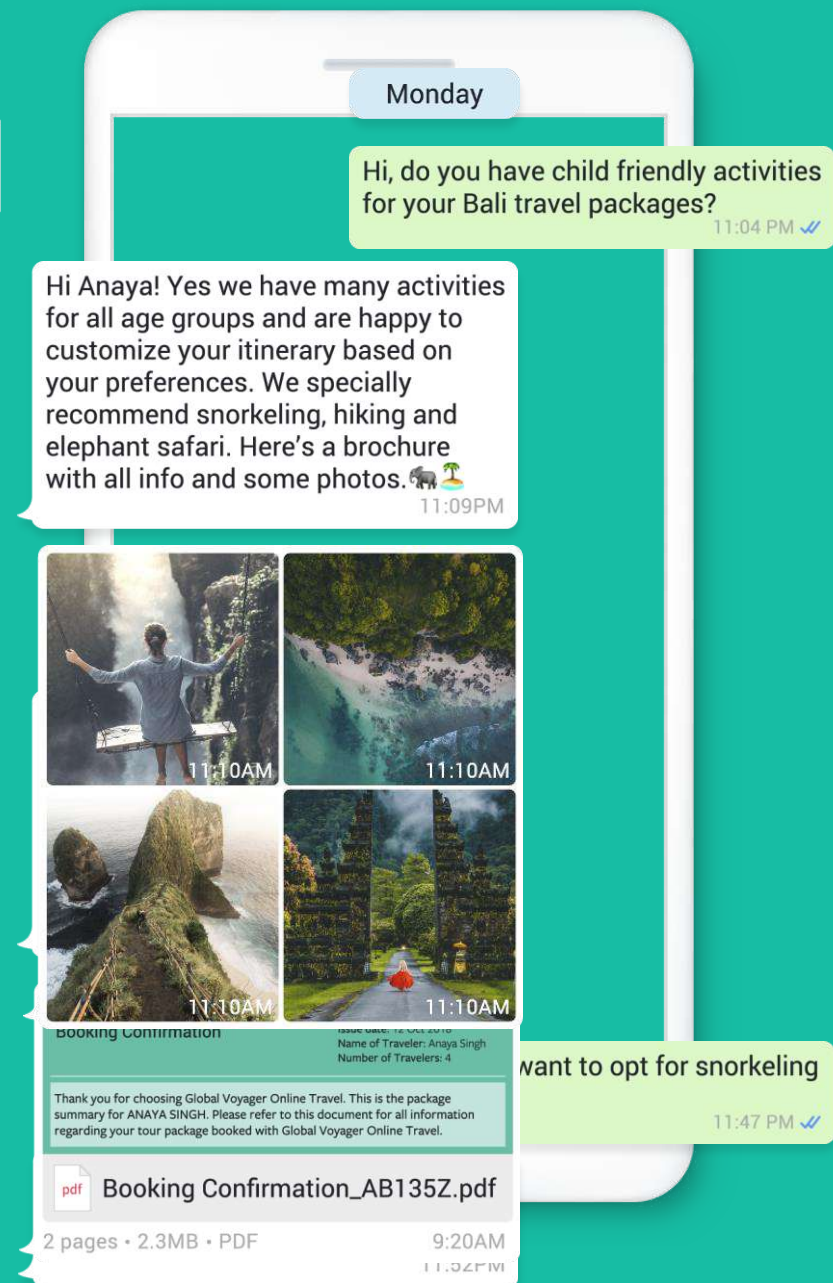


WhatsApp Business Solution

Personalized User Engagement at Scale in the COVID-19 Era & Beyond

Chetan Kumar (WhatsApp)
Pradyut Hande (Netcore Solutions)



Agenda

- 1 Why the WhatsApp Business API
- 2 How it works
- 3 WhatsApp Business Solution @ Netcore
- 4 Why the WhatsApp Business Solution in a COVID-19 World
- 5 Success Stories



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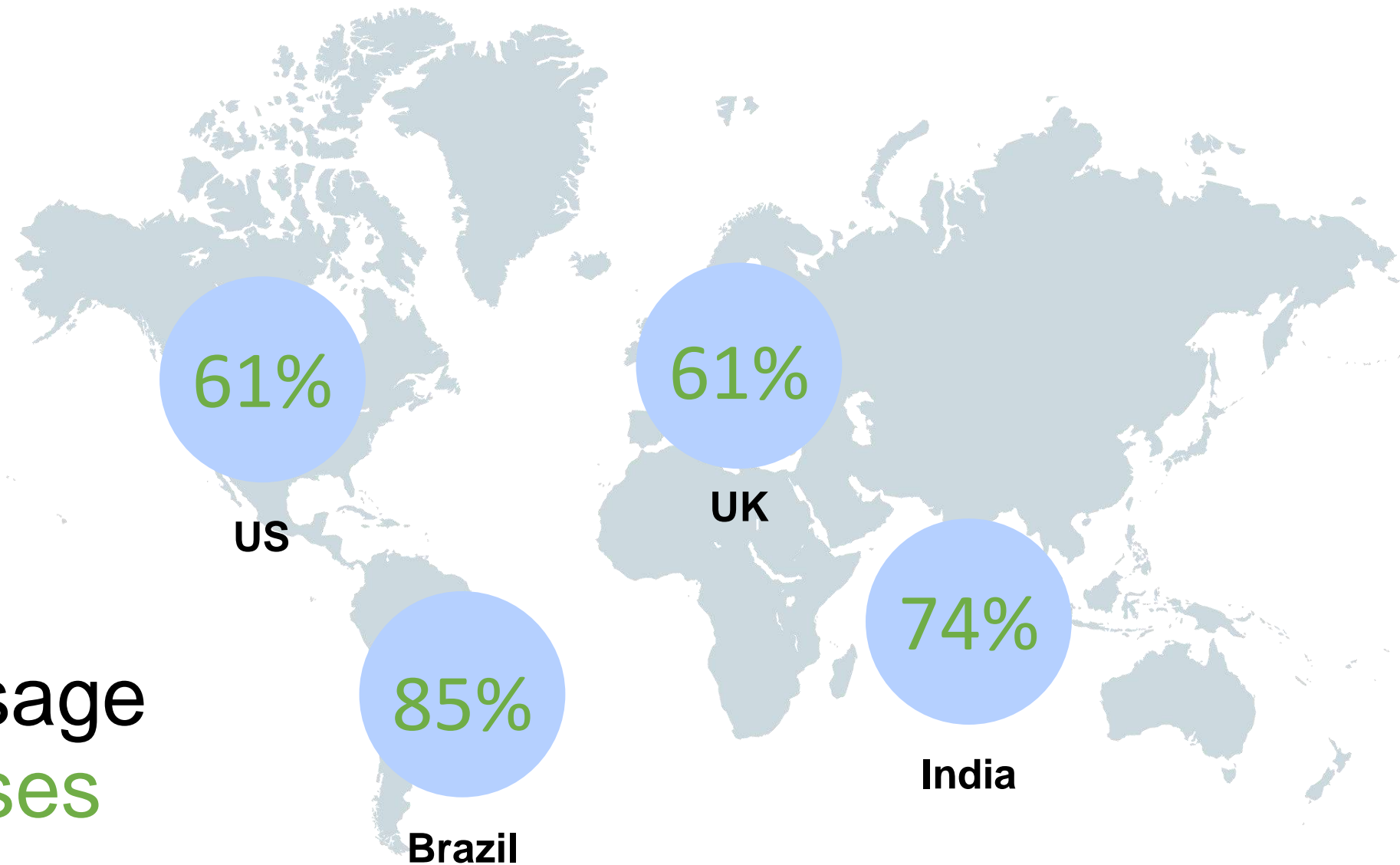
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Why the WhatsApp Business API

