



infobip

WhatsApp Business API

Deliver a better customer experience



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





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%

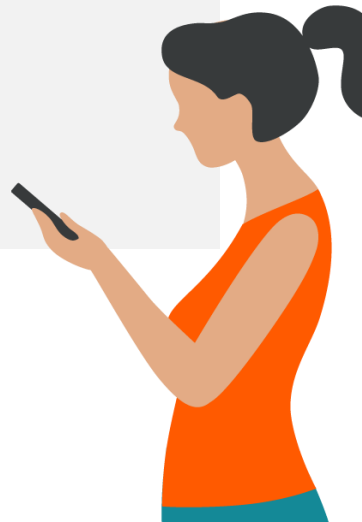
of customers say they would pay more for a better customer experience.

Source: Survey from Total Consumer

90%

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

Source: Hubspot



How to use WhatsApp in Business?

Be where your customers are.

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





With WhatsApp you can...



...send booking confirmations and boarding passes.

[READ MORE](#)



...build a chatbot for new product launches.

[READ MORE](#)



...provide a seamless customer onboarding experience

[READ MORE](#)



...provide immediate support to resolve any issues via a **live agent** or chatbot.

[READ MORE](#)



Enable communication at every touchpoint

Leading to better customer engagement, increased trust, and building long-term customer relationships.

AWARENESS



Drive awareness with ads that click to WhatsApp

CONSIDERATION



Use a chatbot or live agent for support during the consideration stage

PURCHASE



Share notifications and reminders

POST PURCHASE



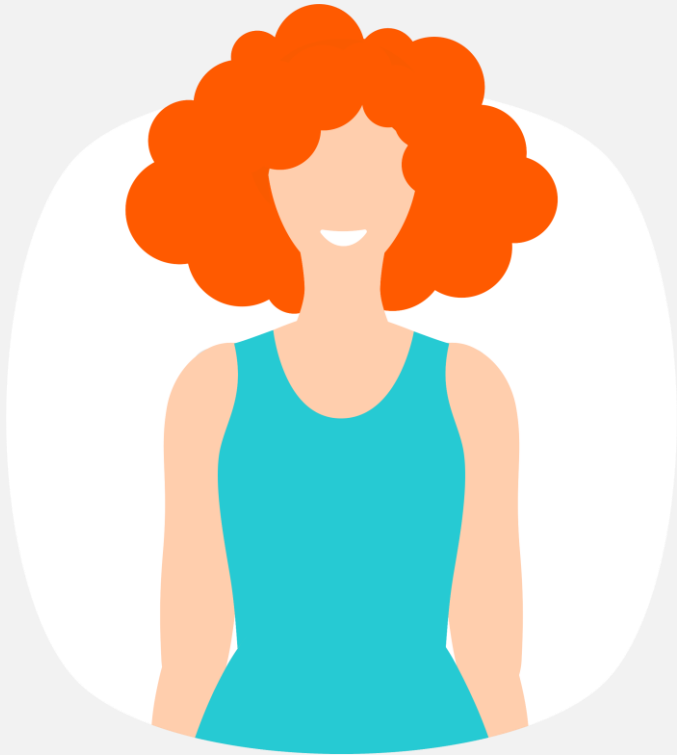
Provide always-on support with chatbots



Redirect to a live agent for more specific queries



Meet Joanna

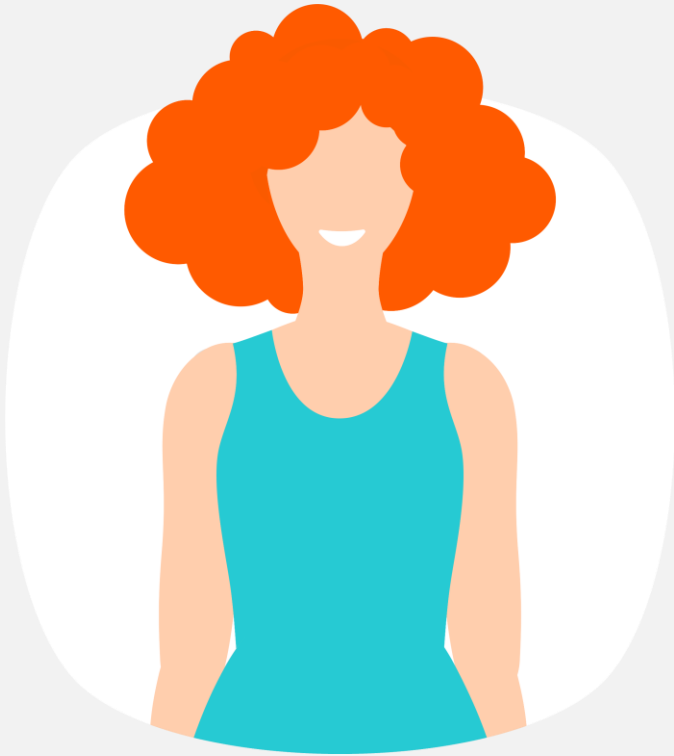


Always on the move

- eating out, banking on the go, traveling a lot, and shopping in between

Always online

- active on social media (Instagram, LinkedIn, Facebook) and uses WhatsApp to chat with her friends, family, and co-workers

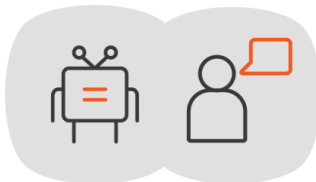


CONSIDERATION

When Joanna wants to know more about a product or service, she wants to be able to **simply reach the business** using her **favorite communication channel**.



Drive awareness with ads that click to WhatsApp



Use a chatbot or live agent for support



PURCHASE

In the moment of purchase, she would like to receive e-receipt on her favourite communication channel.



Share notifications and reminders



POST PURCHASE

While she is waiting for delivery, she would like to receive delivery status notifications.

And if she's having any issues, she wants to have the option to **reach out for help** in a fast and simple way - anytime, anywhere.



Share notifications and reminders



Provide always-on support with **chatbots**



Redirect to a **live agent** for more specific queries

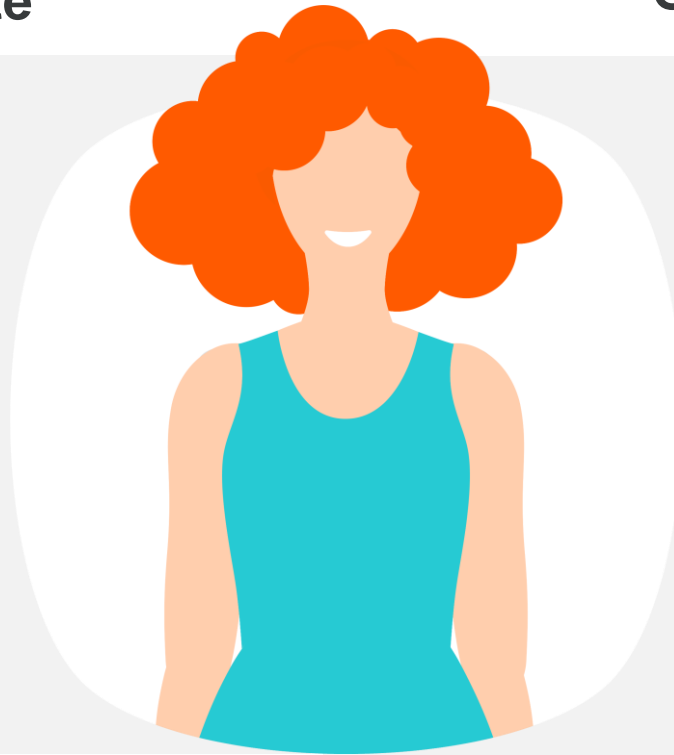


Use WhatsApp and

Keep your customers up to date



Send real-time alerts and proactive **notifications**.*



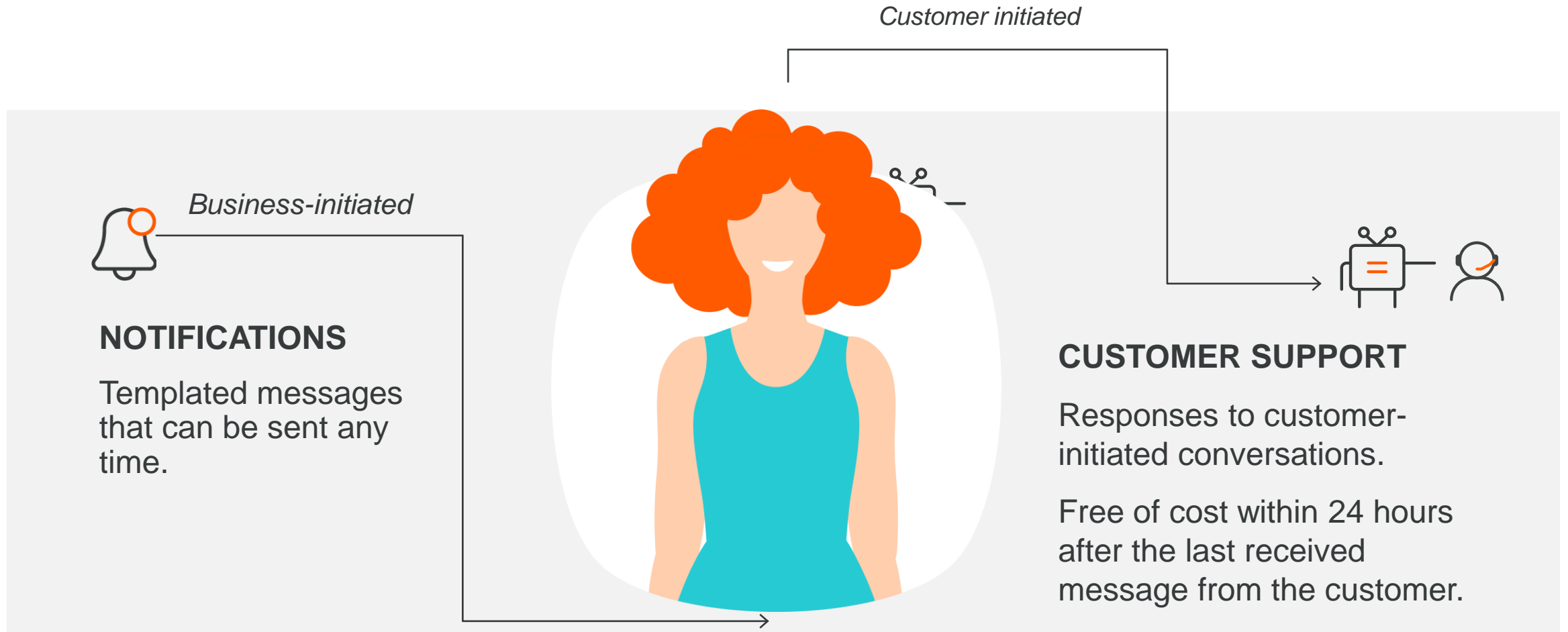
Offer always-on customer support



Provide answers to customer requests using **chatbots** or enable real time conversations with **agents**.

