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WHATSAPP BUSINESS PLATFORM

Whatsapp Use Case Guide

FECA Coffee

CALLS CHATS CONTACTS

Charlotte

George

Alexan

Thoma

Charlotte

Hello, what's the closest to my location?

FECA Coffee
Gran Vía, 54
Madrid 28002

Visit us and we'll give you a cookie! 🍪

Thank you! I will go
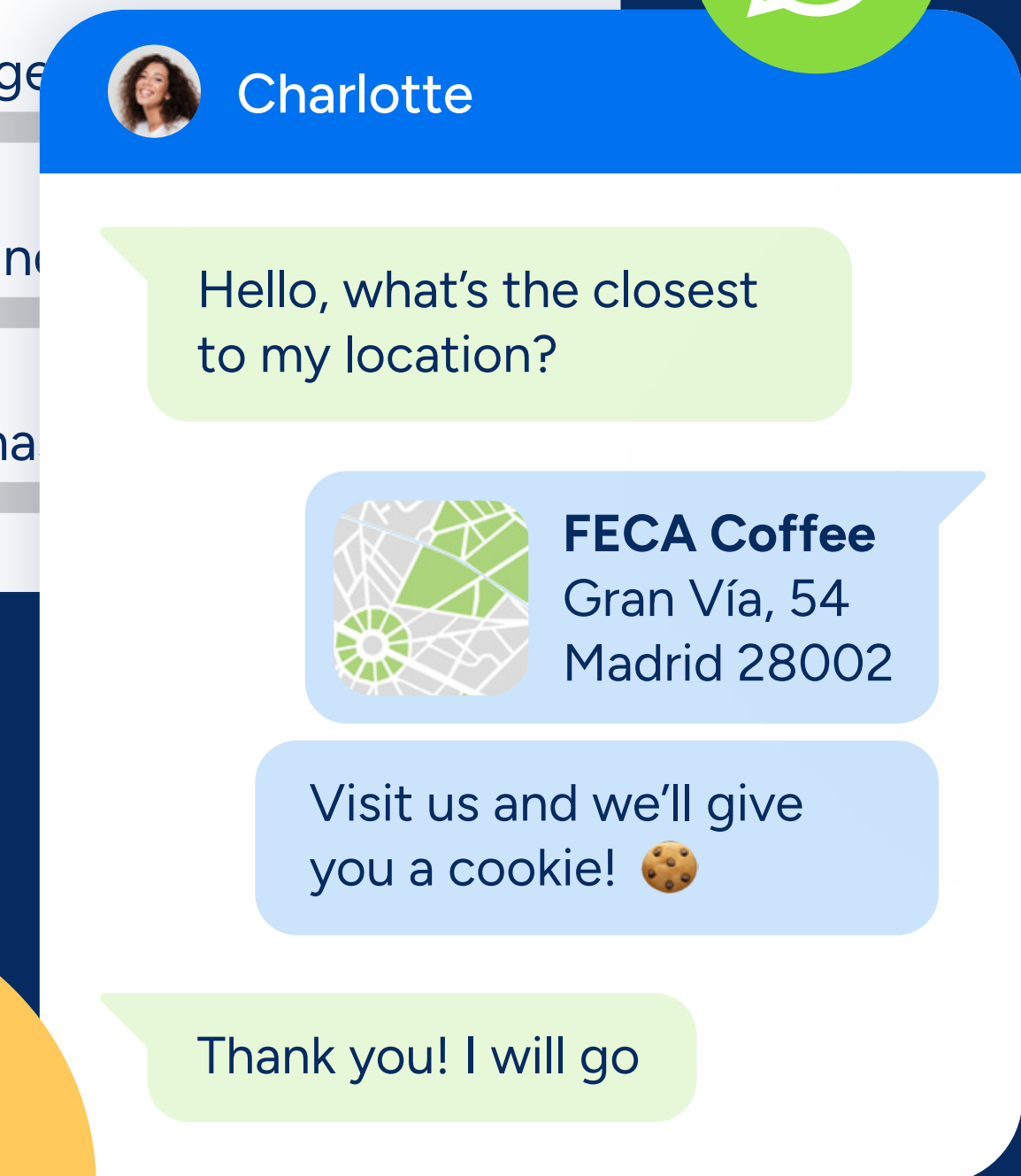
+40% of leads through conversations
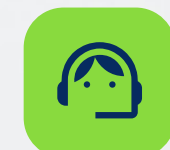
Meta Business Partner

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Inbound & Outbound Channel

MAXIMUM SECURITY
It is more secure than SMS thanks to the verification badge to prevent any phishing attempt.

Messages Sent

Automating the conversations through 3 types of communications:

Mark eting: Promotional campaigns

Utility: Process information

Authentication: Sending of OTP Codes

Received Messages

Responding to the audience and **solving their issues immediately** and directly. 24-hour interval to answer without a template and option to **add a classic bot or generative artificial intelligence.**

