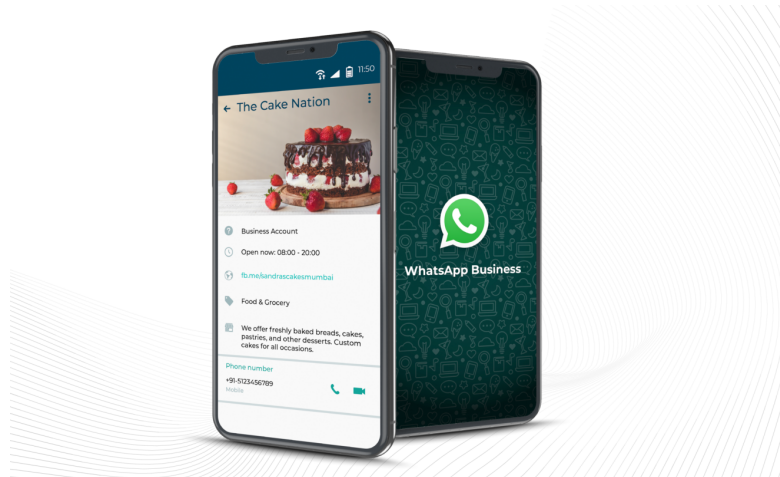← All Blogs

# Advantages Of A WhatsApp Business Account

April 23, 2021

WhatsApp Business Account is becoming a buzzword in the market right now for the right reasons. And why not? WhatsApp is one of the most popular global messaging channels with about 2 billion active daily users worldwide, and over 65 billion messages get exchanged over WhatsApp each day.

According to Forbes, WhatsApp is the most popular and the largest messaging platform globally, with over 1.5 billion monthly active users- making it even bigger than Facebook Messenger.
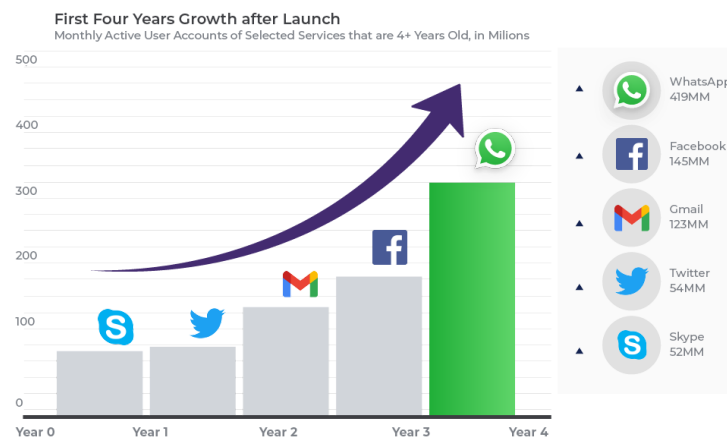
No wonder, Facebook, the developers of WhatsApp, have gone ahead and introduced 'WhatsApp business', a secure and scalable AI solution for this very reason. WhatsApp Business, an OTT (over-the-top) chat app, seems to be bringing the convenience of personal messaging to customer communications and thus improving the overall customer experience. According to experts, about 5 million business users benefit from this powerful and reliable messaging platform today.

How Can One Get Started With The WhatsApp Business Account?

WhatsApp business account's exquisite features are one of the primary reasons behind its widespread adoption. This powerful channel lets users leverage the fast and low-cost message exchange through multiple devices, including smartphones, desktop computers, laptops, tablets, and even smartwatches, anytime and anywhere. WhatsApp Business can help businesses reach millions of potential customers

instantly. There is a very high probability that your customers are already using WhatsApp. So, all you may need to get started with the WhatsApp Business Account is to follow the below three steps:

1. Apply for access to the WhatsApp Business API through a Business Solution Provider.
2. Create your WhatsApp Business Profile and link it with your business number to make a direct connection with your potential customers.
3. Inform and educate your customers to connect on WhatsApp, and that's all!

Let the WhatsApp Business become an essential part of your omnichannel marketing strategy.

And that's not it! There are numerous advantages of a WhatsApp business account that makes it a must-have for any business, no matter whether it's a small business or a big company.