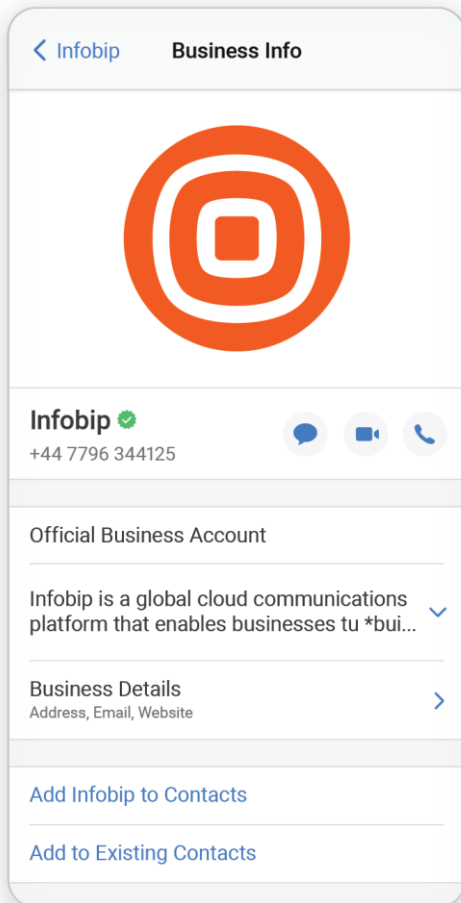


The main difference

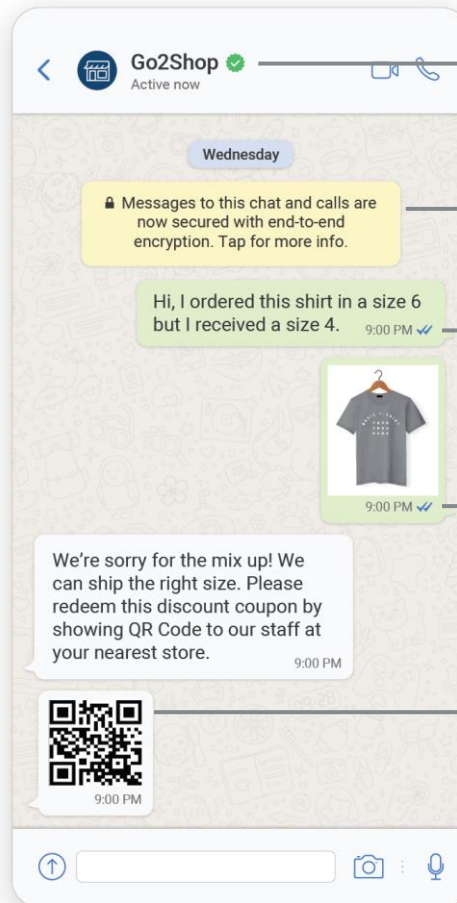


WhatsApp offers you branded, rich communication

BUSINESS PROFILE SECTION



BUSINESS COMMUNICATION



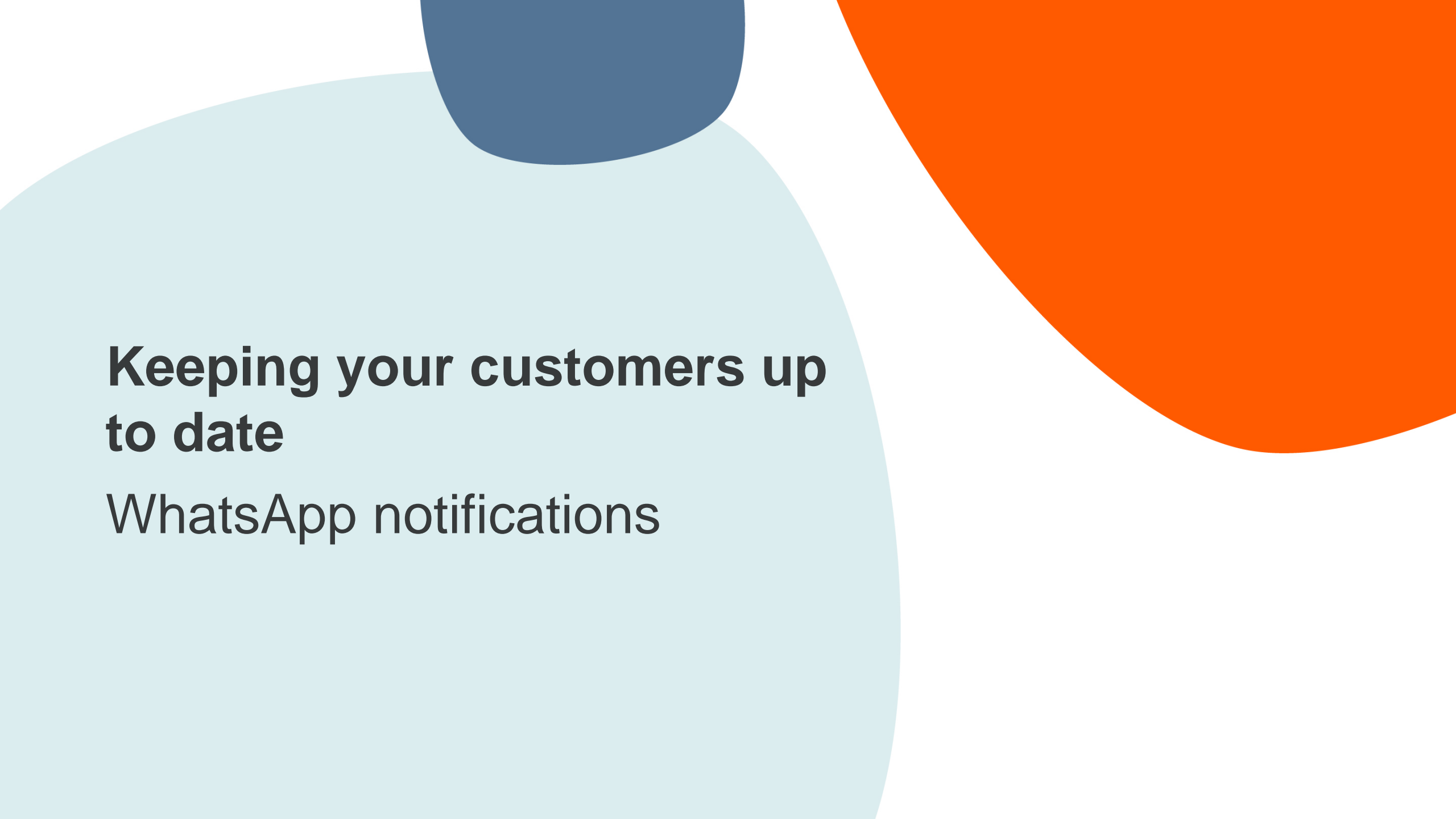
Verified Sender
Branded Communication

Encrypted Message
Your message is protected with best of its class end-to-end encryption

Seen Status
Know when the message has been viewed

Two-way Communication
Receive questions, offer support

Rich Media Message
Enhance your communication with end-user with images, documents, location, contacts or videos.



