



**infobip**

# **WhatsApp Business API on Microsoft Bot Framework**



# WhatsApp

Communicate over the world's most used chat app with Infobip, your **WhatsApp Business Solution Provider**



Global



Secure



Engaging



Reliable



# Expectations of CX are evolving

Customer experience is based on **the perception of all customers' interactions** with a brand.

- Customer service
- Advertising/Marketing
- Brand awareness
- Sales process
- Product delivery
- Product usage



- Relationship philosophy
- Digital messaging has changed communication styles
- Deliver a consistent experience across all touch points throughout the entire customer journey



# The complexity of today's customer journey



**The key to building up relationship with your customer is to treat every single encounter as important and personal, to keep meaningful interactions across every step of customer journey.**



# Happy customers engage more and buy more long-term

**53%**

of customers are more likely to buy from a business they can message.

*Source: Facebook*

**86%**

of customers say they would pay more for a better customer experience.

*Source: Survey from Total Consumer*

**90%**

of consumers are more likely to purchase more at companies with excellent customer service.

*Source: Hubspot*



# Why businesses choose WhatsApp for customer conversations

The average user checks WhatsApp **more than 23** times per day.

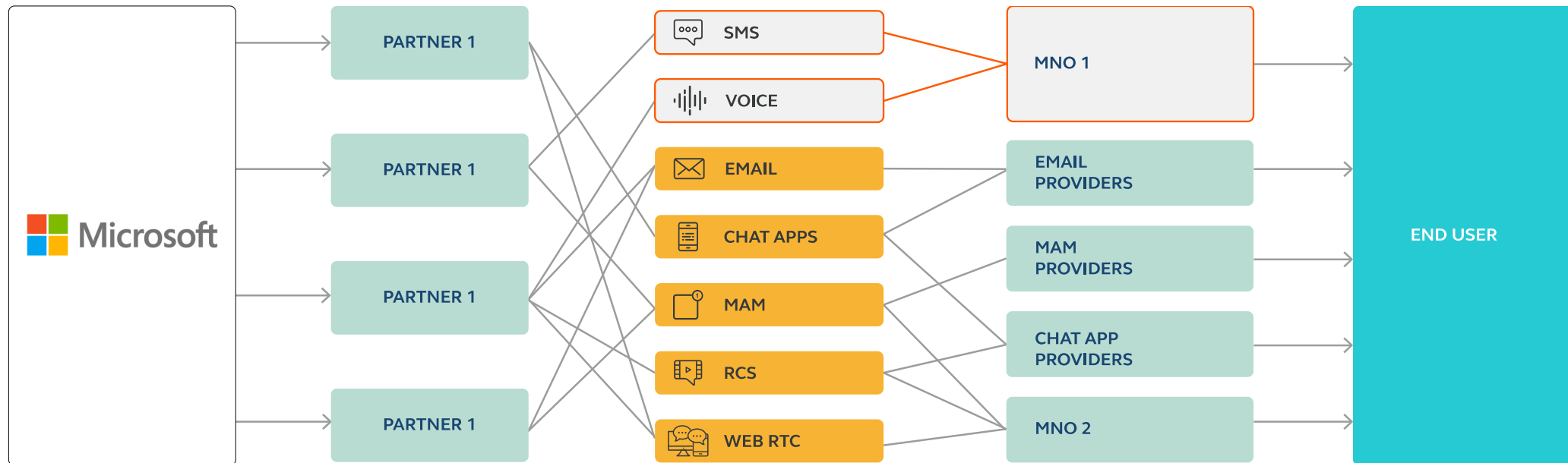
**68%** of users agreed that WhatsApp is the easiest way to connect with a business.