1

Across 4
markets
surveyed
globally,
most people
already message
with businesses



Facebook IQ source: "Motivations, Mindsets and Emotional Experiences in Messaging (vs. Feed)" by Sentient Decision Science (Facebook-commissioned survey of 8,156 people in BR, GB, IN and the US), Jun2018. Research refers to people surveyed who use a messaging app daily and have messaged a business in the past three months using one of their most commonly used apps.

Why businesses depend on WhatsApp



Reach

1.5B

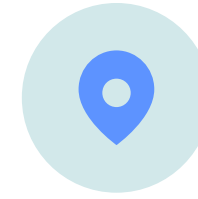
people send messages everyday to businesses around the world



Engagement

64%

of WhatsApp users agreed that WhatsApp fostered a personal connection to businesses



Preference

68%

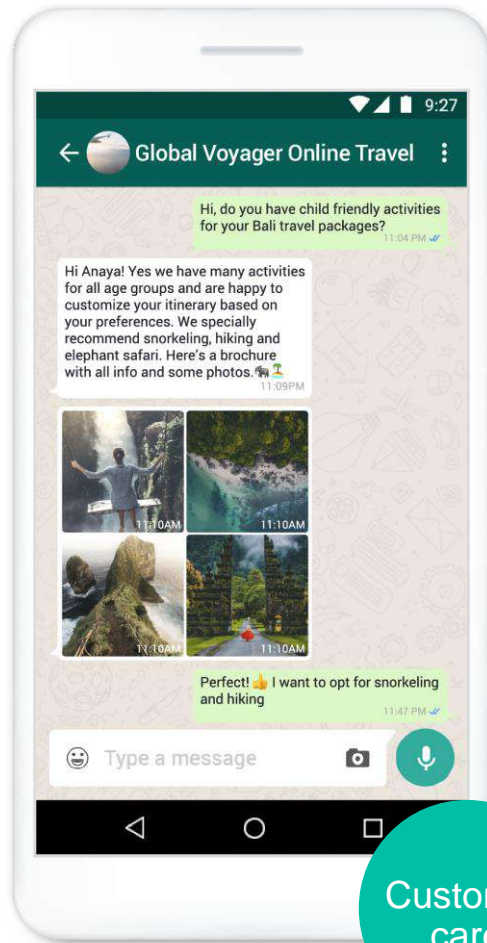
of WhatsApp users agreed that WhatsApp is the easiest way to connect with a business



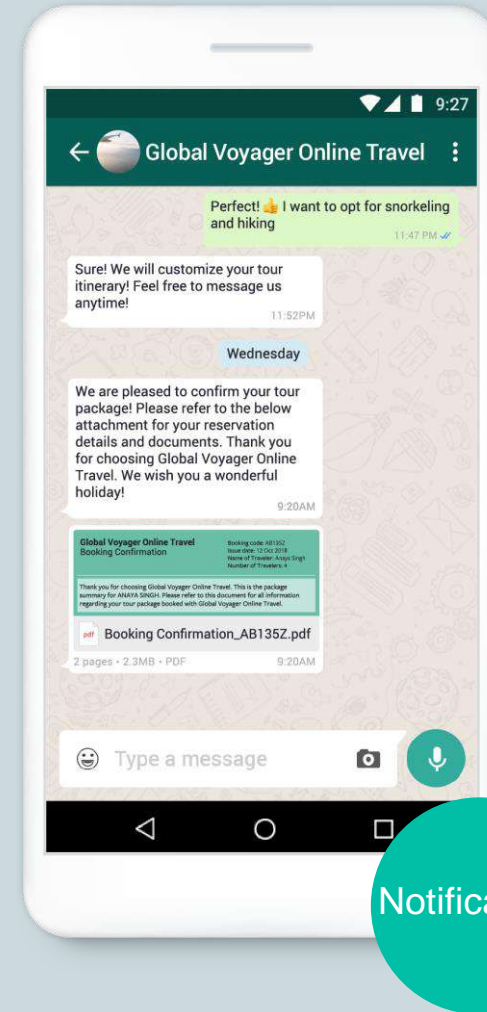
How it works

2

Two ways to use the API



Customer care
Customer initiated conversations that are free of cost within 24 hours