**Keeping your customers up
to date**

WhatsApp notifications

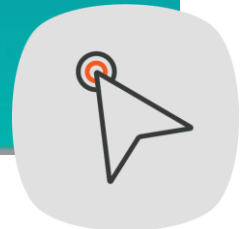


Keeping your customers up to date



ALERTS & NOTIFICATIONS

- Business initiated
- Pre-approved, registered templated messages
 - plain text
 - Interactive buttons
 - rich media

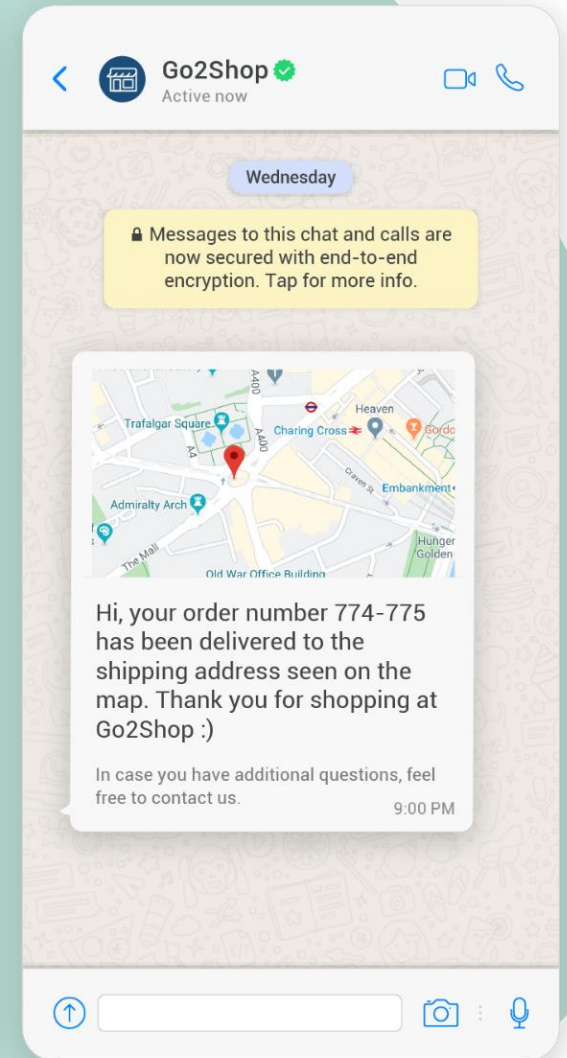
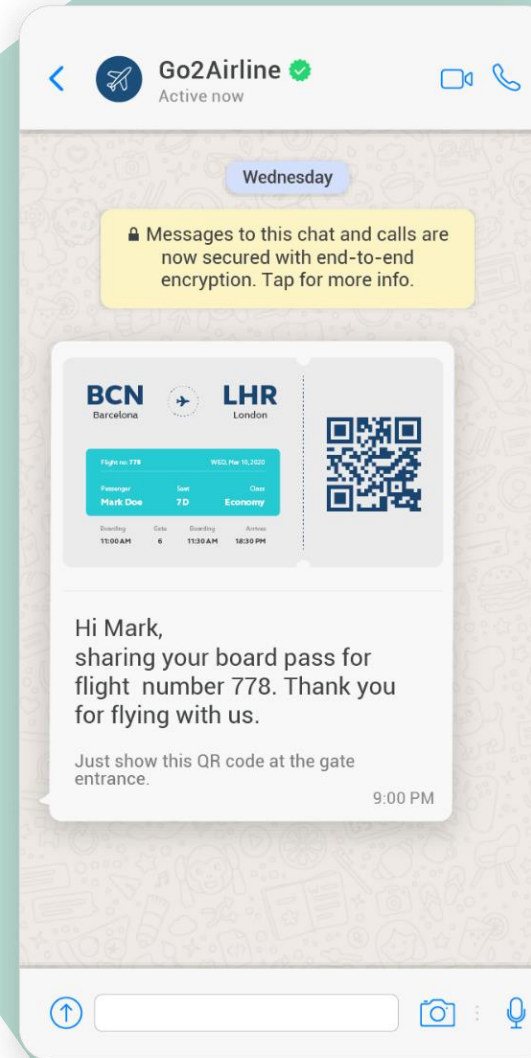


Customers need to **opt-in to** receive information via WhatsApp.



Deliver important, timely notifications and reminders

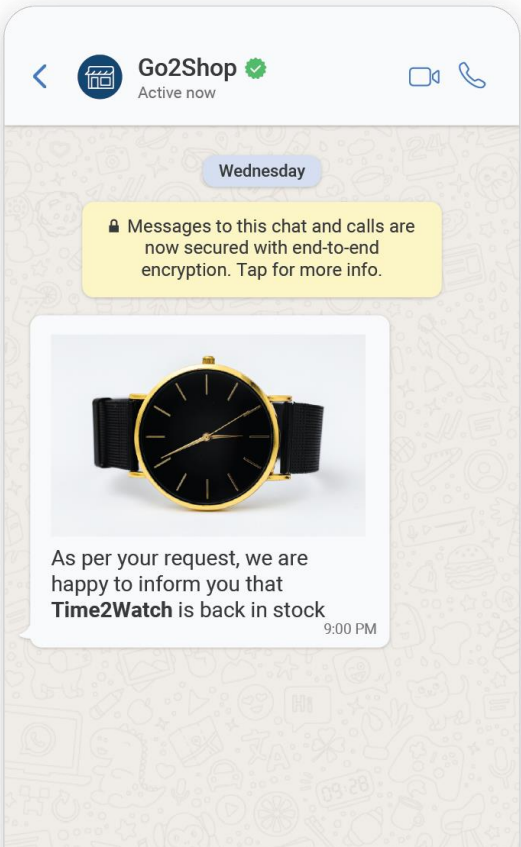
- Package delivery notifications
- Account information
- e-Receipts
- Booking confirmations
- Loyalty points reminders
- Monthly statements and more



Deliver a great customer experience with useful notifications at every touchpoint