**2** billion active users in over 180 countries





# Today's Communication Challenges

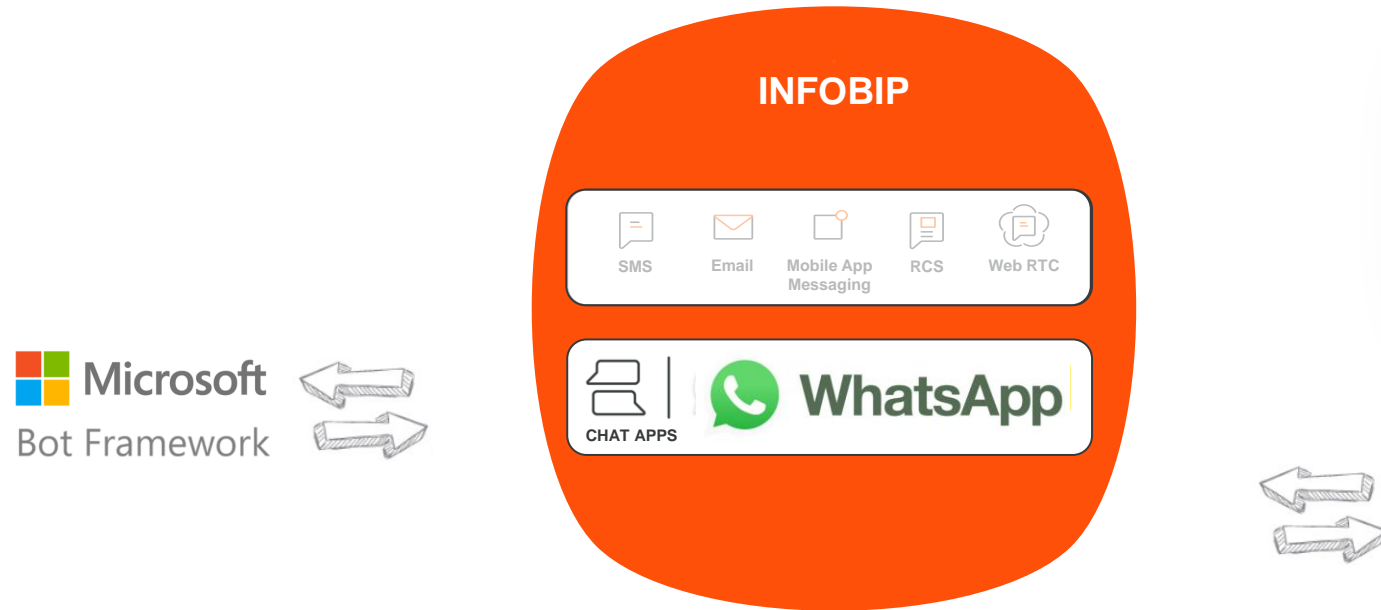


- Many **providers / services**
- Multiple account managers
- Various APIs and web
- **Individual setup**

- Continuous **development**
- Multiple **security** setups
- Multiple **support** channels
- Administration / legal / time