Notifications
Business initiated, templated messages that can be sent any time

How pricing works on the WhatsApp Business API



CUSTOMER CARE

Responses to customer-initiated conversations are not charged if you send replies within 24 hours of a customer's message

Responses after 24 hours are charged as notifications



NOTIFICATIONS

Pay per delivered message. Messages are priced based on how many notifications businesses send within each market

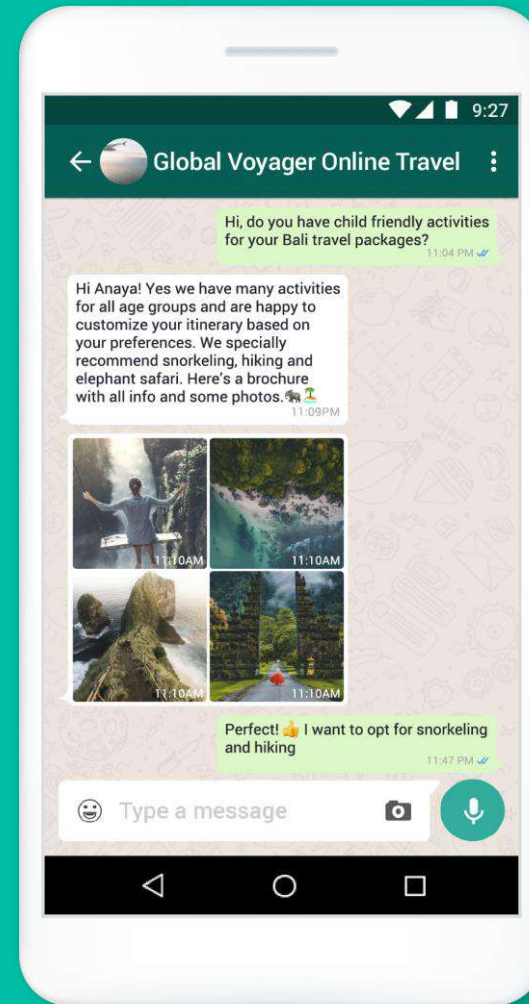
Pay progressively lower prices as message volume increases



Customer care

Customer care messages are responses to customer-initiated conversations on WhatsApp. They enable you to:

- Resolve issues one-on-one with private conversations
- Connect with your customers instantly
- Communicate with your customers on the channel they prefer



Customer care operational flow



ENTRY POINTS

Build WhatsApp channel awareness

Phone

Web

Ema

Click to WA Ads



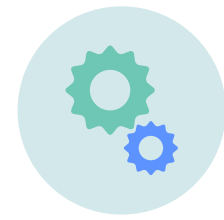
DRIVE MESSAGING EFFICIENCY

How do you manage the business to customer conversation thread?

NLP

Routing/Escalatio

Live Agent vs.



EXIT POINTS

How to you integrate your back-end sales and service systems?

Knowledge Base

Ticketing System

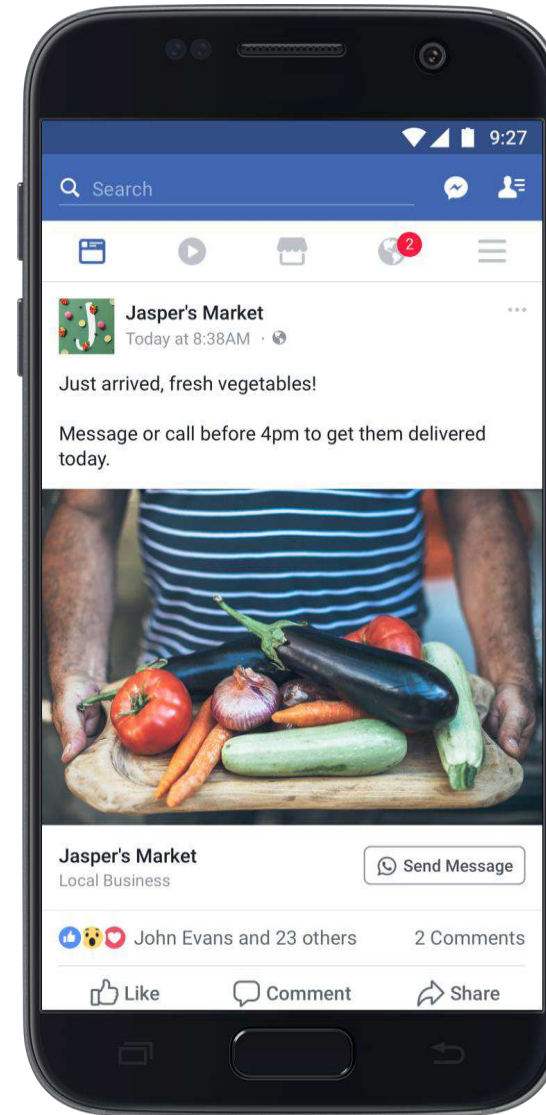
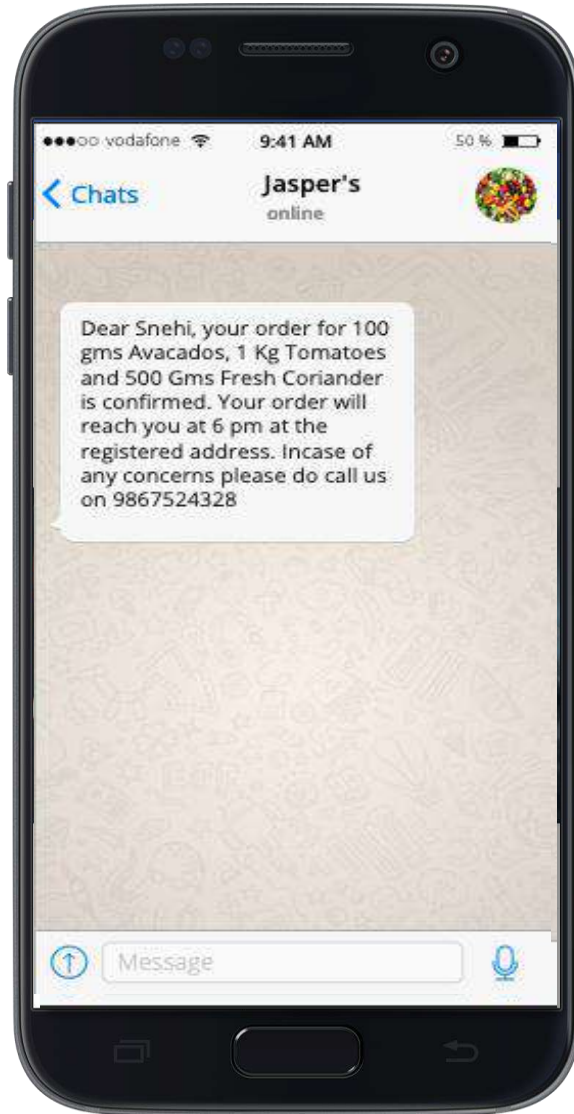
CRM