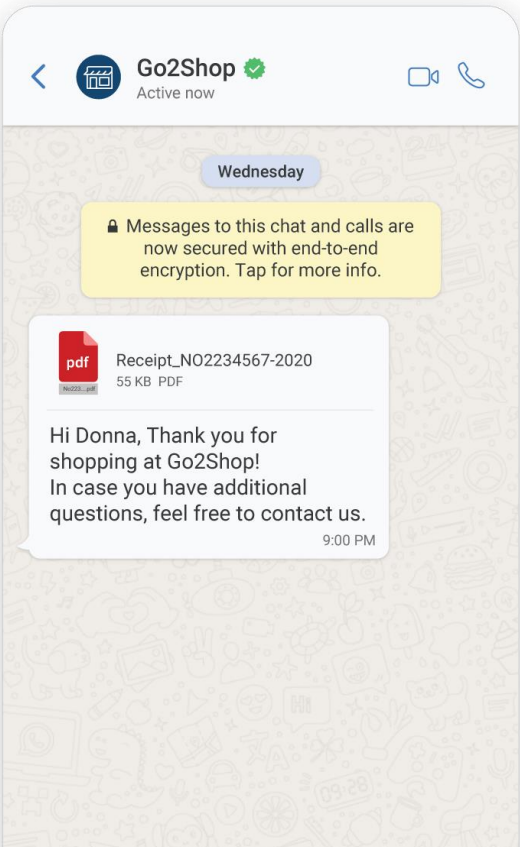
CONSIDERATION

Send back in stock notifications



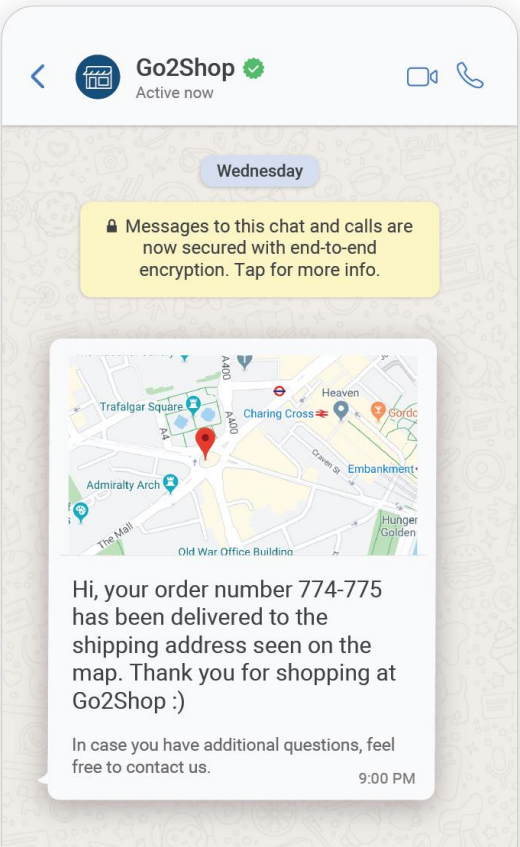
PURCHASE

Share e-receipts

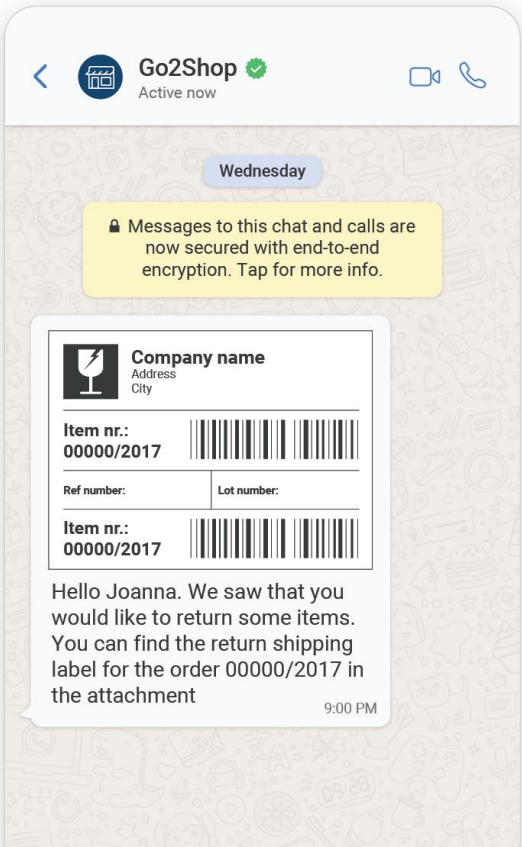


POST PURCHASE

Share package delivery notifications with location



Send return shipping labels

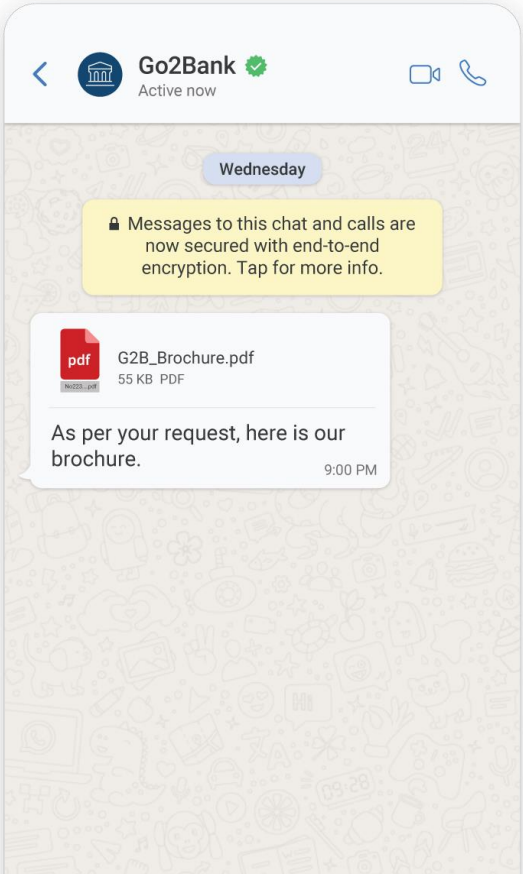


BANKING

Keep your clients on top of their finances

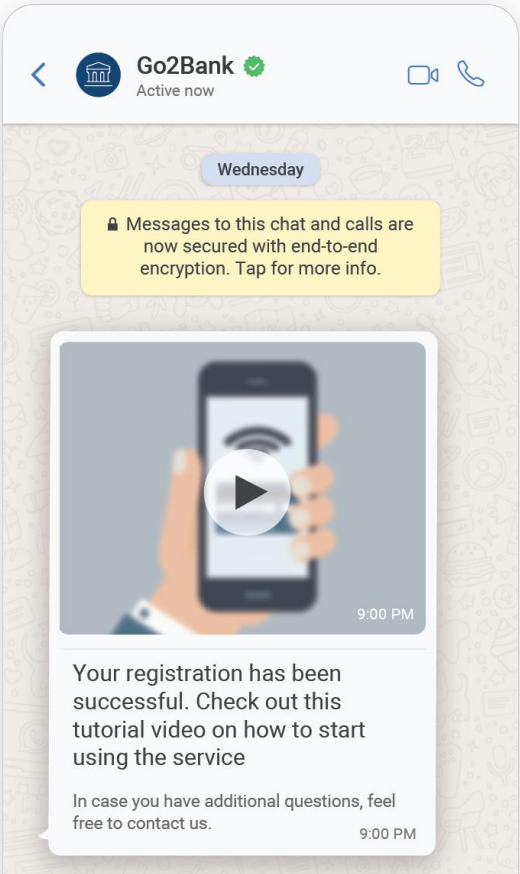
CONSIDERATION

Send information about your services on request



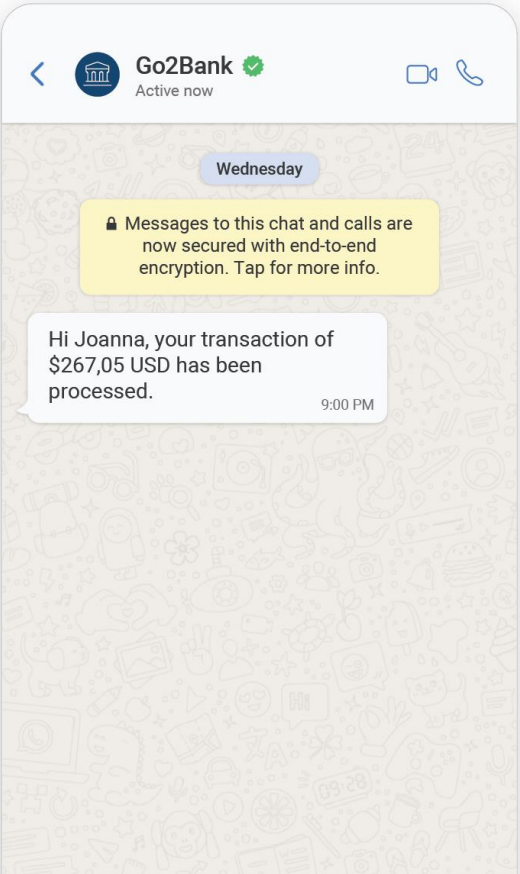
ONBOARDING

Make onboarding easy with tutorial videos



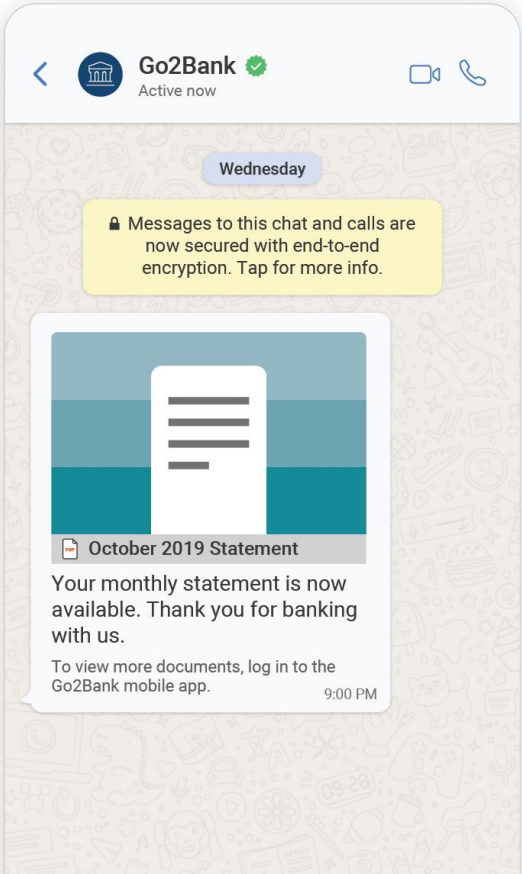
PURCHASE

Inform clients about every transaction



POST PURCHASE

Share monthly bank statements

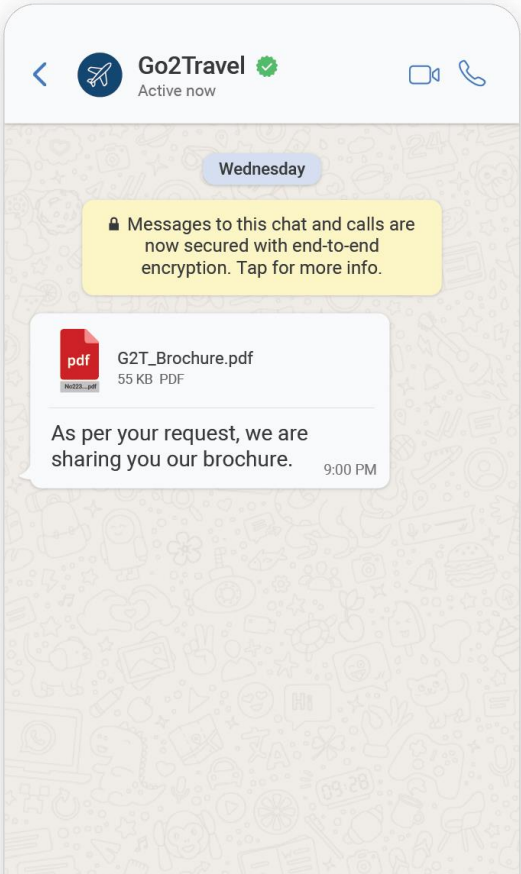


ON DEMAND

Send live service updates

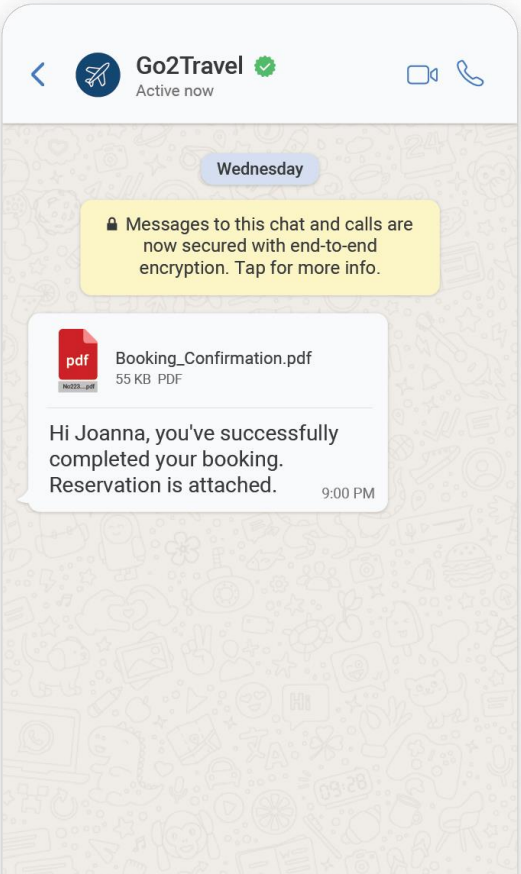
CONSIDERATION

Send information about your services on request



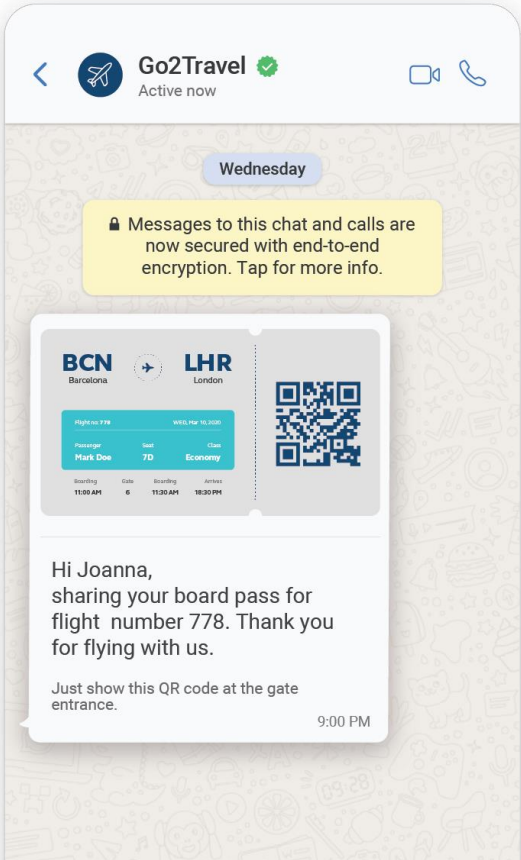
PURCHASE

Send booking confirmations