Here are the top five benefits of a business account on WhatsApp:
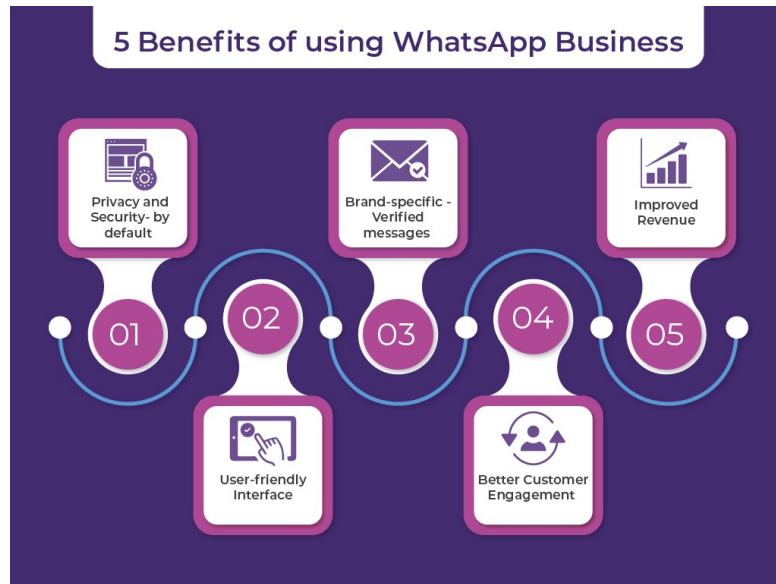
Benefits Of WhatsApp Business Account:

1. Privacy and Security- by default

Privacy and security are in their DNA. Yes, and that's what differentiates WhatsApp from the others in the messaging world. Every interaction you have on WhatsApp, be it an audio/video call, text message, document, picture, or any other sort of media, is encrypted end-to-end so that only you and the person you are directly interacting with can read or see the information.

The end-to-end encryption will never let your personal information fall into the wrong hands; not even the founders of WhatsApp or your telecom provider, nor the hackers will have any access to your personal information. Similarly, when you connect with your customer through the WhatsApp business account, your messages are delivered securely to the destination chosen by you.

2. User-friendly Interface

The second game-changing advantage of a Business Account on WhatsApp is that it takes care of each detail to make the customer experience better and exceptional. WhatsApp business account features make it incredibly simple and intuitive, and hence, no training is required to know how to use

WhatsApp for the business.

In the traditional methods of communication like messaging or sending e-mails, you have no idea whether the message or the mail was delivered and seen by the recipient or not. But with WhatsApp, you can check whether the message was received and read along with the timing details. Having that assurance is a great boost for businesses to know when to push and back off from the prospects.


3. Brand-specific -Verified messages

Wondering about what could be the use of the WhatsApp Business Account?

By setting up the Business Profile, a unique identity for your WhatsApp business account, you can bring brand elements into your WhatsApp conversations. This will also let you add contacts, website URLs, locations, notifications, and other promotional details, including multimedia messages like audios, videos, images, and documents.
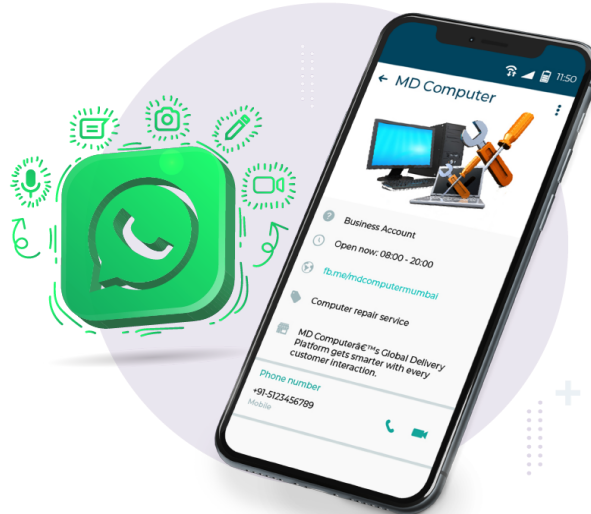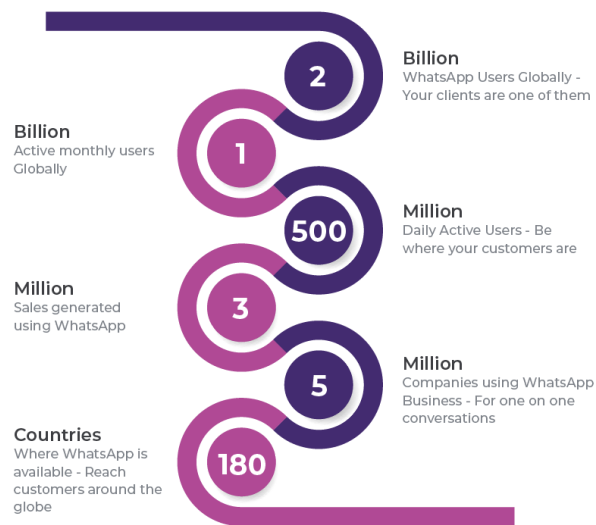