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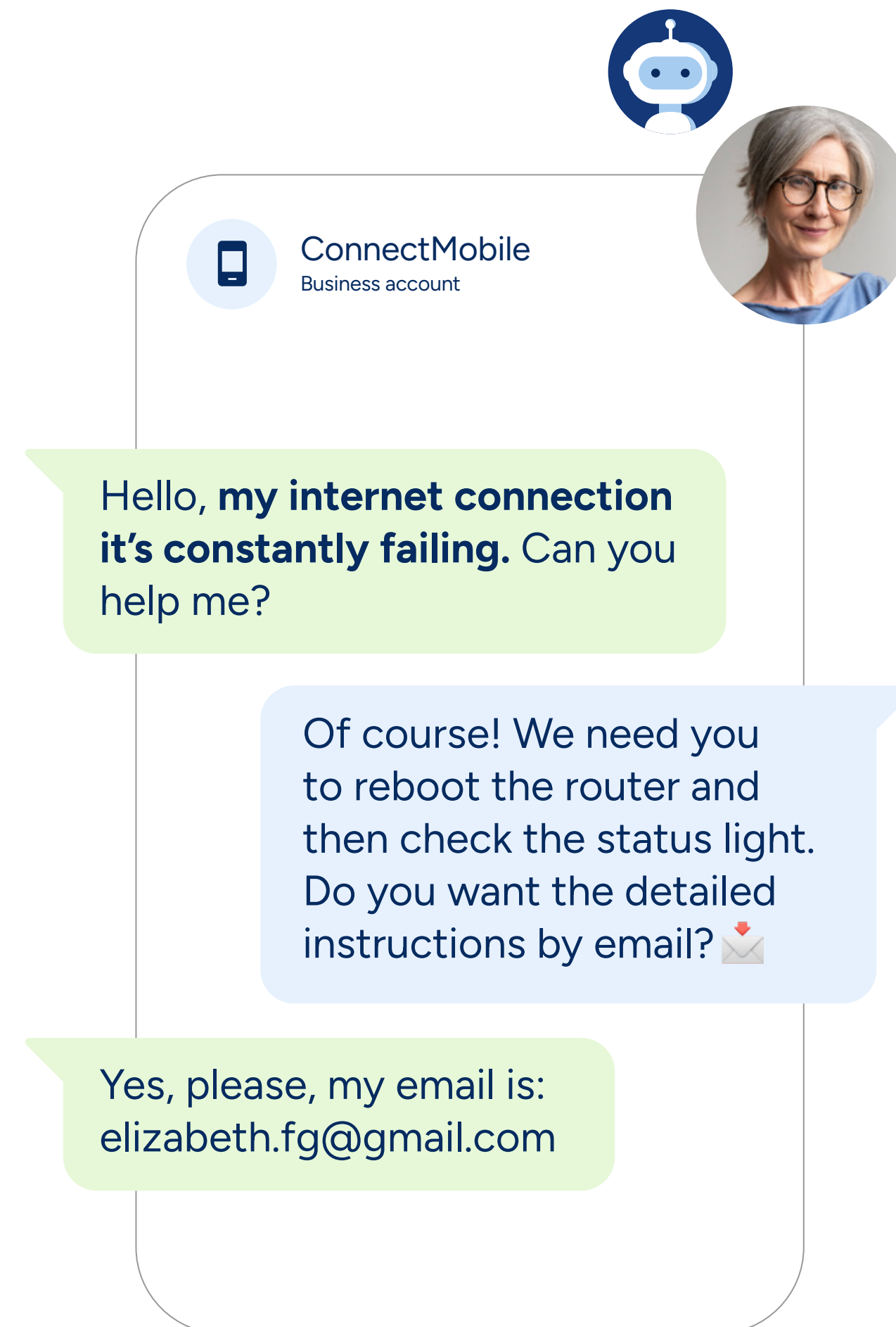## SOLUTION 1 Customer Service

indigitall's Contact Center platform offers **integrated customer service through bots and/or agents** with conversation management, different roles, data analysis and trend prediction across **all channels.**

Success Story
TELECOMMUNICATIONS SECTOR

Establishment of a Contact Center with bot and more than 150 agents selectable by area and language.

ConnectMobile
Business account

Hello, **my internet connection it's constantly failing.** Can you help me?

Of course! We need you to reboot the router and then check the status light. Do you want the detailed instructions by email? 📩

Yes, please, my email is: elizabeth.fg@gmail.com

Service Optimization

→ **Permanent and accessible** system of 24/7 customer support

→ Inclusion of classic bot or **generative artificial intelligence**

→ Improving **user experience**

→ **Management and transfer** conversations

→ **Analysis** of incidents, trends and user sentiment

→ **Predictions** about the use of the system

→ **Multilingual** platform

→ **Reduction** of personnel costs

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SOLUTION 2 **Sending Catalogs**

Substitution of the paper catalog by **digital support** ensuring the sustainability and digital transformation criteria. This change resulted in **improving the user experience** and getting an increase of **conversion rate.**

Success Story
ECOMMERCE SECTOR

+81% of CTR obtained in the catalog communications

FashionShop
Business account

Hello, how can I get your latest **catalog**?

Hello! You can watch it here: **fashionshop.com/catalog.** Would you like me to send a notification when we launch new catalogs or products?🔔

Yes, please   No, thanks

Increase of Sales

→ **Direct link to e-commerce, website or app:** Simplification of the process, greater impact, user experience improvement and augmentation of sales

→ **More personalized communications** (segmentation by topics, profile customer, location...)

→ **More engaging messages** (multimedia and interactive)

→ Advance from an audience defined (shops, mailbox) to reach **global audiences**