POST PURCHASE

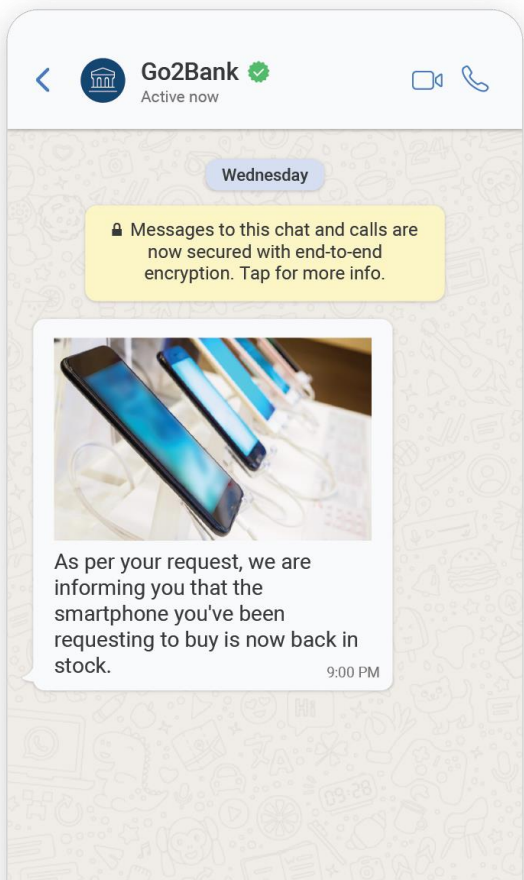
Share downloadable e-tickets



WhatsApp in Telco world

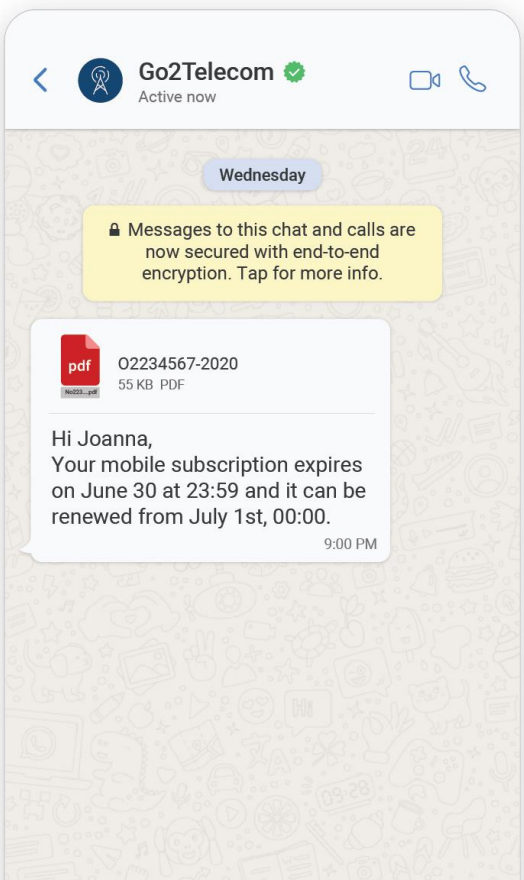
CONSIDERATION

Send information about your services or products on request



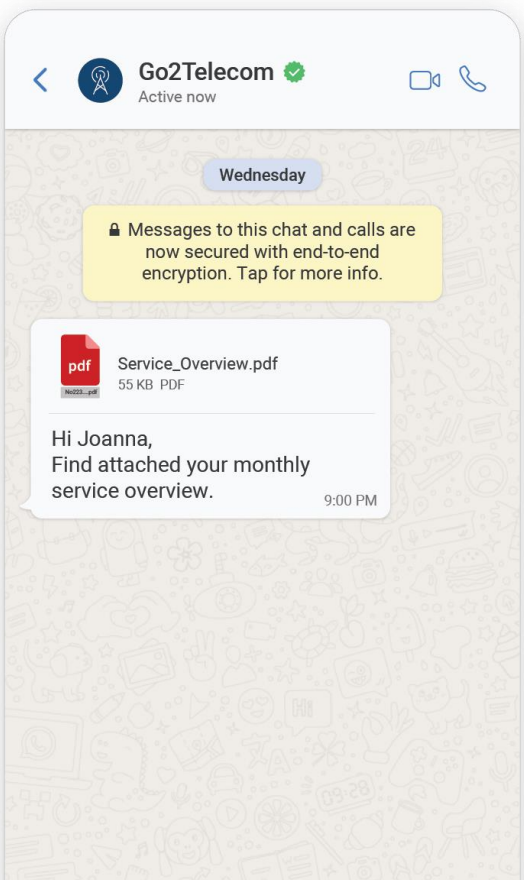
PURCHASE

Send new service activation confirmations or renewal reminders



POST PURCHASE

Share monthly service usage overviews



Why you should start sending notifications

Businesses using WhatsApp Business API to send **notifications** have experienced...



Increased opt-in
rates



Increased delivery, open,
and conversion rates



Increased customer
retention rates

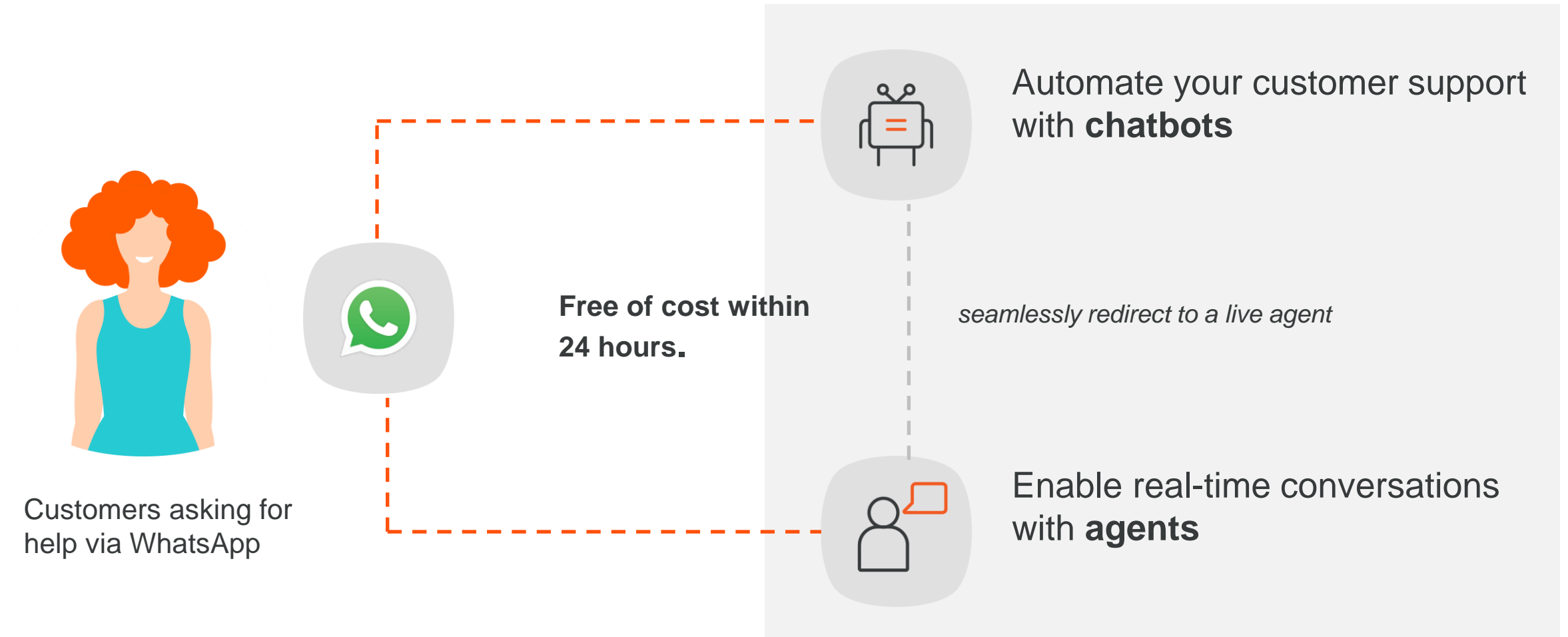


Providing always- on support

- Chatbots
- Contact center



Offer always-on customer support





Automate your customer support

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



Simple Chatbot

Provide quick answers to FAQs by setting up rule-based keyword chatbots with "if/then" logic.

