



DELIVER A BETTER  
CUSTOMER EXPERIENCE WITH

# WhatsApp Business API

Communicate over the world's most popular chat app  
with Infobip as your WhatsApp Business Solution Provider

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

SOURCE: “Motivations and Mindsets in Messaging” by Sentient Decision Science

WhatsApp Business API gives your customers the opportunity to message you directly **across the entire customer journey** - right from onboarding and verification to a simple inquiry and purchase assistance to proactive notifications and reminders, WhatsApp delivers an always-on customer experience.

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



## Global

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



## Secure

End-to-end encrypted  
messaging that keeps  
information safe



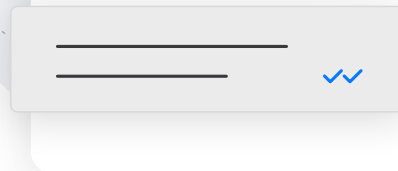
## Engaging

Real-time conversations  
that increase delivery,  
open, and conversion rates

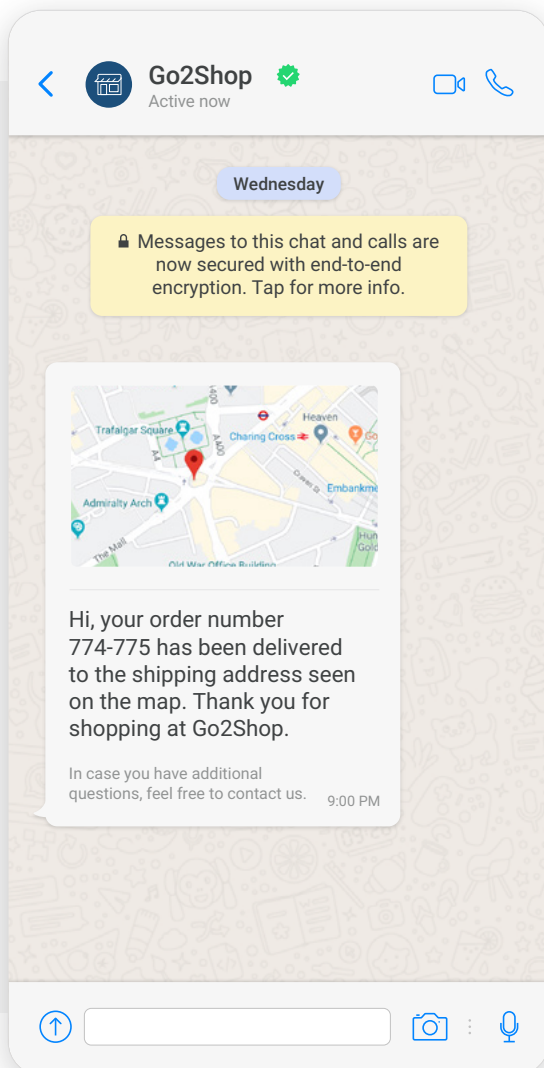


## Reliable

Offer 24/7 support  
and channel failover to  
ensure message delivery



## Send real-time alerts and notifications



### NOTIFICATIONS

#### Don't let your customers miss a thing

Send proactive, timely notifications and alerts on your customers preferred channel.

- Engage with **educational videos** for successful onboarding
- Share **package delivery locations** to ensure smooth delivery
- Make travelling a real-time experience – by sharing **boarding passes** and itineraries
- Send real-time **financial transaction** alerts and **e-receipts** so they always have a record of purchase
- **Create rich notifications** - Easily create templated notifications with documents, images, videos, or location

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*Don't forget to collect customers opt-ins.*

