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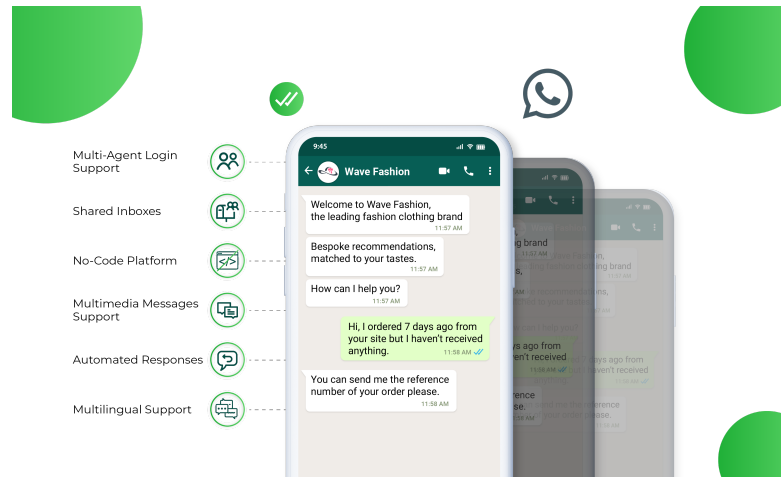CX Platform ⌄   Products ⌄   Solutions ⌄   Resources ⌄   Company ⌄

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Key Factors You Must Consider When Finalizing Your 'WhatsApp Business Solution Provider'

June 14, 2021

WhatsApp Business, the most loved messenger app for various businesses is proving to be a bliss for customer services as it offers an effective way to connect and engage your customers exceptionally well.

The widespread adoption with exceptional popularity alone is enough to convince you to embrace WhatsApp business for your enterprise. The first step to getting started with it is to start looking for the right WhatsApp Business Solution provider. You can enhance customer experience by integrating your present business processes with the WhatsApp Business API. Although several vendors are available in the market today, it is important to go for an expert AI solution provider with solid expertise in all the current market trends to achieve your business goals.

Several factors need to be taken into consideration while choosing the right vendor for your business depending on your business needs.

Here are the top five things to consider while finalizing the WhatsApp Business solution provider:

1. Multi-Agent Login Support

One of the most important features your WhatsApp Business solution provider should offer is multi-agent login support. The feature enables multiple team members to log in and access the same desired business account at the same time. This can help you provide instant solutions and real-time support to your customers.

2. No-Code Platform

Getting WhatsApp Business messages set up may sound complex. However, considering the WhatsApp Business chatbot that offers a no-code platform can be a savior for you. You really don't have to depend on a separate team to write or execute the codes while tweaking things and making changes if need be.

3. Pre-Trained NLP Engine/Intent-Based Recommendation

The pre-trained NLP engine is trained to predict the multiple intents and entities from user input easily and accurately. And thus, it makes the vendor that provides a pre-pre-trained NLP engine and a platform that has intent identification capabilities can be a great choice.

4. Automated Responses Without Losing The Personal Touch:

The service provider you opt for should be able to help you automate responses without losing the personal touch. This can help you deliver real-time support with quick resolutions to the customers

along with a great customer experience without sacrificing the human element.

5. Multilingual Support

Communication in regional/local languages can truly help you connect and engage better with your customers. The WhatsApp chatbot vendor that allows you to provide unified multilingual interactions with your customers without any further technology investment can always be a good choice.

Providing round-the-clock customer service is a must-have for any business in today's digital world. Also, it's important to consider a wholesome WhatsApp business vendor. Whether you are a small business owner or an enterprise, having all these features can help you conquer the business peaks in the long run. Similarly, having the right WhatsApp business vendor can help you provide exceptional customer support with better engagement. Opting for a technology specialist who can drive your customer communications to the next level is all that you need.

Engagely.ai is an AI-driven conversational customer engagement platform trusted by 100+ renowned enterprises across the globe. Engagely's WhatsApp business chatbot is capable of driving superior engagements in 100+ global languages. Enabled with the No-Code platform and advanced NLP, the platform integrates seamlessly into clients' existing systems in a short time to provide an enriching experience to business users.

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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.