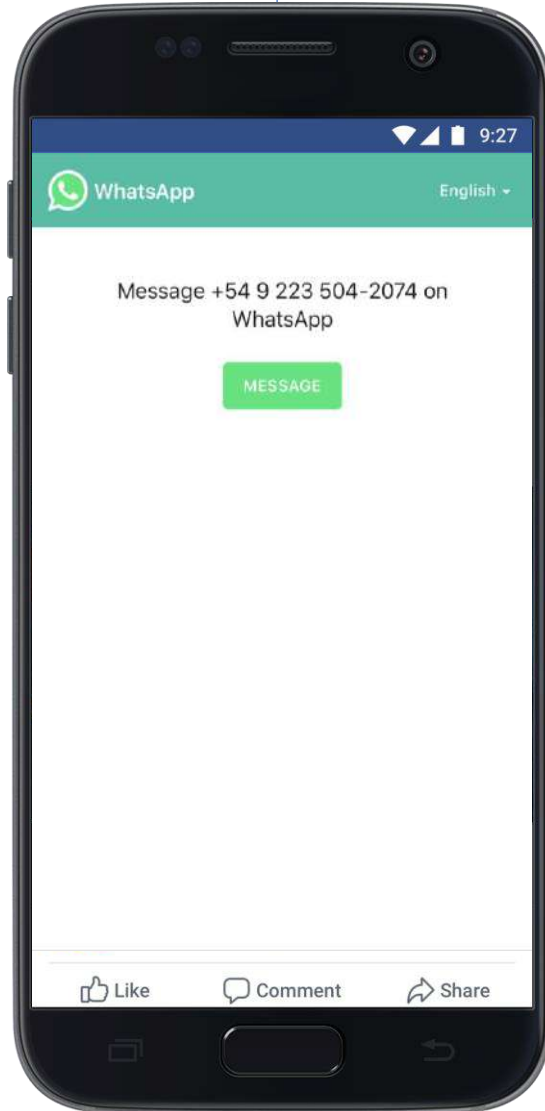
DISCOVER



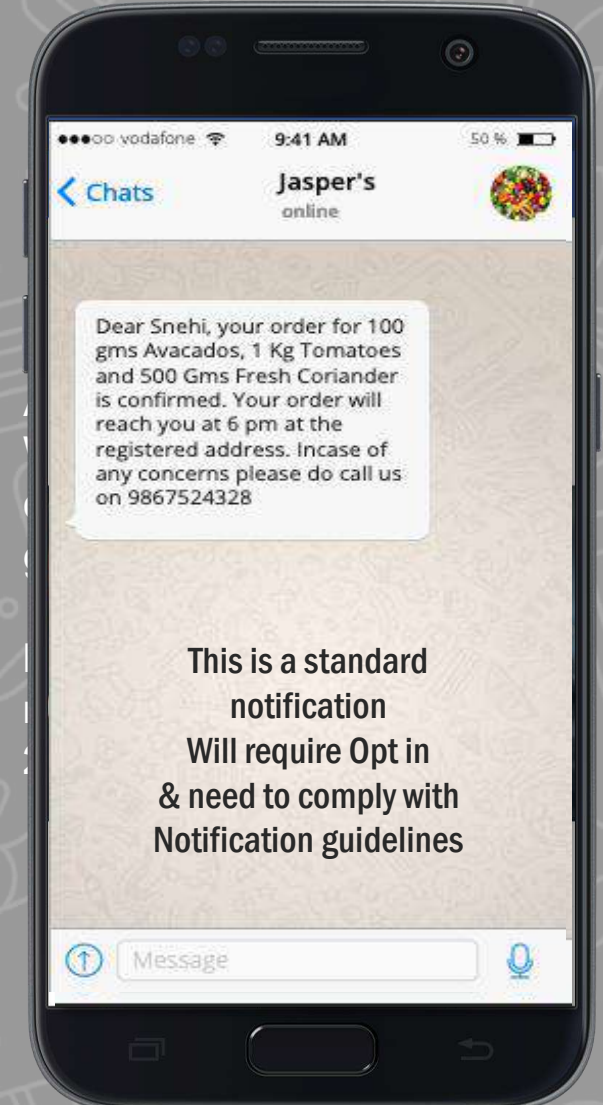
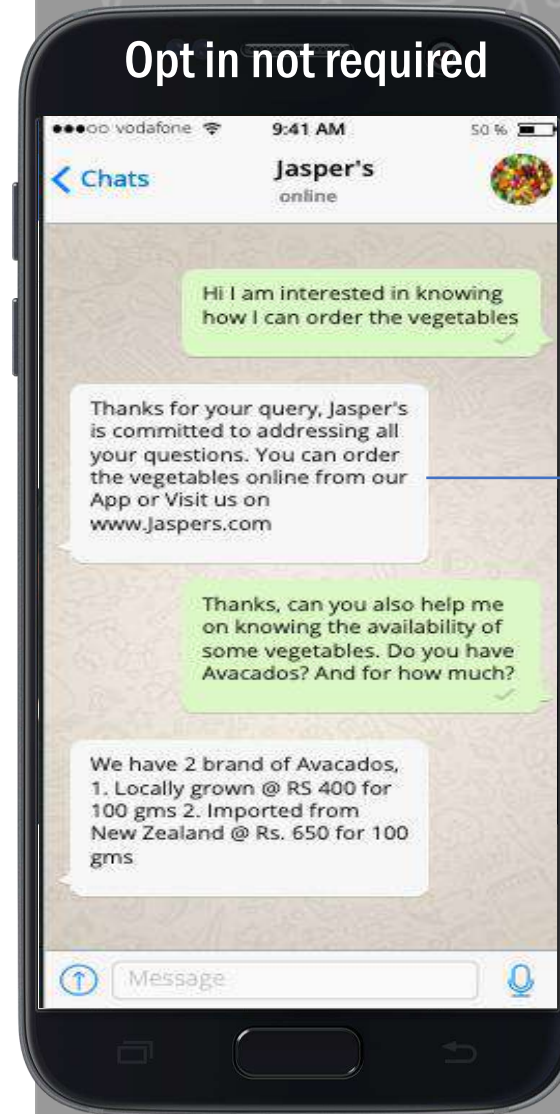
- **Not Allowed:**
 - Advertising
 - Promotional
 - Educational
 - Retargeting
- All messages need Opt-in