## Use WhatsApp Business API to get feedback and improve satisfaction rates



Increase the opt in rates



Increase in delivery, open, and conversion rates



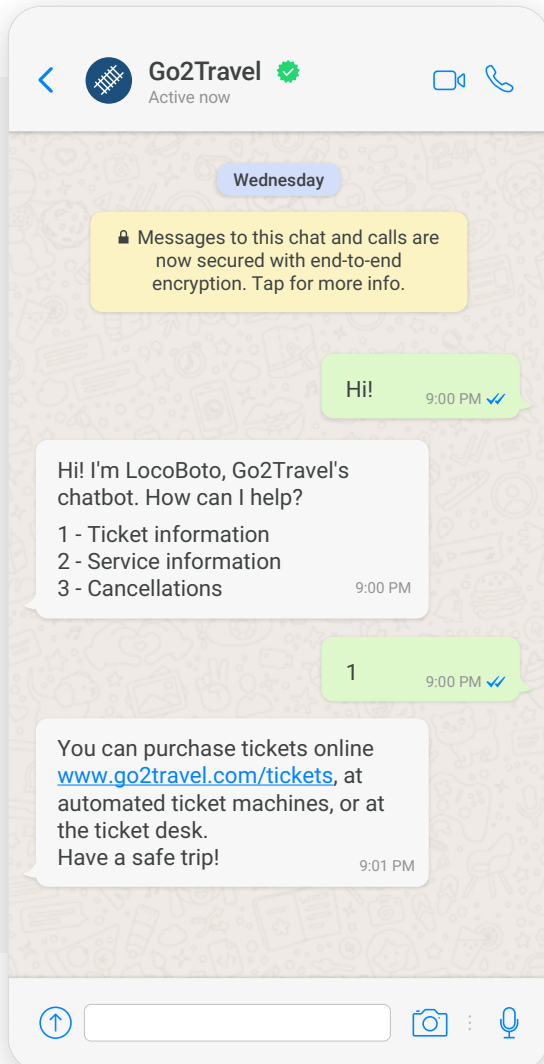
Increase in customer retention rates

## Automate your customer support

66  
**71%**

of consumers want to use chatbots.”

SOURCE: CCW Market study



### OFFER 24/7 SUPPORT WITH CHATBOTS

Allow customers to solve simple requests and offer proactive assistance using AI or keywords chatbot using Infobip's chatbot building platform – **Answers.**

- Easily accessible and simple to use
- Share educational videos, contacts, locations, documents, images, or links to other online resources
- Seamlessly redirect to agent if required

*Seamless redirection to agent if bot can't solve issue or answer*

TRY IT ON  
YOUR OWN



### Integrate WhatsApp Business API in your customer support messaging and experience



Increase in customer satisfaction or net promoter score

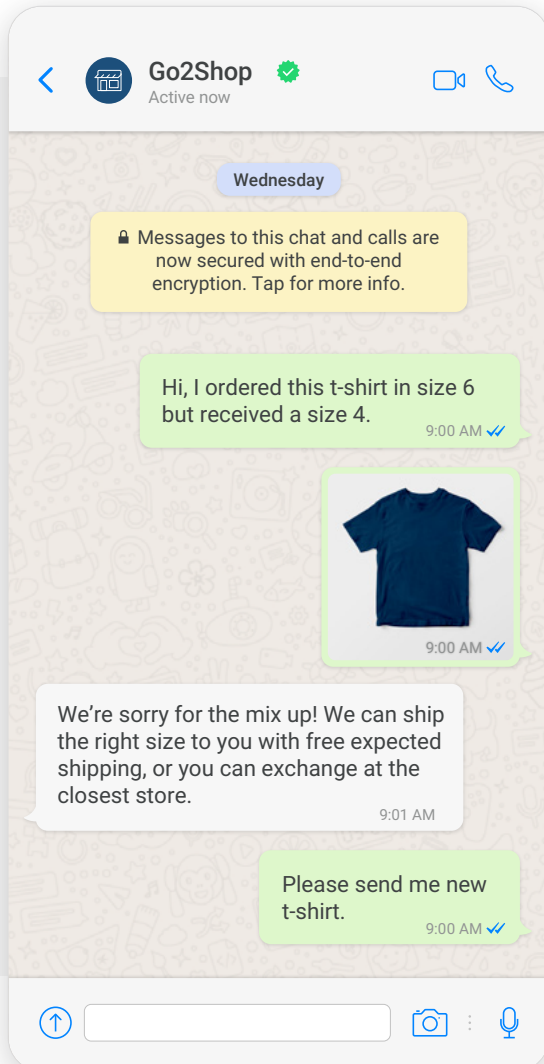


Decrease in customer service operations costs



Increased customer service operational efficiency

## Offer always-on customer support



# 96%

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

SOURCE: Microsoft



### REAL-TIME CONVERSATIONS AND SUPPORT VIA LIVE AGENTS

#### Be there when your customers need you

Enhance your contact center with WhatsApp to be there when your customers need you and:

- provide quick, conversational support at every stage of your customers' journey.
- resolve issues in one-on-one conversations
- get instant feedback

*Free of cost within 24 hours  
of a customer's response*

### Enable your live agents to provide seamless customer service by using our pre-built **digital cloud contact center solution – Conversations**