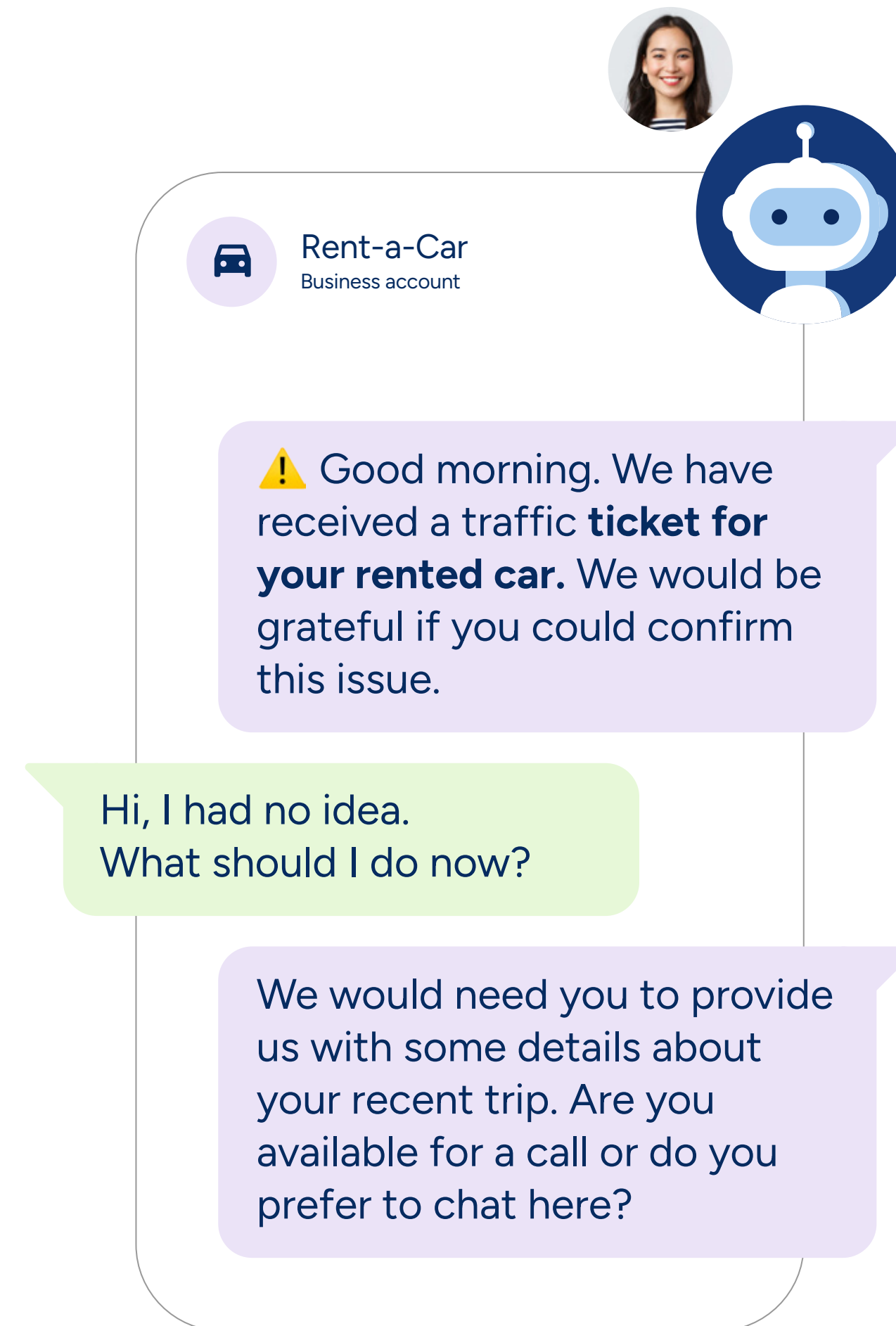→ **Reduced costs** for printing / design / logistics

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SOLUTION 3 # Alert-Information System

Sending updated and relevant information **directly to the smartphone user** achieving greater immediacy and considerable improvement in the quality of the service and user satisfaction.

Success Story

SERVICE SECTOR

A decrease of 34% in late payment of traffic fines (rental cars). Deploying an alert service that detects problems in the vehicle and communicates immediately with the users to know their situation and if they need help.

🚗 Rent-a-Car
Business account

⚠️ Good morning. We have received a traffic **ticket for your rented car.** We would be grateful if you could confirm this issue.

Hi, I had no idea.
What should I do now?

We would need you to provide us with some details about your recent trip. Are you available for a call or do you prefer to chat here?

Sales Increase / Service Quality Improvement

→ **Alert notifications** for issues in real time

→ **Maximum immediacy** for the users who don't have to search for information on the web or social networks

→ **Real-time consultation** of information (arrival time for transport, home deliveries, process tracking)

→ **More direct notifications** and personalized information updated on the web, app or physical spaces (schedules, promotions)