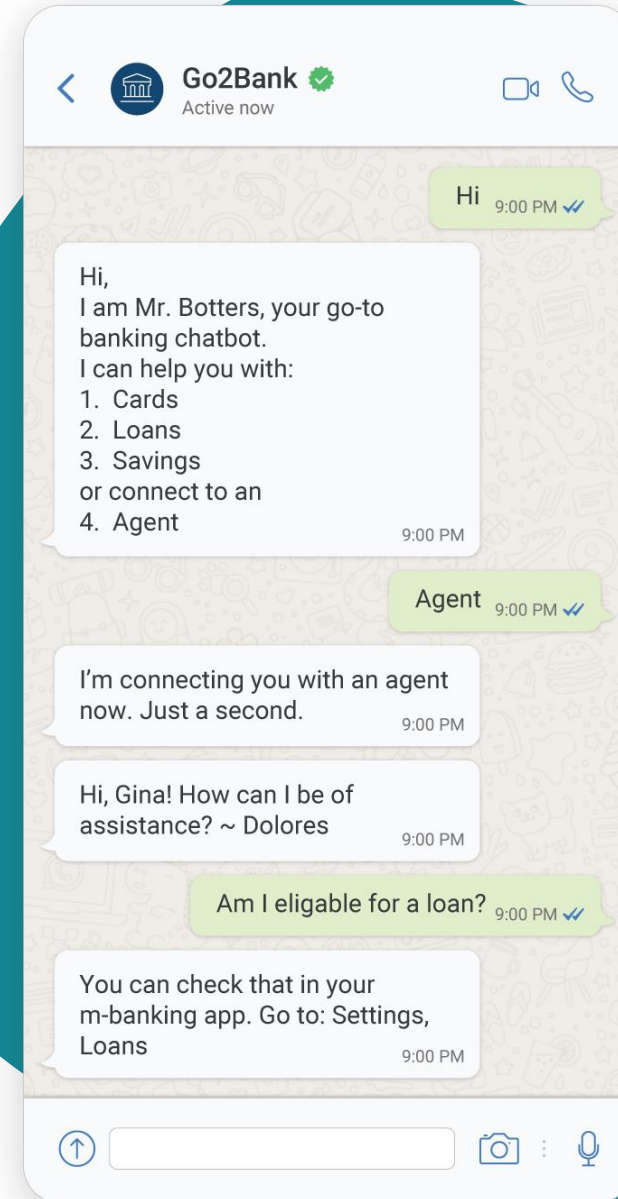
Conversational Chatbot

Understand customer intent during a conversation providing conversational experience.



Build **keyword or AI** chatbots and:

- optimize costs
- scale your customer support
- increase customer engagement
- enable agents to focus on more critical queries
- seamlessly redirect to an agent, if required

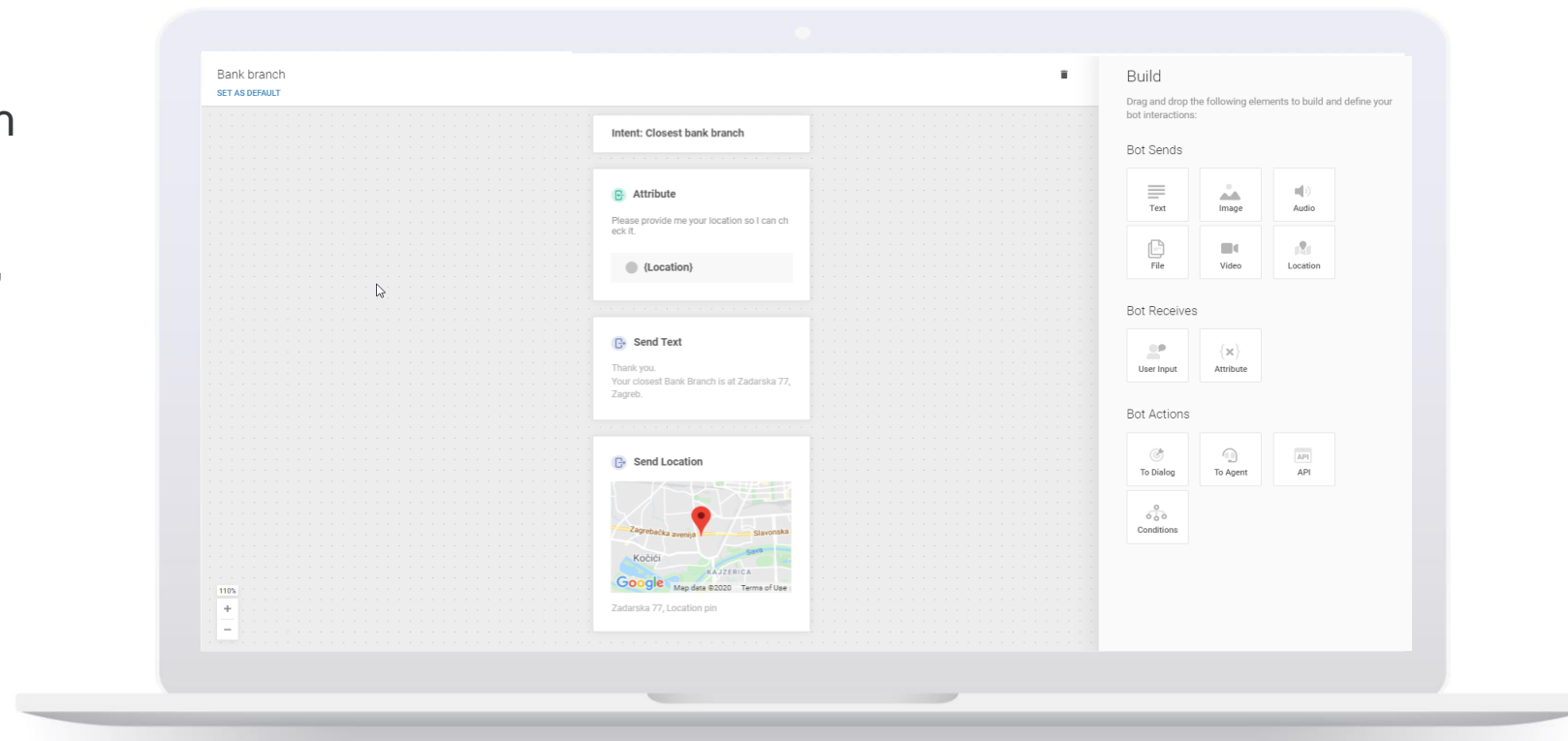




INFOBIP ANSWERS

A code-free chatbot building experience with a drag-and-drop interface

- Create and manage **chatbots** with an intuitive interface
- When customer sends an enquiry, AI understands customers' intent to send an appropriate message

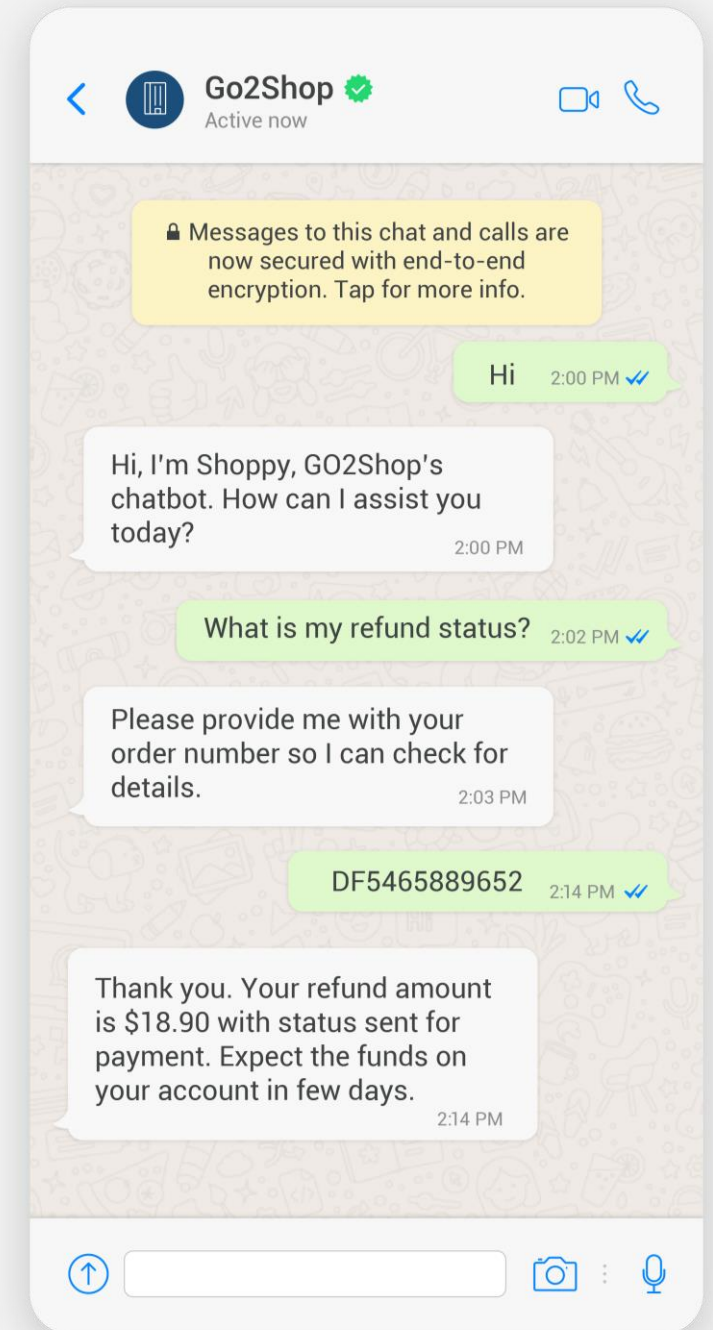


USE CASES BY INDUSTRY

Retail

Improve customer experience while handling most common inquiries via chatbot

- **Refund status**
- Delivery information
- Return policy information
- Opening hours
- Shop locations...