**= COMPLEX**

# Integration: WhatsApp Business API with Bot Framework

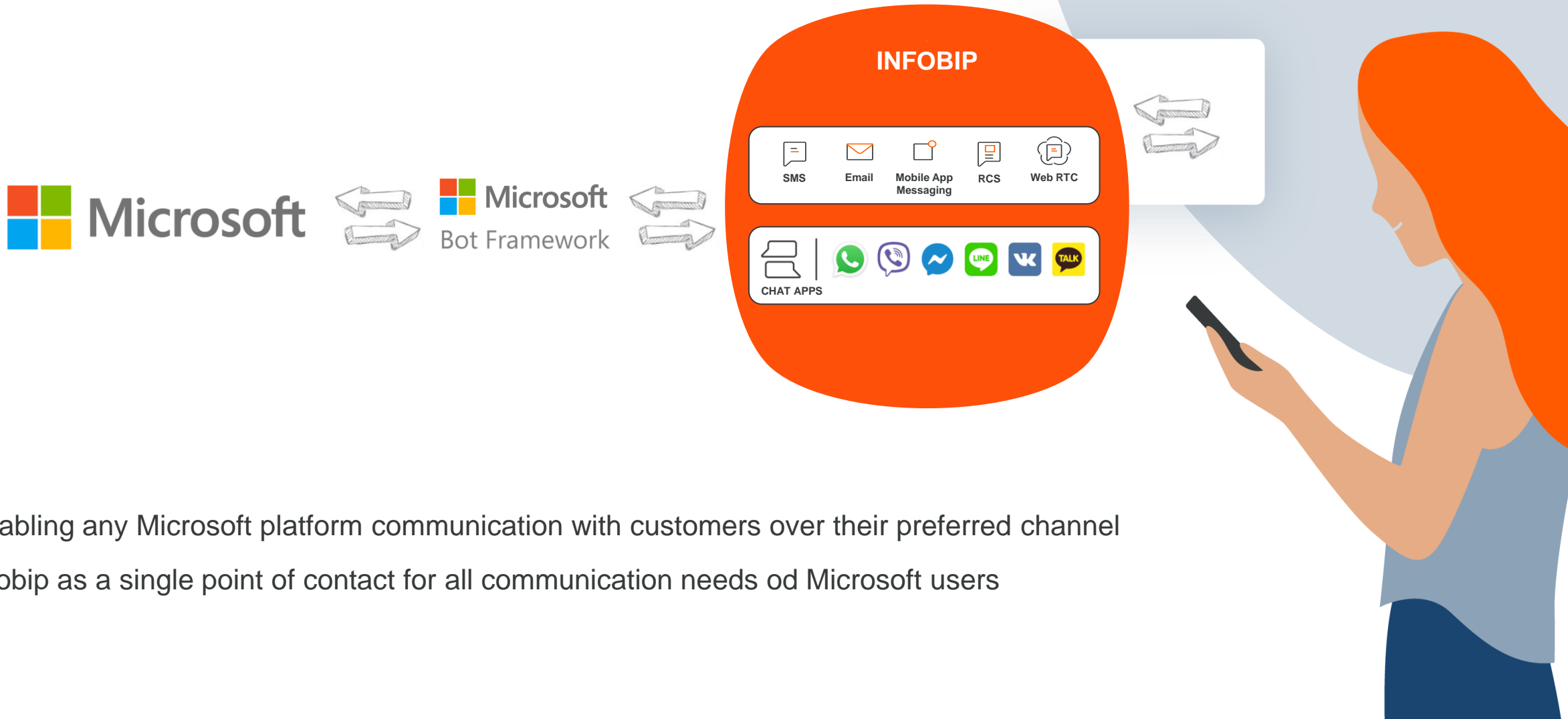


- **WhatsApp Business API** is part of Infobip's omnichannel communication capabilities integrated into **Microsoft Bot Framework**



# Desired outcome

Seamless customer experience through contextual communication



- Enabling any Microsoft platform communication with customers over their preferred channel
- Infobip as a single point of contact for all communication needs of Microsoft users



# Get started

## INTEGRATION

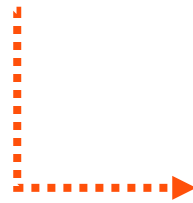
### WhatsApp Business API & Microsoft Bot Framework



#### 1 Infobip credentials

Provided by Infobip ([contact us](#)):

- API key
- Base URL
- WhatsApp number



#### 2 WhatsApp onboarding

- Process described on [Infobip Docs](#) and on the slides afterwards



#### 3 Install Infobip adapter

- Add Infobip adapter to your bot

# How Infobip is helping customers onboard to WhatsApp Business API



## SENDER REGISTRATION

Managed by dedicated Infobip team



## INTEGRATION & SETUP

Connect with Infobip:

- HTTP REST API
- web interface

Connect with Bot:

- Set webhook URL and secret on customer account



## GO LIVE

Communicate with your customers across the entire customer journey





WhatsApp Business API

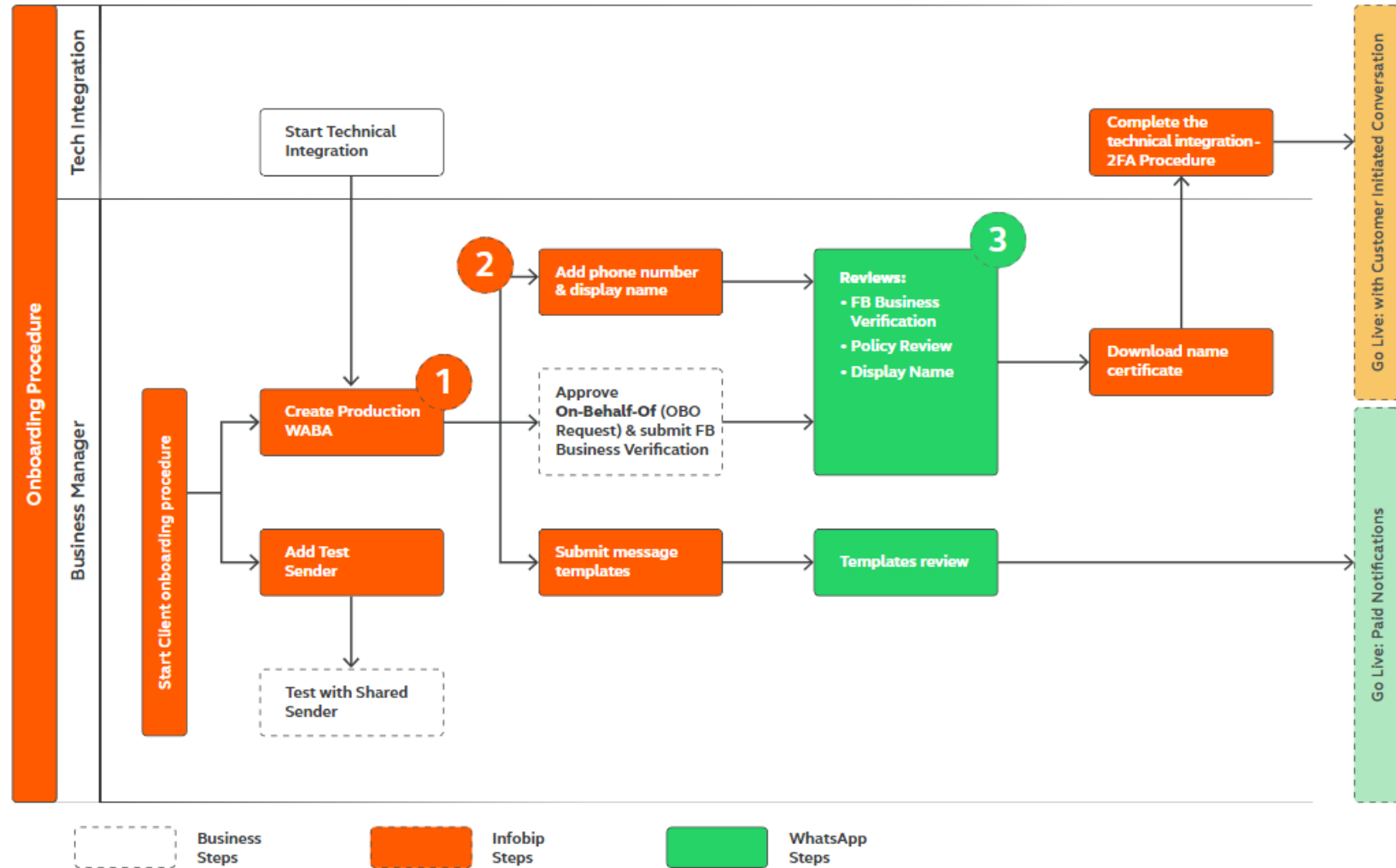
# Onboarding procedure

- **Step 1: Client onboarding procedure**
  - ▶ Creating Production WhatsApp Business API
  - ▶ Adding Test Sender
- **Step 2: Technical integration and Test**
  - ▶ Adding phone number & display name
  - ▶ Approve On-Behalf-Of Request & submitting to Facebook Business Verification
- **Step 3: Review**
  - ▶ Facebook Business Verificatoin
  - ▶ Policy review
  - ▶ Display Name
  - ▶ Template review
- **GoLive**
  - ▶ With Customer Initiated Conversation
  - ▶ With Paid Notifications