- **Possible:**
 - Retargeting
 - In thread ordering
 - Acquisition
 - Lead Gen
- Leads to Customer Care, opt-in not required
- Can prove business ROI = Sales Lift

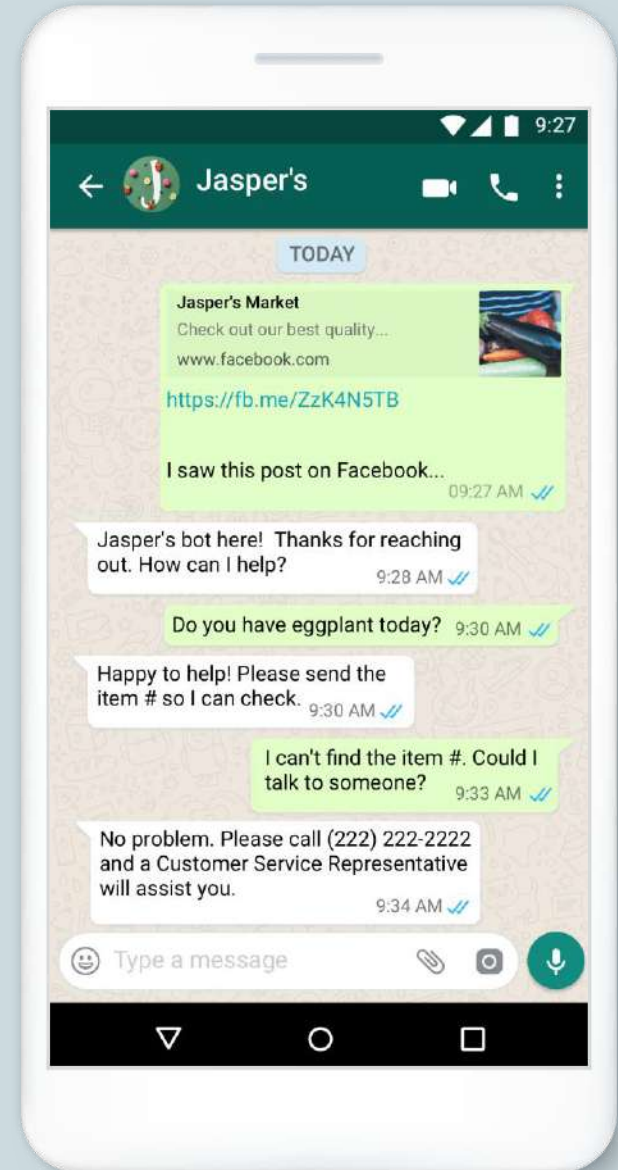


User can choose the default message/
edit the text before they send their
initial message.



If you choose to use automation in your customer conversations, a **clear and direct path to human escalation** is required.

Examples include human agent handoff, phone number, email, web support form, and prompting in-store visits.





Customer care

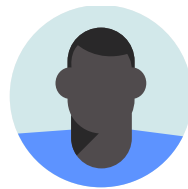
Results you can achieve



Increase in customer satisfaction
or net promoter score



Increase in customer service
operational efficiency

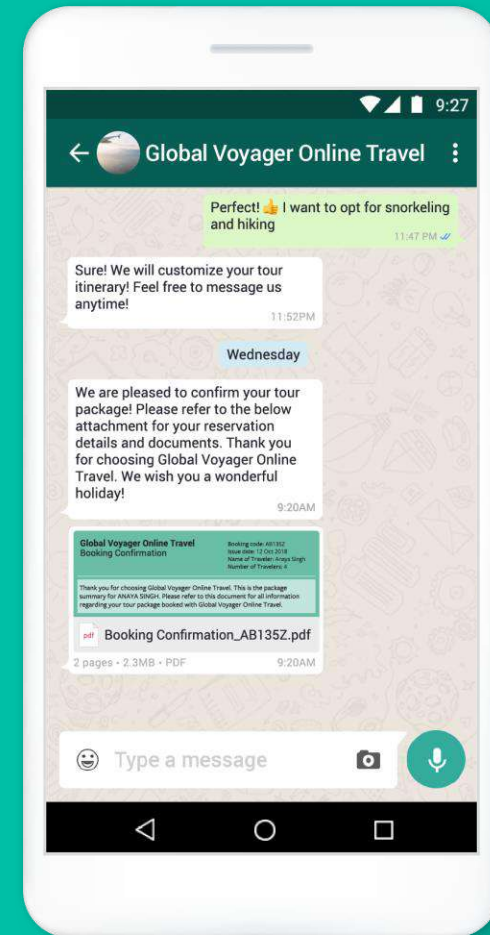


Increase in customer lifetime value

Notifications

Notifications are business initiated, templated messages that can be sent any time. They enable you to:

- Deliver important, timely messages during your customer's path to purchase
- Continue the conversation with customers who respond to your notifications
- Choose from 10 message template categories




The WhatsApp Business API supports 10 message template categories




 Issue Resolution

 Appointment Update


 Account Update

 Reservation Update


 Personal Finance Update

 Payment Update

 Ticket Update

 Shipping Update

 Transportation Update

 Alert Update



All notifications require customer opt-in



Customers must *explicitly* opt-in to notifications

Obtaining user consent must be completed outside of WhatsApp

Ads that click to WhatsApp cannot be used to obtain opt-in

How it works: All 3 are required for opt-in

1

User Action

Must be triggered by a customer action

EXAMPLES

Entering a phone number, checking an 'I agree' box

2

Explicit Language

I agree to receive [noun], [logo and name], on [number]"

EXAMPLES

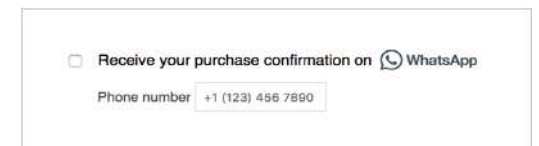
"I consent to receive order updates from Fresh Produce on my WhatsApp number "

3

Visual Indication

A visual element shown next to the WhatsApp name and logo

EXAMPLES



The screenshot shows a form with a checkbox and a text input field. The checkbox is unchecked and is followed by the text "Receive your purchase confirmation on" and the WhatsApp logo. Below this, there is a label "Phone number" and a text input field containing the number "+1 (123) 486 7890".

Checkbox or similar UI required



Where can a business get customer opt-in for WhatsApp notifications?



During the online transaction process



While setting up user profile and preferences



Via email, SMS, or within mobile app



Via phone interactive voice response (IVR)



WhatsApp Business Solution @ Netcore

3

Automated Customer Journeys

WhatsApp Business API

Virtual Assistants



+ Partner Ecosystem

Example: EdTech

Welcome message on registering/completing payment for a course

Test schedule, live class/webinar details, exam results

Customer support regarding inability to login, failed payment, study material not received, etc.

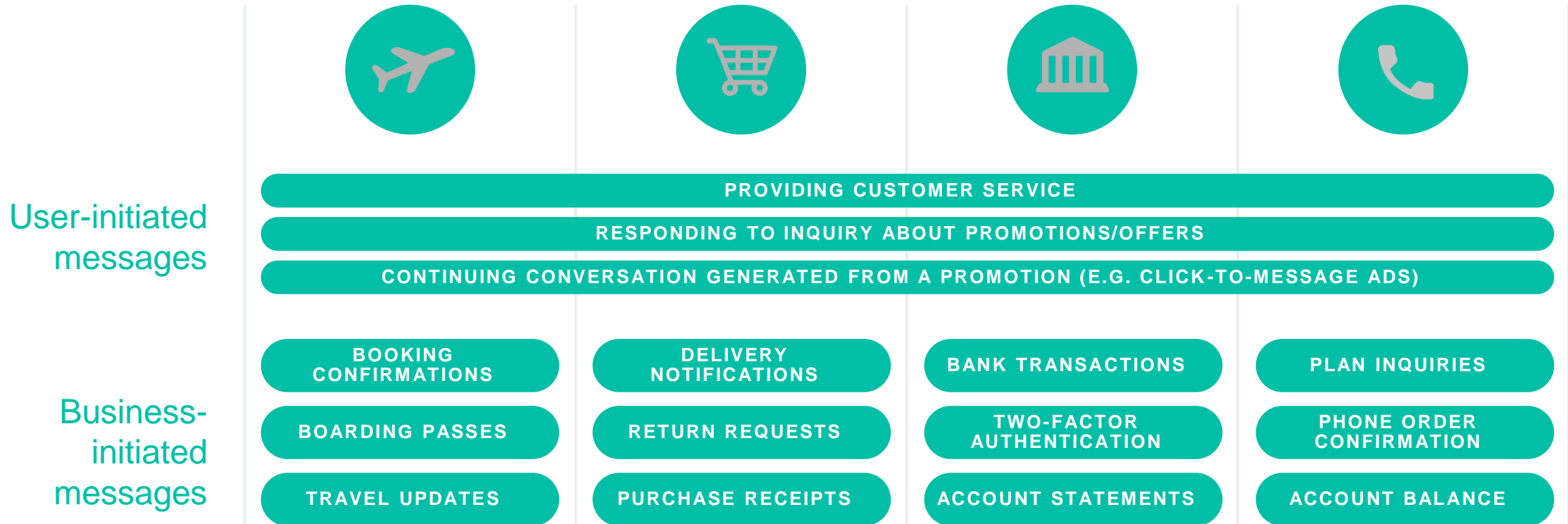
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Why is the WhatsApp Business API More Important During COVID-19 & Beyond?

- **No longer just a channel, but a self-driven ecosystem:** Not just for customer support/service, business notifications. Can facilitate **payments + conversational commerce**
- **Reduce manual intervention:** Easily automate virtual assistant-driven **24x7 customer support** on a platform that your users are already active on BUT human involvement is still important
- **Reach out to larger audiences:** Now engage users across Tier 2/Tier 3 cities as - **multi-lingual conversational support**
- **Responsive permanent hook:** Unlike other platforms like email, SMS, IVR - users can easily engage with and contact brands through a verified WhatsApp Business phone number - **habit-building capability**
- **Frictionless customer experiences at scale:** Diverse industries can now address unique use cases under the appropriate template - service + satisfy customers