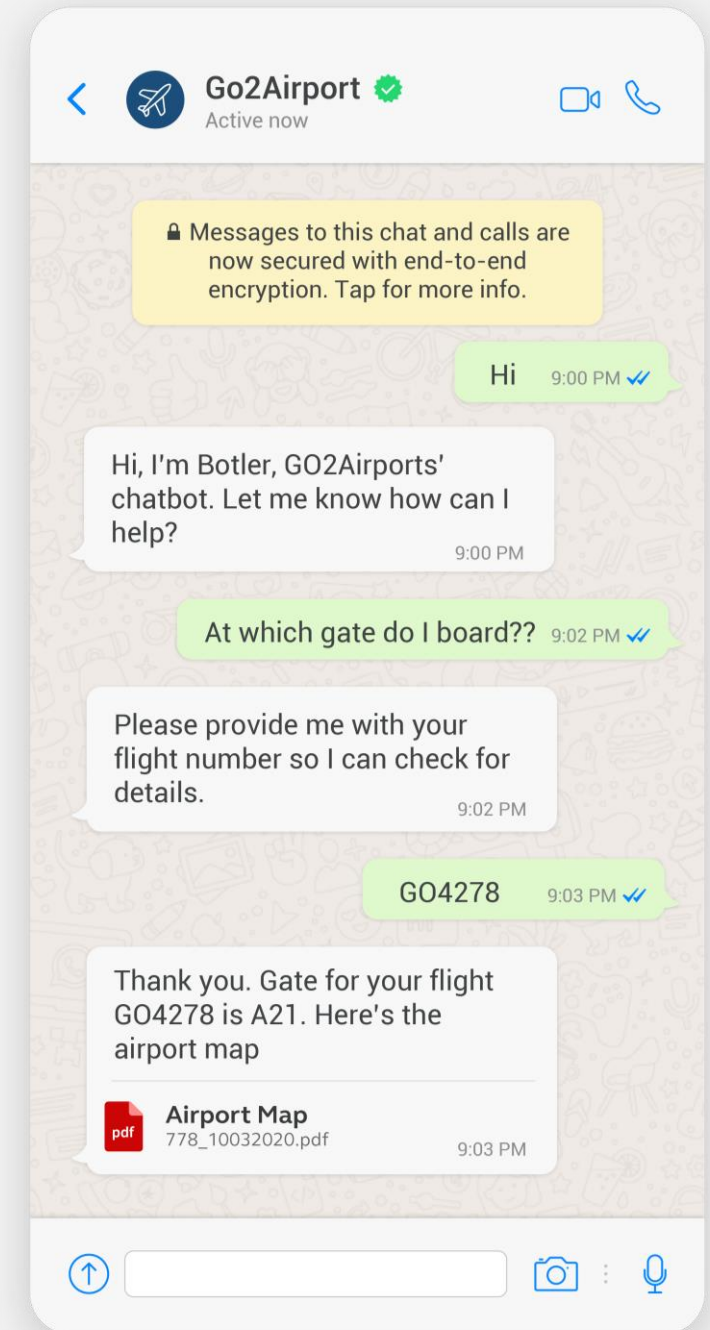


USE CASES BY INDUSTRY

Travel

Chatbots can help to improve customer satisfaction by providing useful travel information

- Provide instant responses to end-users regarding their travel details
 - Flight status,
 - **Gate status,**
 - Working hours,
 - Lost Baggage info,
 - Checking in...

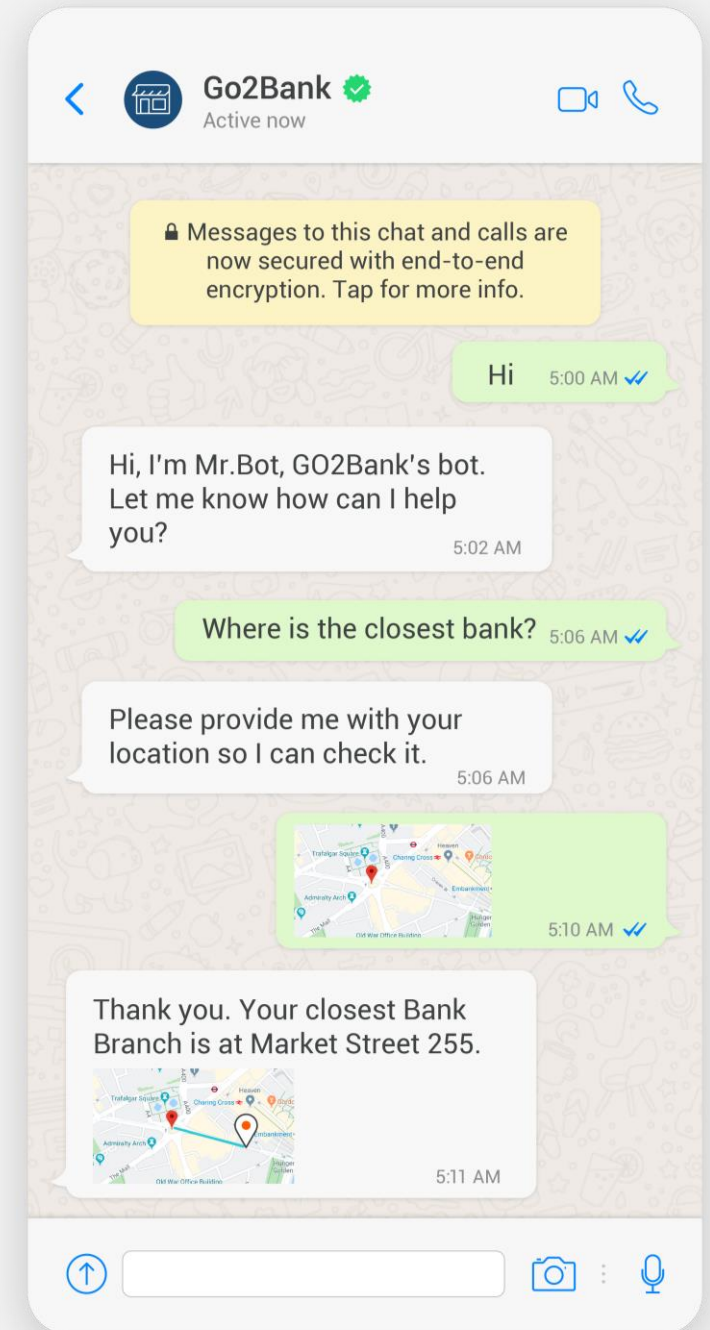


USE CASES BY INDUSTRY

Finance

Provide immediate support to existing customers through a chatbot capable of addressing all queries in real-time

- Most common banking inquiries can be solved by Chatbots:
 - **Nearest branch location,**
 - Nearest ATM,
 - Account balance,
 - Promotions – special card or loan offers,
 - Appointment scheduling





Enable real-time conversations with agents



Be there when your customers need you

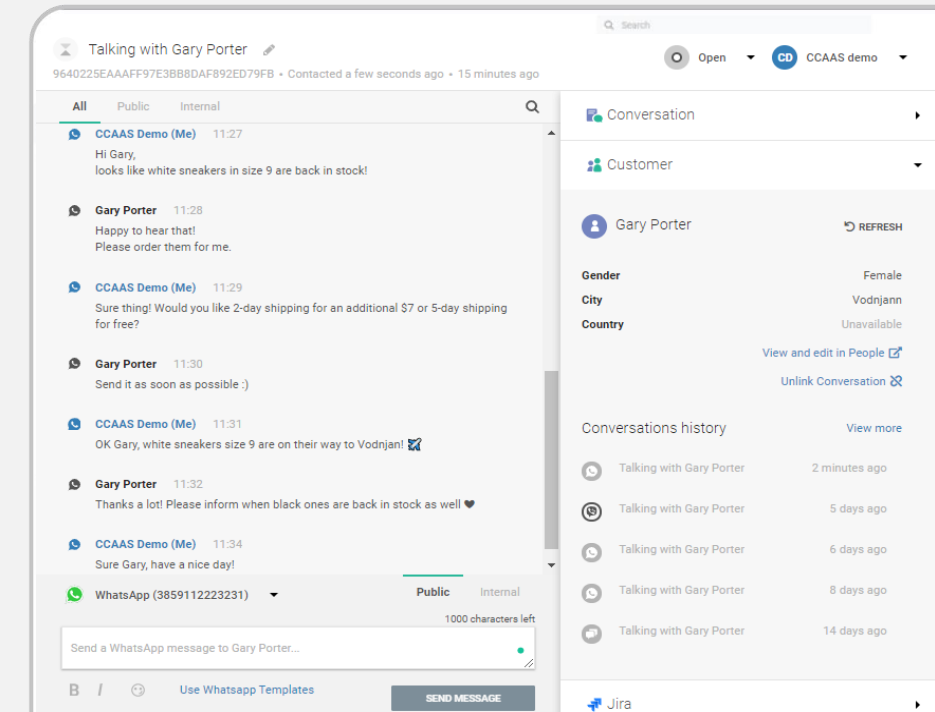
- provide quick, conversational support at every stage of customers' path to purchase
- resolve issues in one-on-one conversations
- get instant feedback

Conversations

Infobip Contact center solution

Infobip's **digital contact center solution Conversations**, enables your agents to provide quick, conversational support in real time.

- Gain full insight into chat history
- Have one-on-one conversations
- Assist more than one customer at a time over chat



Why you need it in your contact center

Businesses using WhatsApp Business API for customer support have experienced...