WhatsApp Business API

# Onboarding procedure





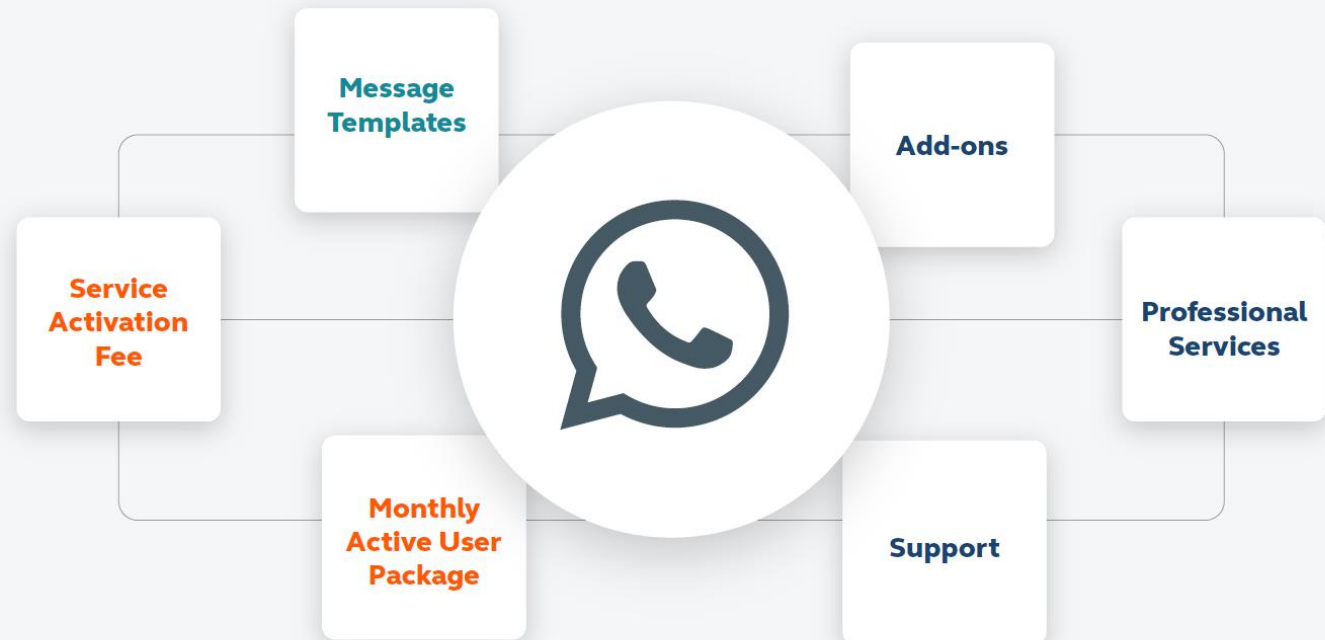
**WhatsApp  
Business Solution Pricing**



WhatsApp Business API

# Solution Pricing

Pricing model of WhatsApp Business Solution consists of following building blocks:



For more information [contact us](#).



**Why Infobip?**





# Global presence. Local reach.

- **Global CPaaS Leader**
- **Widest reach of connectivity on the planet**
- **Only player with global reach of >200 countries**
- **#1 Global Communication Channels Vendor**
- **Largest global MNO network**



**60+**

Offices across  
the globe

**2k+**

Employees  
globally

**9.5k+**

Unique Active  
B2B Customers

**€200bn+**

Total addressable  
market

**850+**

Engineers

**600+**

Direct operator  
connections



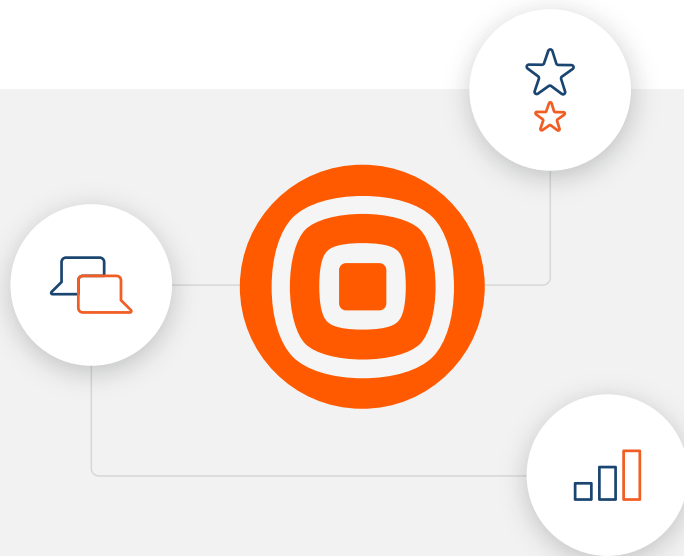
## VISION

We create **seamless interactions** between businesses, people and things

Create a **positive company** for employees and the community

As a global company, we interact with almost **2/3** of the population

Enable life changing interactions for **every human being** on Earth



### 3 Key Business Challenges Today:

1. Creating new business models
2. Driving revenue growth
3. Engaging customers with new services and experiences



# Recognitions & Rewards

## Awards Received



Platinum award as the Global CPaaS Provider in 2020  
Platinum award as the EMEA CPaaS Provider in 2020  
Platinum award as the Best RCS Provider in 2020