4. Better Customer Engagement

Providing good customer service is important, but WhatsApp Business account features make it the best AI solution to cater an out of box, customer service. The app will help you and the users refrain from long support calls or waiting times and backlog support emails to help your business create a personal environment with the customers to better connect in real-time. The more you will provide support and information your customers are looking for; the more you will gain their trust and loyalty.
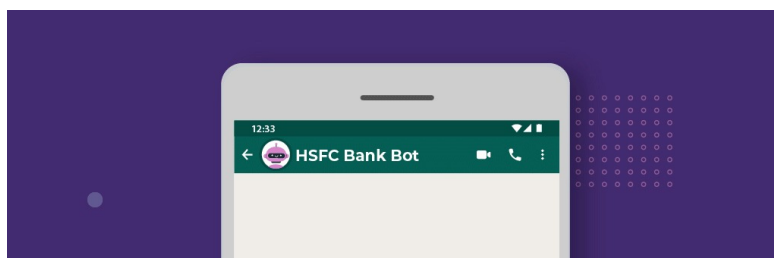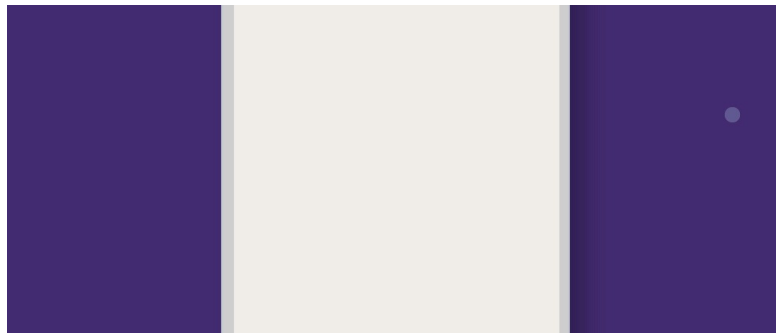
5. Improved Revenue

To grow business exponentially, one has to reach out to as many potential customers as possible. A business account on WhatsApp will help the brand be where its customers are. This can help accelerate the process of product search and reduce the time taken to make a purchase and improve the top-line drastically.

2 Billion
WhatsApp Users Globally - Your clients are one of them

1 Billion
Active monthly users Globally

500 Million
Daily Active Users - Be where your customers are

3 Million
Sales generated using WhatsApp

5 Million
Companies using WhatsApp Business - For one on one conversations

180 Countries
Where WhatsApp is available - Reach customers around the globe

The Bottom Line-

If you are looking to grow your business, there is certainly no reason to wait further or avoid this powerful channel to make your customer communications even better and stronger. It's always better to go ahead and anticipate your customers' needs rather than waiting for them to tell you what they expect. Deploy a WhatsApp Business chatbot to be ahead of the curve and make your customers know that you are more than worth their attention.

Engagely.ai is an enterprise-grade AI-driven Conversational Customer Engagement platform trusted by 100+ renowned enterprises across the globe.

With its unique action-intent engine, Engagely can understand customer intents to drive superior engagements across all the channels in 120+ global languages. Engagely has a track record of helping clients acquire more leads, optimize revenues and reduce costs significantly. Enabled with the No-Code platform and advanced NLP, Engagely.ai integrates seamlessly into clients' existing systems in a short time to provide an enriching experience to the business users.

Akshada Benke
Senior content developer- Marketing

Akshada Benke is a content marketer at engagely.ai with more than twelve years of experience in digital content marketing field. She describes herself as a Philomath. She is confident & professional in developing strong consumer-insights driven goals to build brand and relationships.

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