→ **Alert system:** Problem detection and submission of a message to know the status and customer needs
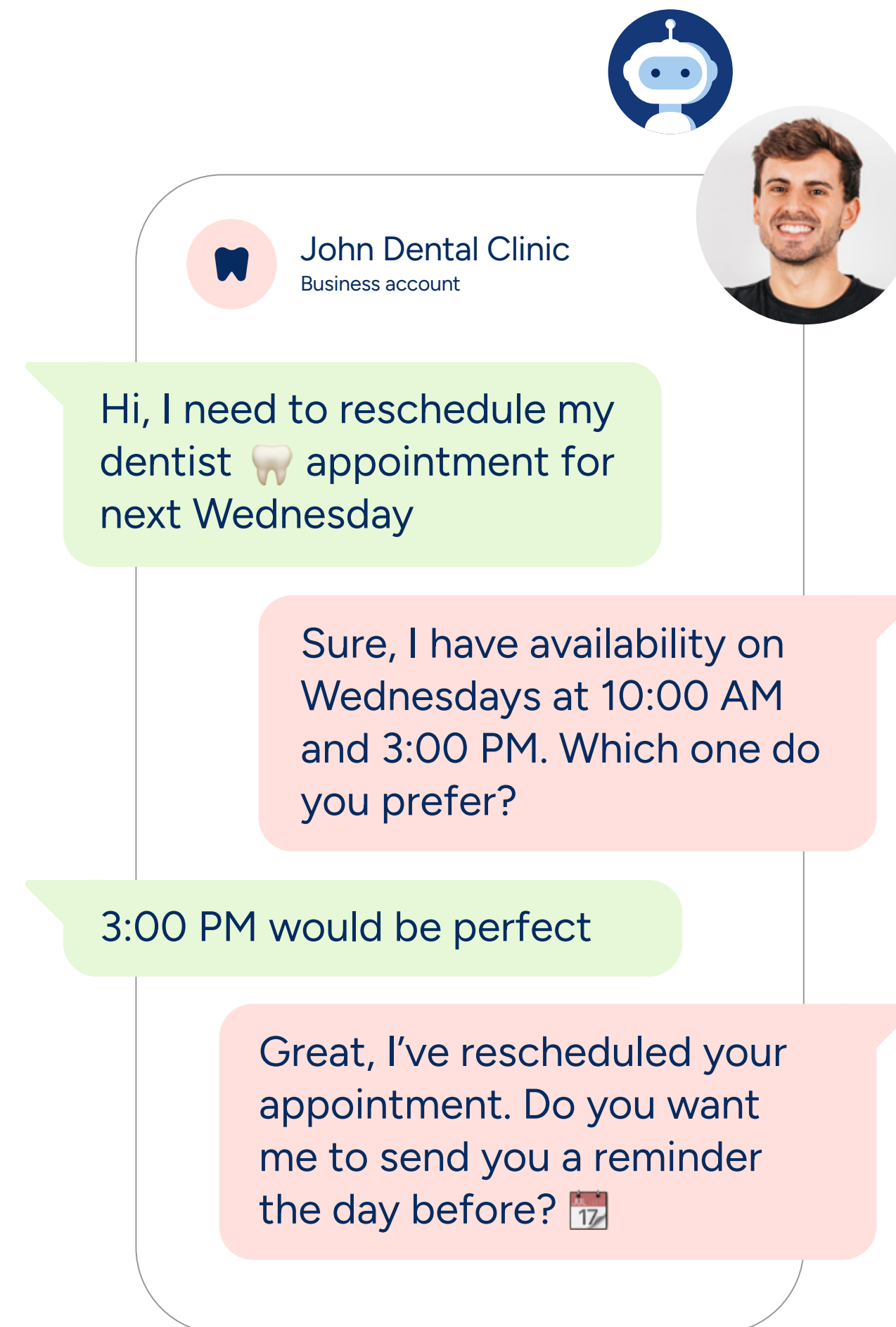
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SOLUTION 4 **Booking System**

Creating, editing and canceling appointments and bookings in an accessible way, easy and immediate for the user with real-time confirmation.

Success Story
DIFFERENT INDUSTRIES

Healthcare, Education, Events, Transportation, Travel, Hospitality...

John Dental Clinic
Business account

Hi, I need to reschedule my dentist 🦷 appointment for next Wednesday

Sure, I have availability on Wednesdays at 10:00 AM and 3:00 PM. Which one do you prefer?

3:00 PM would be perfect

Great, I've rescheduled your appointment. Do you want me to send you a reminder the day before? 📅