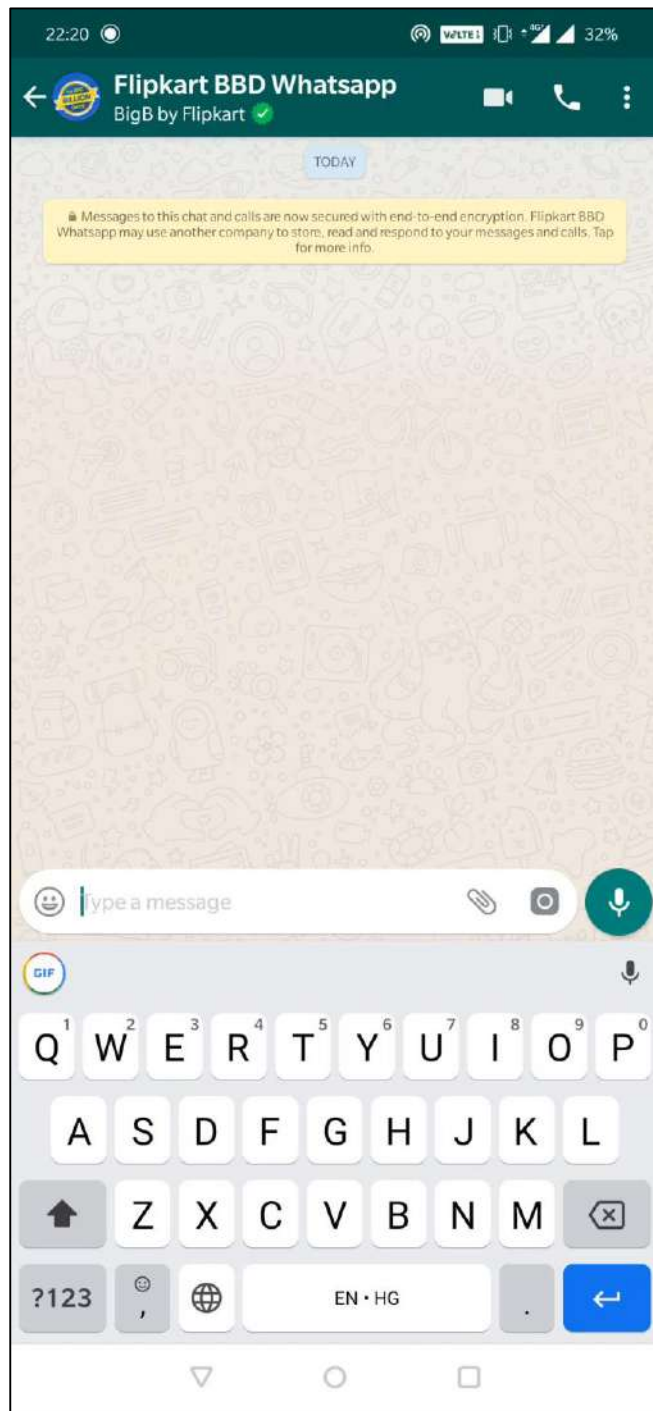
Examples of use cases for API





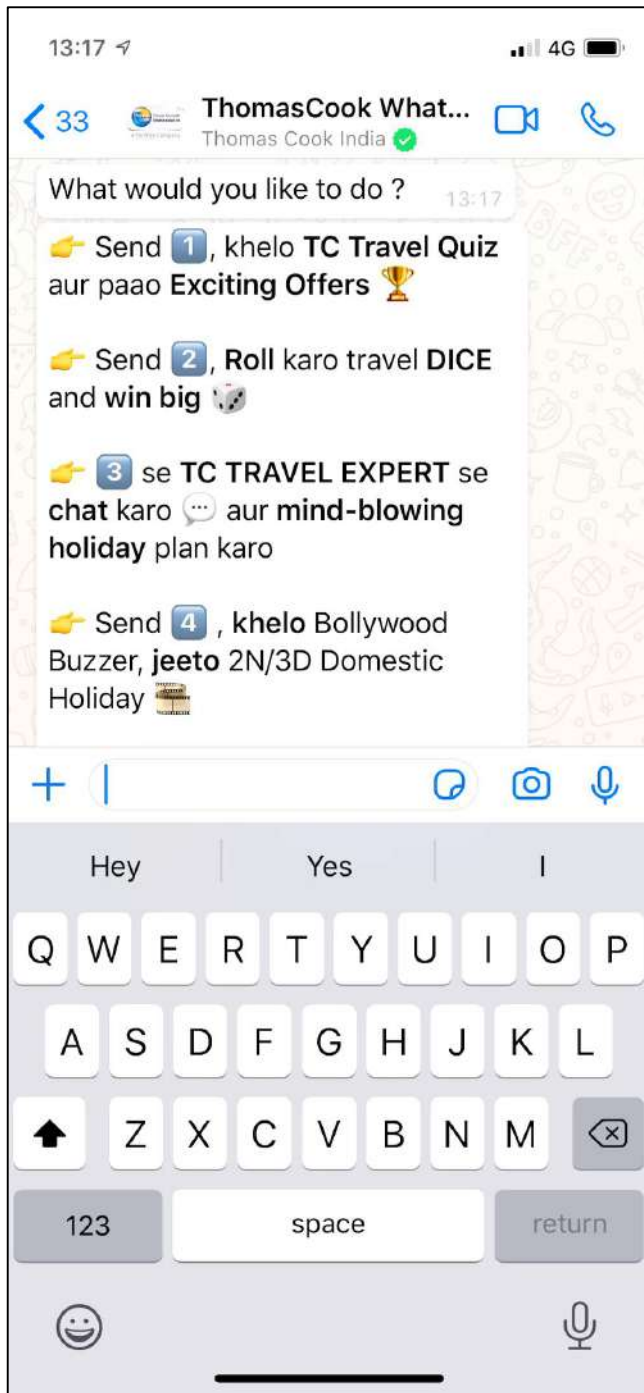
Success Stories: Before & During COVID-19

5



Flipkart: Big Billion Days Sale Virtual Assistant (October, 2019)

-  **\$ 2.5 million** revenue generated in **6 days**
-  **9.8 lakh** incoming messages
-  **1.3 lakh** unique conversations
-  **3.5X** conversions (compared to not using WhatsApp)