Give agents the relevant customer context they need to provide faster, more personalized support from a single interface



Route customer queries to the agent at the right time



Track your customers activity and monitor your team's performance with real-time dashboards and reporting

## CUSTOMER STORIES

# WhatsApp Business API in practice



### New Product launch with a WhatsApp Chatbot

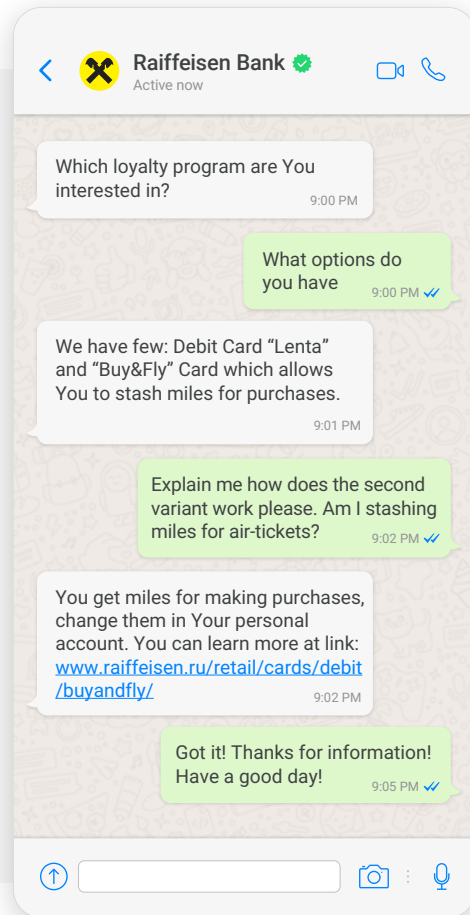


#### RESULTED IN

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



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



#### 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

For more customer stories visit:  
<https://www.infobip.com/customer>

# The Infobip Advantage

## GLOBAL REACH AND LOCAL PRESENCE

- ✓ 600+ direct-to-carrier connections
- ✓ Connect with over 7 billion people and things
- ✓ Strong enterprise client base
- ✓ 60+ offices on 6 continents

Our local presence enables us to react faster and have everyday interactions with our customers, providing solutions in-line with their needs, local requirements and based on proven global best-practices.

## SCALABLE, FAST AND FLEXIBLE SOLUTIONS

- ✓ Best-in-class delivery rates
- ✓ High speed and reliability
- ✓ Low latency
- ✓ In-house developed platform

Our solutions are created to adapt to the constantly changing market and communication trends at speeds and levels of precision and personalization that only an in-house solution can offer.

## REMARKABLE CUSTOMER EXPERIENCE

- ✓ Technical expertise
- ✓ Solutions consultancy
- ✓ Customer success management
- ✓ 24/7 support and network monitoring

Our solutions are created to adapt to the constantly changing market and communication trends at speeds and levels of precision and personalization that only an in-house solution can offer. We will help you to get up and running in no time, whether it's assisting with integrations, messaging best

## OWN INFRASTRUCTURE

- ✓ Locally available services
- ✓ Compliance to local regulations
- ✓ 28 data centers worldwide

Our worldwide infrastructure easily scales horizontally, leveraging the hybrid cloud model to never run out of resources. Our built-in global compliance engine is constantly updated with the latest in-country regulations and operator requirements.



PLATINUM AWARD AS THE GLOBAL CPaaS PROVIDER IN 2020  
PLATINUM AWARD AS THE EMEA CPaaS PROVIDER IN THE 2020  
PLATINUM AWARD AS THE BEST RCS PROVIDER IN 2020  
GOLD AWARD AS THE BEST DIGITAL IDENTITY SOLUTION IN 2020



GLOBAL AWARDS 2019

BEST OTT PARTNERSHIP 2019  
BEST MESSAGING INNOVATION - BEST RCS IMPLEMENTATION 2019



ROCCO

BEST A2P SMS VENDOR AS RATED BY MNO'S 2017, 2018 & 2019  
BEST A2P SMS VENDOR AS RATED BY ENTERPRISES 2019  
TIER 1 SMS FIREWALL VENDOR 2017, 2018, 2020



BEST MESSAGING API  
BEST MESSAGING INNOVATION - CARRIER SOLUTION  
BEST ANTI-FRAUD INNOVATION  
BEST SMS / A2P PROVIDER FOR THE EMEA REGION