Increased customer satisfaction or NPS



Reduced customer service costs



Increased customer service operational efficiency



Infobip As Your WhatsApp Business Solution Provider

**Simply Build AI
Chatbots and
Automated Flows**

**Use our Conversations
Contact Center as a Service
to provide quick support**

HTTP REST API for
easy integration into
your existing systems

Easy integration, while
we are taking care of all
infrastructure

24/7 Local support
with dedicated account
manager and engineer

**Flexible pricing
options** that best suit
your needs



Start Using WhatsApp Business API Today

Follow three simple steps

1

SENDER REGISTRATION

Managed by dedicated
Infobip team

2

INTEGRATION & SETUP

Connect with Infobip:

- HTTP REST API
- web interface
- Cloud Contact Center Solution (Conversations)
- Chatbot building platform (Answers)

3

GO LIVE

Communicate with
your customers
across the
entire customer
journey

Customer success stories



Improving CX with WhatsApp across all industries





CASE STUDY

Making customer service more efficient with WhatsApp Business API



Challenge

- High call center costs and slow time to resolution

Solution

- WhatsApp added to the contact center for fast and convenient customer support

Raiffeisen Bank Russia
CONTACT CENTER

- 2 000 000 active clients
- > 500k inbound calls
- > 170k outbound calls
- > 130k chat contacts



WhatsApp customer service channel reduced cost per contact by 10x

10X

decrease in customer service costs

4–5X

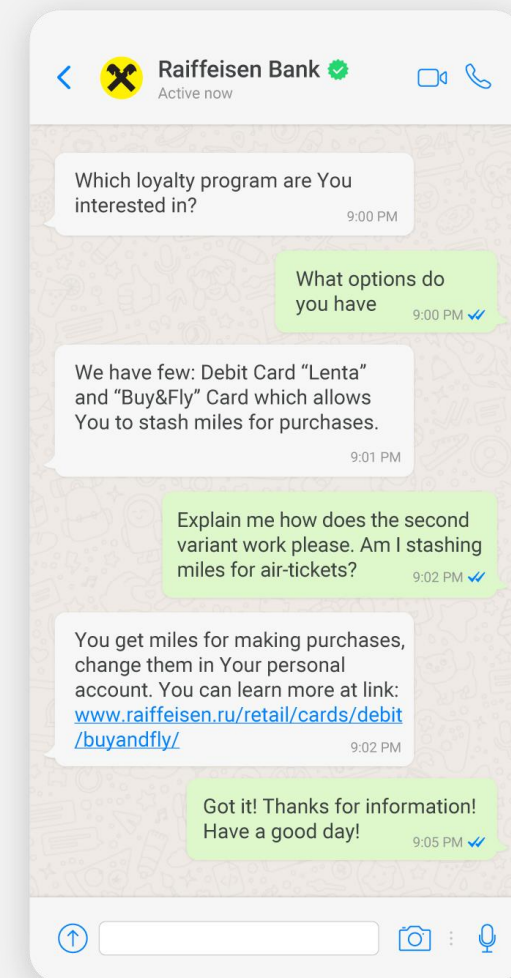
increase in popularity for WhatsApp as a communication channel

Boost in Net Promoter Score



“Adding WhatsApp as a customer service channel proved successful for us, as we have been able to increase customer satisfaction while reducing the costs associated with our contact center. With Infobip’s help, we transformed our entire customer service system to become quicker and more profitable - people love using WhatsApp to chat with our customer service agents.”

Ilya Schirov, Senior Vice President, Raiffeisenbank Russia





CASE STUDY

Reducing call center costs and improving agent productivity



Mukuru is a market-leading international money transfer company focused on assisting financially underserved migrants in Africa to send money to relatives or friends back home.

Challenge

- Make the service more accessible over the channel customers prefer
- Speed up customer onboarding and reduce strain put on the customer support team

Solution

- Using the WhatsApp Business API from Infobip to send alerts and complete processes over their customers' favorite chat app

22% of users so far have moved to WhatsApp, optimizing customer support workloads and costs

7.5%

increase in customer satisfaction score

15%

increase in customer feedback via "rate our service" feature after offering WhatsApp as a service channel

15%

lower USSD messaging costs per month (approximately)



"Introducing WhatsApp via Infobip has significantly improved our customers' satisfaction. We have noticed 22% of our customers moving to WhatsApp up to date. By introducing the self-service chatbot, we have also optimized our support capability, leading to increased capacity and cost savings."

Oliver O'Brien, Head of Strategy and Business Development, Mukuru





CASE STUDY

Improved customer service with WhatsApp Business API



Jazz is Pakistan's largest mobile network operator and a part of VEON Ltd, a multinational telecommunications services serving over 59 million subscribers nationwide.

Challenge

- Providing a quick self-service option for their 59 million subscribers by digitalizing customer care
 - ▶ customers had to visit service centers or call customer support - these processes often took up to 24 hours to complete.

Solution

- Implementing WhatsApp Business API to send alerts and complete processes
- all Jazz customers can now use the self-service chatbot to:
 - ▶ check their balance and billing details
 - ▶ check their package details
 - ▶ get their tax certificates
 - ▶ top up their account or pay their bills

Faster customer service and 32% lower costs

71K

Saved calls in three months

250,000

Customers used WhatsApp

1000K

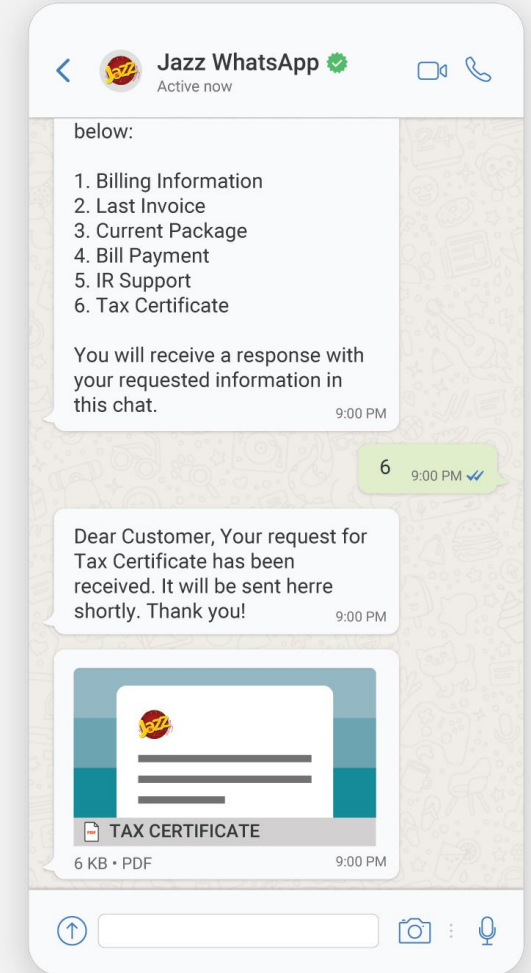
Tax certificates issued

52K

Duplicate invoices sent to customers

"Using Infobip as our WhatsApp Business Solution Provider to help us integrate the WhatsApp Business API made the process easy. Introducing self-service options over the chat app helped us reduce our tax certificate call costs by 32% and gave us a Net Promoter Score of 80/100. Our customers are very satisfied with the simplified processes."

Saad Iqbal, Head of Automation, Jazz





CASE STUDY

Increase in Customer Satisfaction with WhatsApp Business API



OpenSooq is the number one Arabic classifieds platform in the Middle East with over 2 billion monthly pageviews. It connects buyers and sellers in real-time to be able to sell, buy, get a service or a job. It is entrusted by over 45 million unique people.

Challenge

- Complicated verification process due to unreliable message delivery
 - ▶ the company has an item sold every 15 seconds.
 - ▶ it was important for to have a seamless customer onboarding experience that is cost-effective.
 - ▶ Verification process became complicated due to unreliable SMS delivery

Solution

- Integrating WhatsApp Business API to provide a seamless customer onboarding experience
- OpenSooq users can now easily engage through WhatsApp at every touch point of their journey – right from verification, password reset to agent interaction.
- This resulted in a more reliable verification system with two-way communication.

Improved customer satisfaction & 50% decrease in costs

82%

Increase in customer satisfaction score

78%

Increase in agent productivity

65%

Increase in first contact resolution

44%

Decrease in agent handling time

- 50% reduction in costs & 60% decrease in customer complaints

"WhatsApp Business was the perfect solution to reduce our reliance on SMS for verification and password reset. The solution empowered our agents to serve our customers on a channel they are familiar with and comfortable to engage on. This increased customer trust towards our platform and allowed us to communicate with them through their preferred channel with 100% deliverability and a 50% cost reduction. Infobip understood our challenge and were patient in delivering the most comprehensive and cost-effective solution. Working with Infobip made the process of moving from SMS to WhatsApp smooth and the implementation easy to integrate, understand and execute."

Ossamah Basaita, VP of Products at OpenSooq





CASE STUDY

Higher Engagement with WhatsApp Business API



Anghami is the #1 digital music platform in the Middle East and North Africa, entertaining 70 million music lovers daily.

With over 30 million songs to search, stream, download and share, Anghami has the largest music catalog in the region and reached a total of 10 billion streams by the end of 2019.

Challenge

- Finding the right communication method to measure and track engagement with music artists
 - ▶ The Anghami team used email to communicate with its artists about promotional campaigns and activities. These email campaigns were time-consuming, labor-intensive, and inefficient for measuring and tracking events.

Solution

- Integrating WhatsApp Business API to boost up engagement on the artists side
- WhatsApp Business API hit the right note for Anghami because it mirrored recent engagement patterns, which had been shifting from one-sided awareness to more of a conversational nature.

Better response time and easier launch of campaigns

265%

higher
engagement

97%

decrease in
response time

45%

easier to launch
campaigns

“Today, engagement for Anghami is more conversational than it is about awareness. In some scenarios, communication needs to be a 2-way conversation. We want to bridge the communication gap with our users via a communications channel that is native to them. A solution to this has been made possible with WhatsApp for Business, thanks to our partnership with Infobip. We are still experimenting and iterating over the use of WhatsApp for Anghami and with the results we are seeing so far, we definitely have plans to expand much larger.”

Ryan Saddi. Integrations Lead at Anghami





type „Hi”



**Find more use cases
on our WhatsApp
DEMO.**

THANK YOU!



infobip