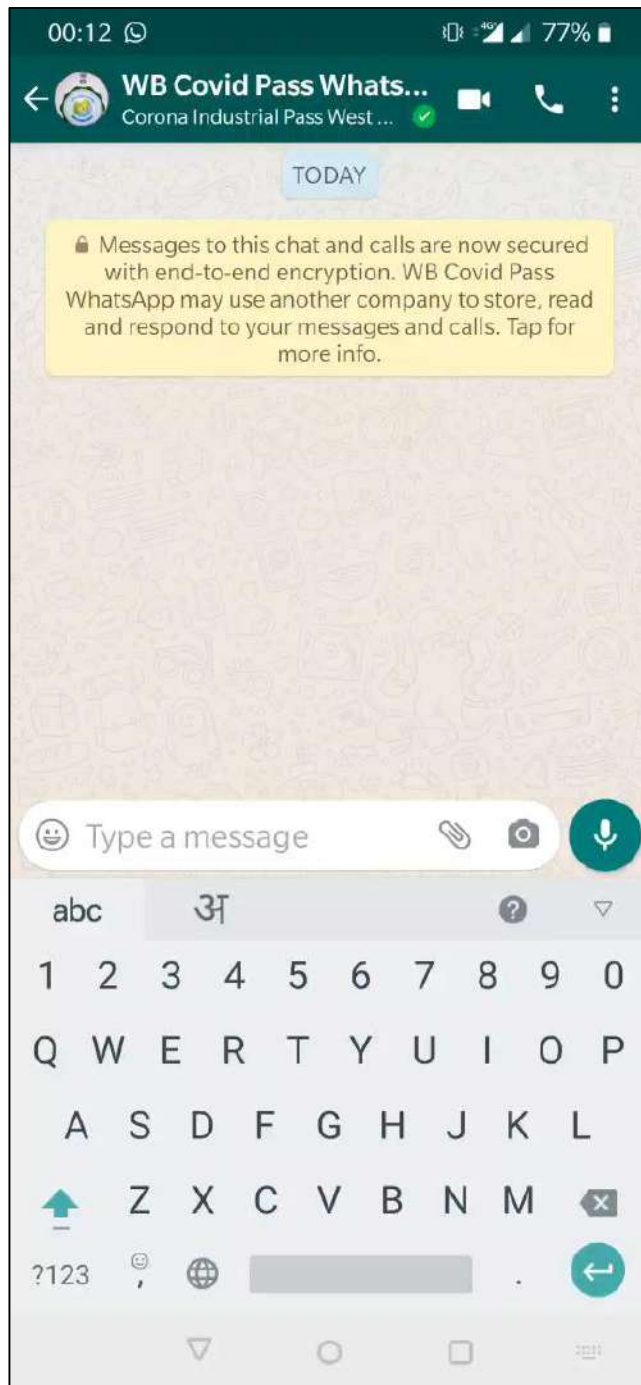
Thomas Cook India: Mr. Holidays Virtual Assistant (February, 2020)



INR 18 lakh+ revenue generated in ~2 weeks



1437 leads generated



West Bengal Government*: COVID-19 Pass Virtual Assistant (April, 2020)



Helping citizens validate their e-pass for movement out of/into West Bengal **(70K+)**



Helping citizens looking to exit or enter West Bengal apply for an e-pass **(3.5 lakh+)**

***Government is still a restricted vertical. This use case was deployed owing to an emergency situation.**



West Bengal Government*: Annadatari Virtual Assistant (April, 2020)



Helping vegetable vendors secure an intra-state movement pass



2K+ registered users

***Government is still a restricted vertical. This use case was deployed owing to an emergency situation.**



Punjab Government*: COVID-19 Information Virtual Assistant (April, 2020)



Provides essential services information based on district code



8K+ registered users in 2 weeks

***Government is still a restricted vertical. This use case was deployed owing to an emergency situation.**

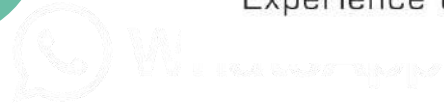
Thank you



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APPENDIX



Send notifications for the following 10 message templates

Template	Allowed Use Case	Examples
ACCOUNT_UPDATE	Notify the message recipient of a change to their account settings.	Profile has changed Preferences are updated Settings have changed Membership has expired Password has changed
PAYMENT_UPDATE	Notify the message recipient of a payment update for an existing transaction.	Send a receipt Send an out-of-stock notification Notify an auction has ended Status on a payment transaction has changed
PERSONAL_FINANCE_UPDATE	Confirm a message recipient's financial activity.	Bill-pay reminders Scheduled payment reminder Payment receipt notification Funds transfer confirmation or update Other transactional activities in financial services
SHIPPING_UPDATE	Notify the message recipient of a change in shipping status for a product that has already been purchased.	Product is shipped Status changes to in-transit Product is delivered Shipment is delayed
RESERVATION_UPDATE	Notify the message recipient of updates to an existing reservation.	Itinerary changes Location changes Cancellation is confirmed Hotel booking is cancelled Car rental pick-up time changes Room upgrade is confirmed
APPOINTMENT_UPDATE	Notify the message recipient of a change to an existing appointment.	Appointment time changes Appointment location changes Appointment is cancelled
TRANSPORTATION_UPDATE	Notify the message recipient of updates to an existing transportation reservation.	Flight status changes Ride is cancelled Trip is started Ferry has arrived
TICKET_UPDATE	Send the message recipient updates or reminders for an event for which a person already has a ticket.	Concert start time changes Event location changes Show is cancelled A refund opportunity is made available
ISSUE_RESOLUTION	Notify the message recipient of an update to a customer service issue that was initiated in a Messenger conversation, following a transaction.	Issue is resolved Issue status is updated Issue requires a request for additional information
ALERT	Notify the message recipient of something informational	Business hours/hours of availability Check-in/Check-out times

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- Tobacco products and related paraphernalia
- Unsafe supplements
- Weapons, ammunition or explosives
- Animals
- Adult items or services
- Alcohol
- Adult health items
- Real money gambling services
- Goods, items, or posts that we determine may be or are fraudulent, misleading, deceptive or offensive
- Items or products with overtly sexualized positioning
- Products or items that facilitate or encourage unauthorized access to digital media