Service Automation

→ **Greater agility and autonomy** to create/edit/cancel appointments

→ **Decrease** in the rate of unplanned cancellations

→ **Reduction** of system costs

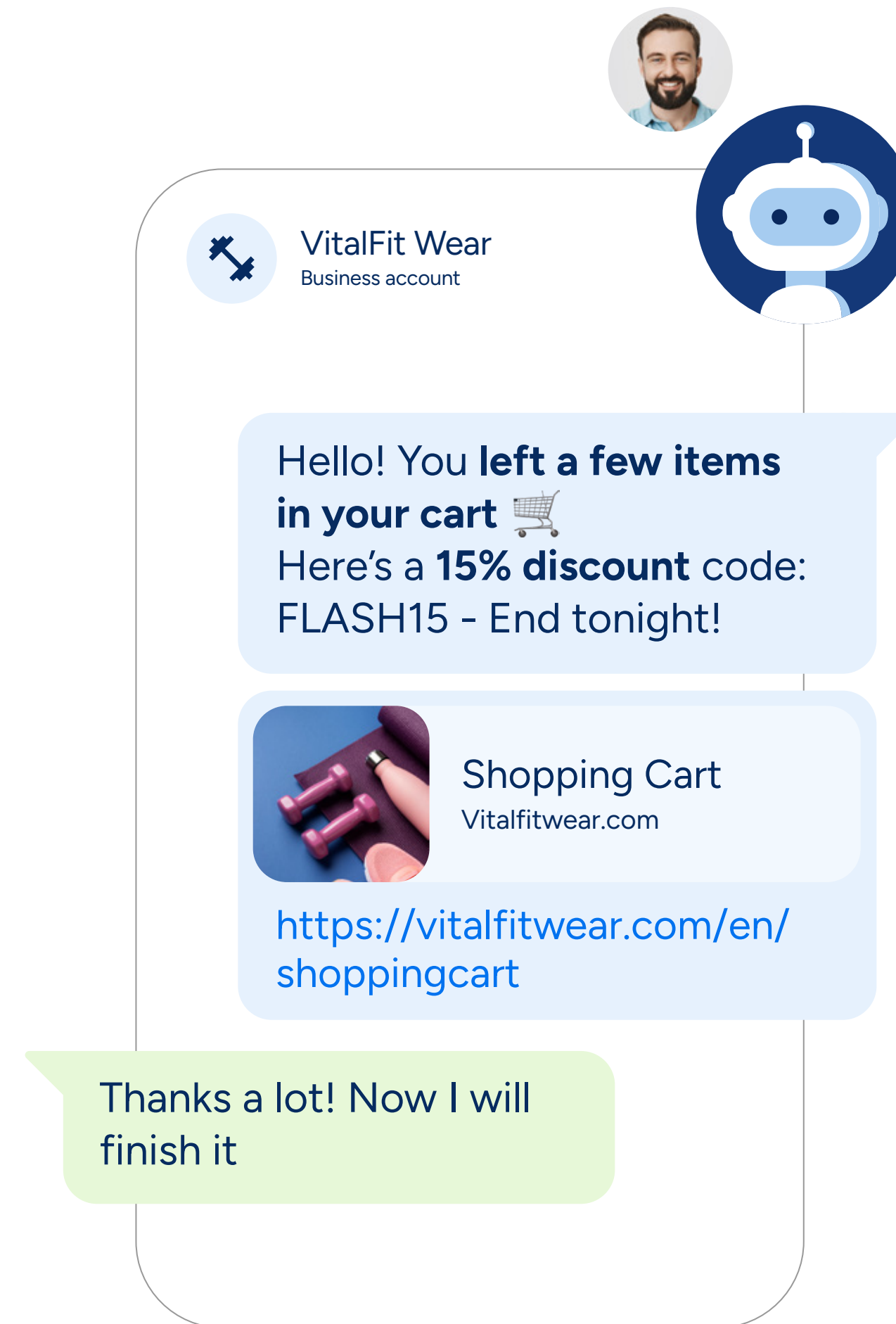→ Intuitive, **easy-to-use channel**

→ **Increase** in booking rate

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SOLUTION 5 # Retargeting

Sending automated messages for **cart recovery** when it is detected that the user has abandoned the process. This marketing strategy is essential to increase sales through communications to offer more information or incentives to drive sales and banish user doubt.

VitalFit Wear
Business account

Hello! You **left a few items in your cart** 🛒
Here's a **15% discount** code: FLASH15 - End tonight!

Shopping Cart
Vitalfitwear.com

https://vitalfitwear.com/en/shoppingcart

Thanks a lot! Now I will finish it
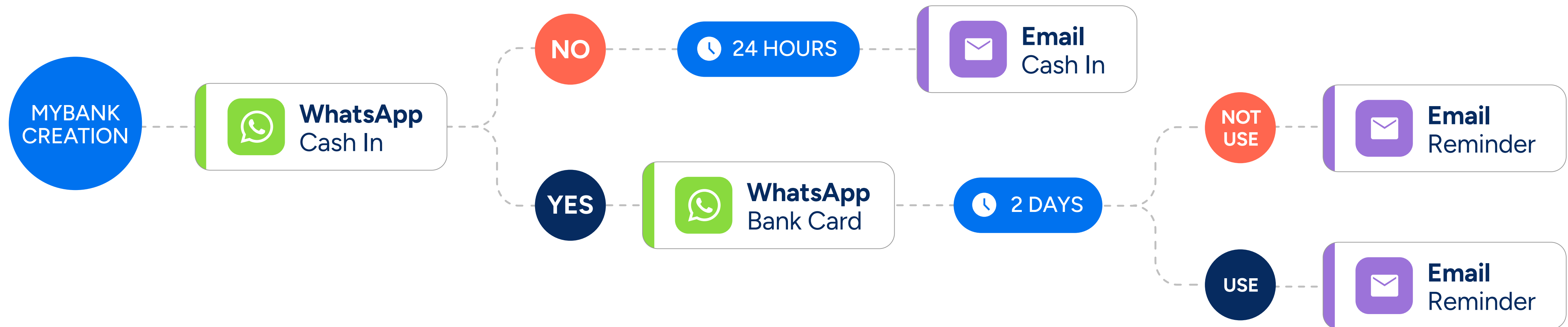
Success Story
RETAIL SECTOR

More than a 25% increase in sales.

Increase in Sales

→ **Automating immediate or scheduled messages** when the cart is abandoned

→ Fully **personalized communications**

→ **Very high message conversion** due to the user interest

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SOLUTION 6 # Customer Journey

MYBANK CREATION → **WhatsApp** Cash In

NO → **24 HOURS** → **Email** Cash In

YES → **WhatsApp** Bank Card → **2 DAYS**

NOT USE → **Email** Reminder

USE → **Email** Reminder

WhatsApp message is one of the channels you can use into the indigitall Customer Journey. **Combining two or more channels** is the best way **to personalize communications** with the customers to improve their user experience.

Success Story
FINANCIAL SECTOR

Development of the customer journey for stimulate the use of financial operations after opening the online account using messages via email and WhatsApp.

Higher conversion rate

→ **Engaging messages** (multimedia and interactive)