Gold award as the Best Digital Identity Solution in 2020



Best Messaging Innovation – Best RCS Implementation 2019  
Best OTT Partnership 2019



Tier 1 SMS Firewall Vendor 2020  
Best-Rated A2P SMS Vendor rated by enterprises 2019  
Best-Rated A2P SMS Vendor rated by MNOs 2019  
Best-Rated A2P SMS Vendor rated by MNOs 2018  
Best-Rated A2P SMS Vendor rated by MNOs 2017



Europe's Hottest B2B Startup 2019



Best Messaging solutions 2018



Best Investment of the Year 2017



Digital Shaper of the Year 2017



Best Anti-Fraud Innovation 2017

## Management Awards



Entrepreneur of the Year 2019



2019 Ernst&Young Entrepreneur of the Year



APAC Entrepreneurship Corporate Excellence Award 2019



2019 Asia Pacific Entrepreneurship Award (APEA) for Corporate Excellence in the Telecommunications & ICT Industry

## Award Ceremonies

### The Messaging & SMS Global Awards 2018

Best messaging API  
Best messaging innovation-carrier solution  
Best anti-fraud innovation  
Best SMS/A2P provider for EMEA region



### Global Carrier Awards Gala 2017

Best Anti-Fraud Innovation Award





# **Customer success stories**

# WhatsApp customer service channel reduced cost per contact by 10x

**10X**

decrease in customer service costs

**4–5X**

increase in popularity for WhatsApp as a communication channel

**19%**

Boost in Net Promoter Score

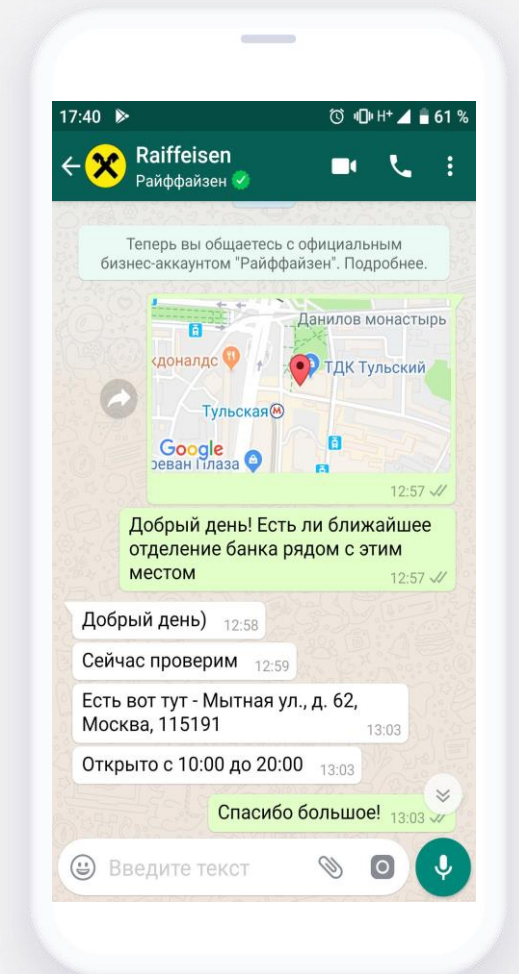


*“Adding WhatsApp as a customer service channel proved to be a tremendous success – we increased our NPS score by 19% and reduced the costs associated with our contact centre by 10-fold. The customers love it – they use it four times more than other instant communication channels.”*

**Ilya Schirov**

Senior Vice President at Raiffeisen bank Russia

Full case study <https://www.infobip.com/customer/raiffeisenbank>



# How WhatsApp helped Unilever Brazil increase online sales by 14x

290.000

Exchanged messages in 7 days

14X

times higher sales

12.000

Unique users in 7 days



*“When we aired the campaign, Infobip was there in real-time, following everything that was going on with the bot. We had to make a bot script change in the middle of the day, and Infobip did it superbly quickly, without impacting consumer interactions.”*

**Mariana Gonçalo**  
Senior Marketing Manager at Unilever

Full case study <https://www.infobip.com/customer/unilever>



**THANK YOU!**



**infobip**