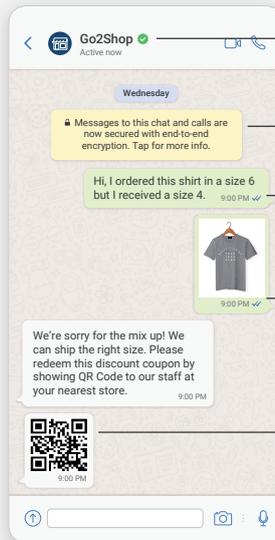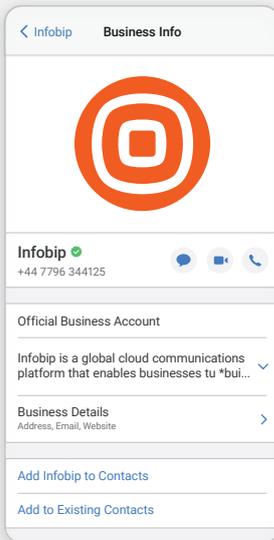
- Verified Sender
- Encrypted Message
- Seen Status
- Two-way Communication
- Rich Media Message

Automate your customer support

Offer always-on support
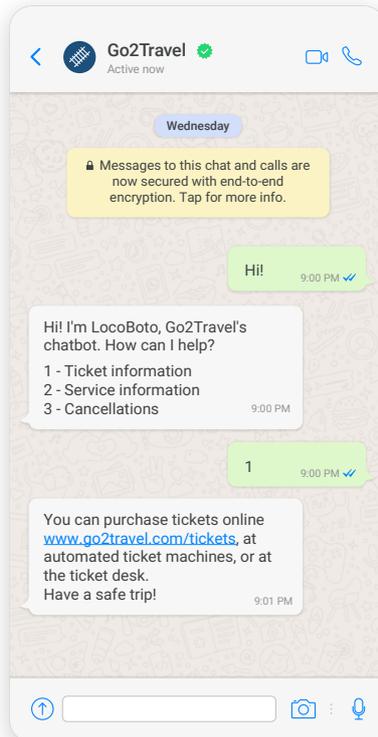
71%
of consumers want to use chatbots."

SOURCE: CCW Market study

96%
of consumers say customer service is an important factor in their choice of loyalty to a brand."

SOURCE: Microsoft

Reach Out and Interact in Real Time with WhatsApp Business API

- Increase in customer satisfaction or net promoter score
- Decrease in customer service operations costs
- Increased customer service operational efficiency

WhatsApp Business API in Practice

Balance chatbot automation with agent experience to enhance your customer experience.

Unilever

New Product launch with a WhatsApp Chatbot

Raiffeisen BANK

### Reducing high call center costs and time to resolution with WhatsApp

RESULTED IN

- 14 times higher sales
- Very high customer engagement
- 6,335 unique user interactions within first 12 hours exchanging 145,000 messages
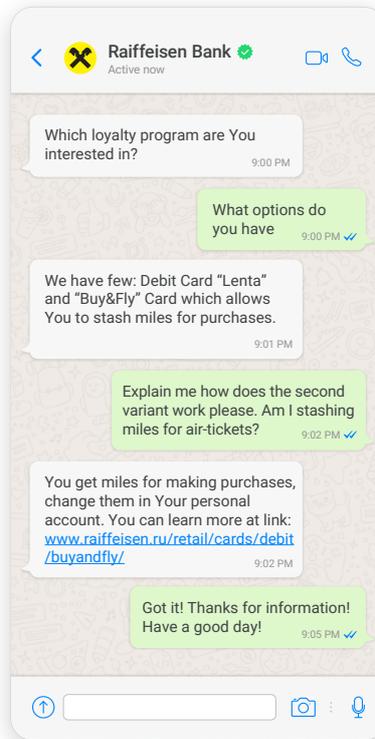
RESULTED IN

- Reduced cost per contact by 10x
- 19% increase in customer satisfaction and NPS score increase
- WhatsApp is four to five times more popular than other instant communications channels amongst its customers

Why Infobip

Our mission is to provide accessible, safe, innovative communication solutions to our clients in various industries and geographies, enabling them to grow, innovate, and better their communities.

Through our worldwide network of over 650 direct carrier connections, we reach more than 7 billion people and connected 'things'. Our local presence, of more than 65 offices across six continents, enables us to react faster, support better, engage more, and offer tailor-made solutions, creating communications solutions of the future with our clients.

GET STARTED

www.infobip.com

Gold
Microsoft Partner