→ **Personalized, direct and immediate** communications

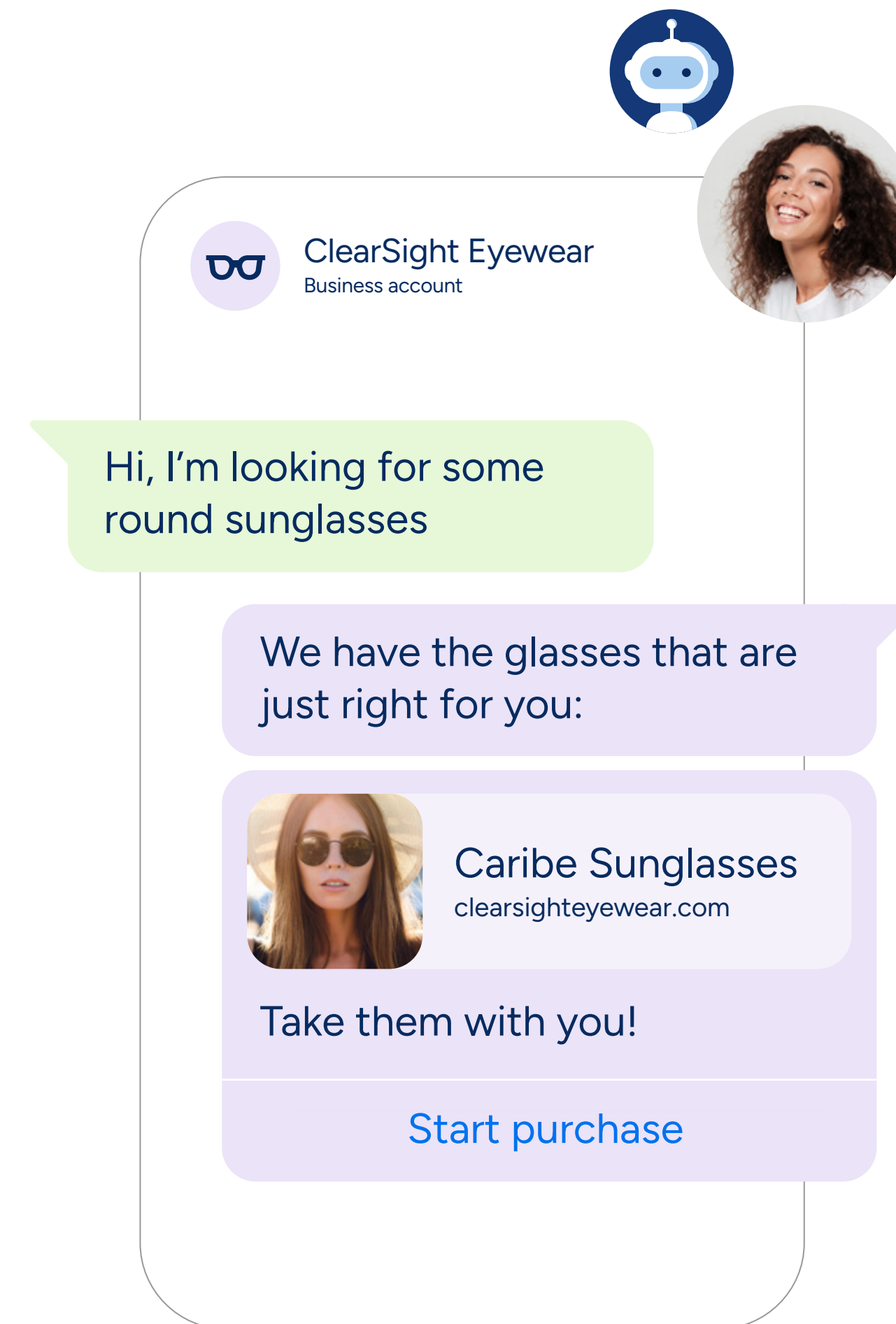→ Messages **always available** on the user's mobile

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SOLUTION 7 **WhatsApp Commerce**

Single/Multi-Product messages develop personalized strategies for loyalty and attracting new leads through direct response to users or proactive communications based on profile, browsing, consumption habits and events recorded. **With only 3 clicks, the purchase is done!**

Success Story
ECOMMERCE SECTOR

36% Increase in sales.

ClearSight Eyewear
Business account

Hi, I'm looking for some round sunglasses

We have the glasses that are just right for you:

Caribe Sunglasses
clearsighteyewear.com

Take them with you!

Start purchase

Increase in sales

→ **Engaging** images and interactive messages

→ Ideal channel for **upselling and cross-selling strategies**

→ **Recommendation of products** based on profile and preferences

→ **Answering customer questions** about specific products

→ Offering **related products** according to the user's navigation, registered event or search functionality

→ Repetition of **favorite purchase**

→ **Flash Sale:** Boost sales by taking into account inventory information (stock, expiration)
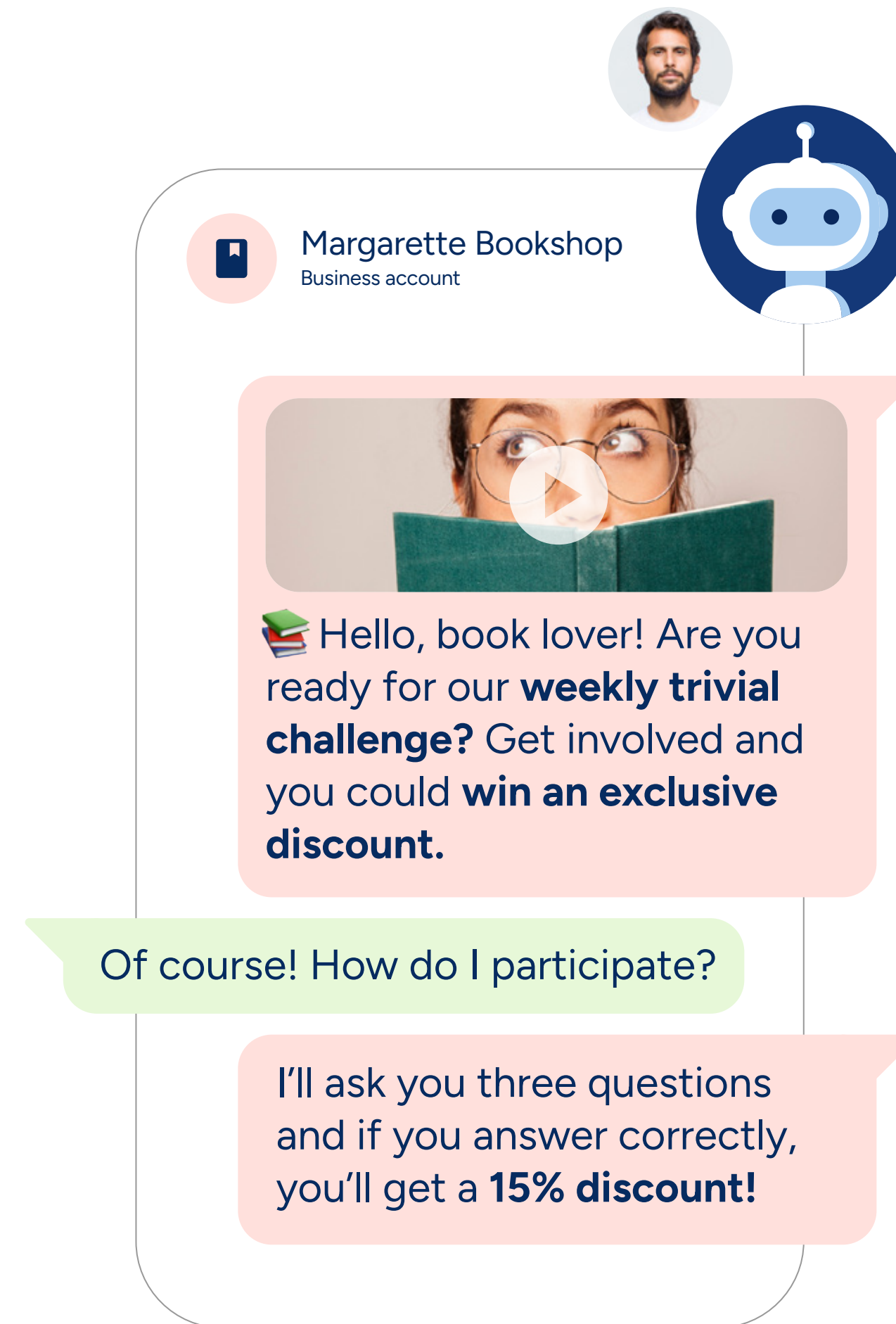
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SOLUTION 8 **Gaming Experience**

Communications to encourage the acceptance of communications and greater user engagement with the brand through **sweepstakes, trivial pursuit and other contests.**

Success Story

ECOMMERCE SECTOR

Linking to sweepstakes with 6% increase in sales (online bookstore).

📑 Margarette Bookshop
Business account

📚 Hello, book lover! Are you ready for our **weekly trivial challenge?** Get involved and you could **win an exclusive discount.**

Of course! How do I participate?

I'll ask you three questions and if you answer correctly, you'll get a **15% discount!**

More leads and higher conversion rates

→ **Interactive and engaging messages** for users

→ Communications with **great impact** and immediate response

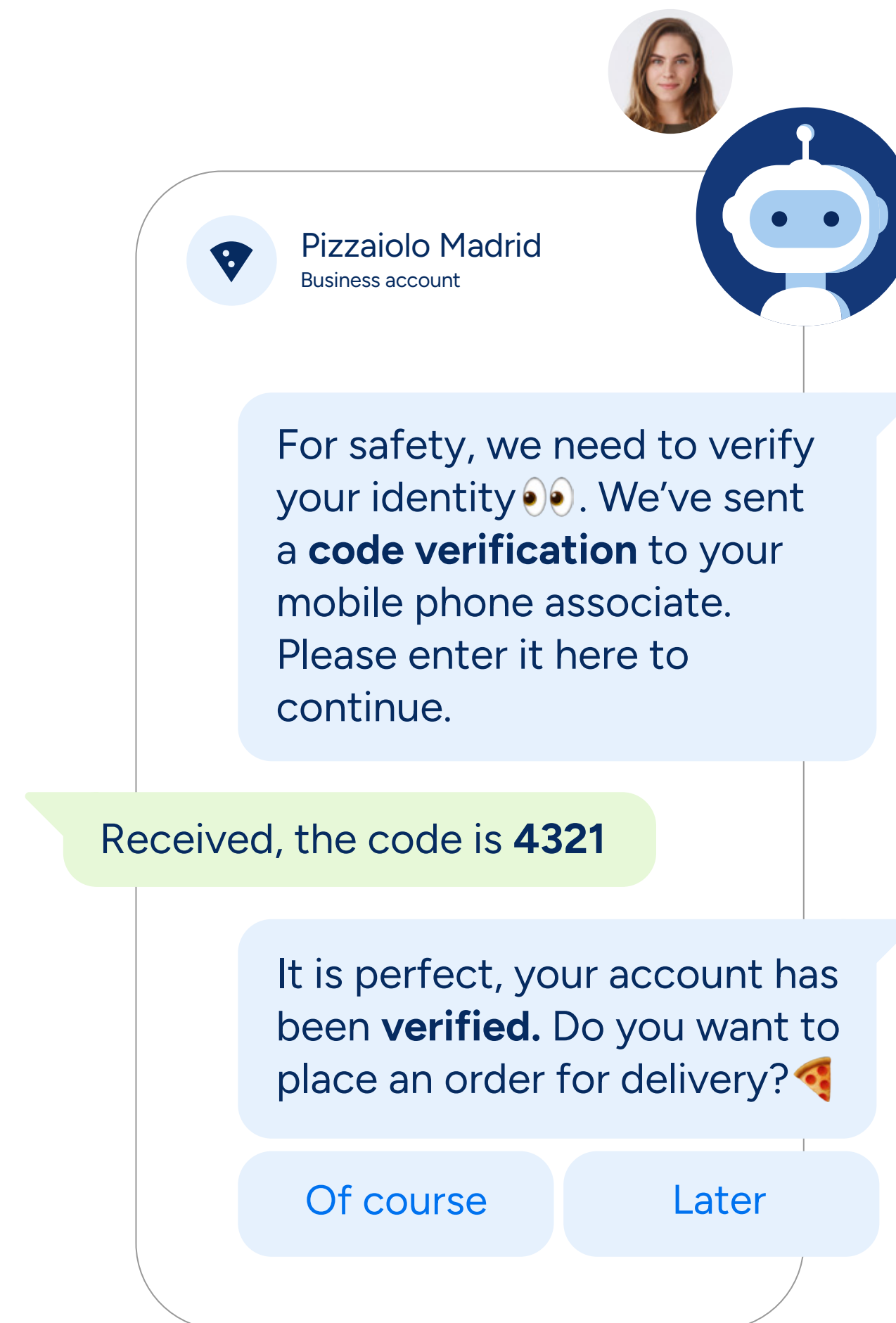→ **Improved user experience** and satisfaction

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SOLUTION 9 # User Authentication

Secure and rigorous validation system
for user authentication (app and service subscription, economic transactions).

Success Story
CATERING INDUSTRY

Successful implementation in Brazil, Chile, Ecuador, Peru, Puerto Rico and Uruguay. A next phase of expansion is planned in Argentina, Colombia, Costa Rica, Mexico and Panama.

Pizzaiolo Madrid
Business account

For safety, we need to verify your identity 👀. We've sent a **code verification** to your mobile phone associate. Please enter it here to continue.

Received, the code is **4321**

It is perfect, your account has been **verified.** Do you want to place an order for delivery? 🍕

Of course   Later

Service Optimization & Higher Conversion Rate

→ **Secure, economical and simple** system

→ **Highly accessible channel** that can function as a single source of authentication or support for other channels (SMS)

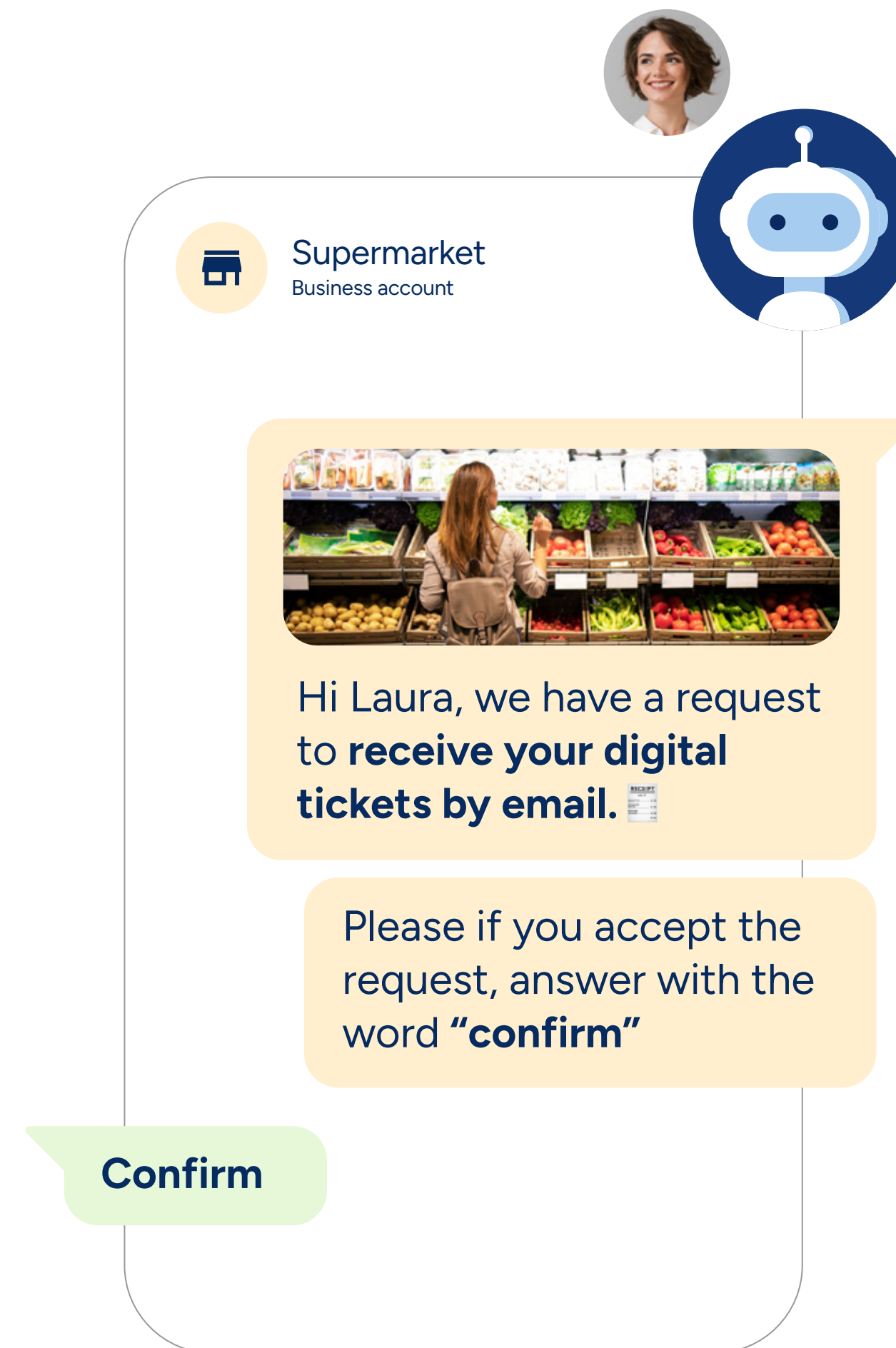→ Immediate, direct message that drives **immediate acceptance**

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SOLUTION 10 # Acceptance of communications

Process of acceptance of the communication between the brand and the user. With a single mobile number, it connects to the indigitall API **to send the message of acceptance of the service** through WhatsApp.

Success Story
SERVICE SECTOR

Development for a commercial chain with more than 1,600 establishments.

Supermarket
Business account

Hi Laura, we have a request to **receive your digital tickets by email.** 🧾

Please if you accept the request, answer with the word **"confirm"**

Confirm

Higher Acceptance Rate

→ **Accessible, simple and immediate** confirmation system

→ Legal compliance with respect to **sending communications and use of data**

→ **Cheaper system** than SMS

→ Promoting **sustainability** through the boost of digital communication (digital ticket)

→ Improved **user experience**

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