

# WhatsApp Business API

Eliminate communication barriers with your customers



Hello! I am your **Chatbot**, 🙋  
What can I do for you?  
5:20 PM

Good afternoon 😊  
**Could you help me with an online order?**  
5:20 PM ✓✓

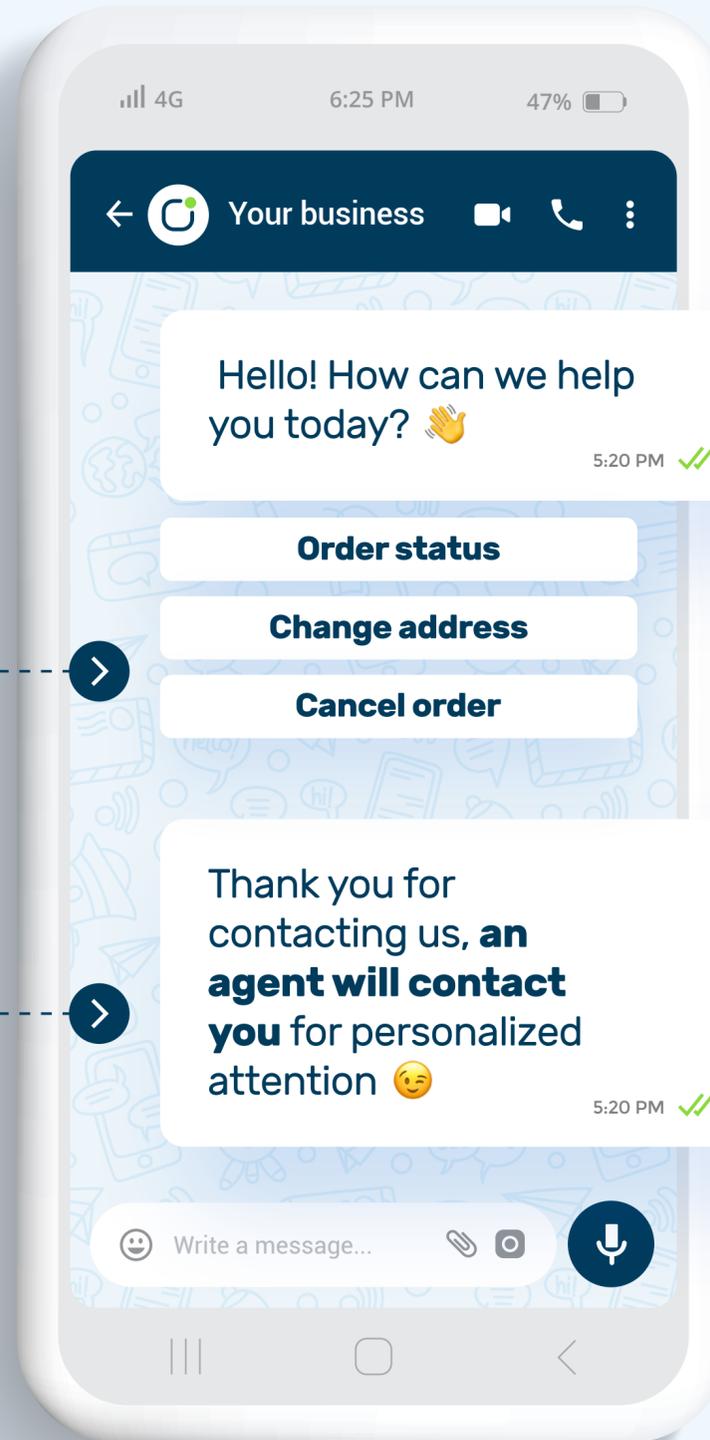


# WhatsApp Business API Executive Summary

Create and automate meaningful conversations **for customer service, sales and marketing teams**

**Stay close to your customers using a single bot for all channels.**

Using the indigitall console, agents will be able to answer users in a personalized way.



Eliminate **communication barriers** with your customers



**Manage thousands of conversations** at the same time, in parallel, optimizing resources



Improve your brand's **Branding** with greater savings

# BOT, What can you do?

- 1 **It connects with the CRM or ERP to provide information in real time.** For example: appointment reservation, actual pending stock check, sending the catalogue of your products
- 2 **Reduction of waiting times** and higher customer satisfaction
- 3 Accessible **24/7**
- 4 The bot can respond with **images, audios, videos**
- 5 **Create a multiple language bot.** The bot has written natural language recognition
- 6 **You can send proactive messages:** Using Facebook Authorized Templates



Hello ! I'm your **Chatbot** 🙌

5:20 PM

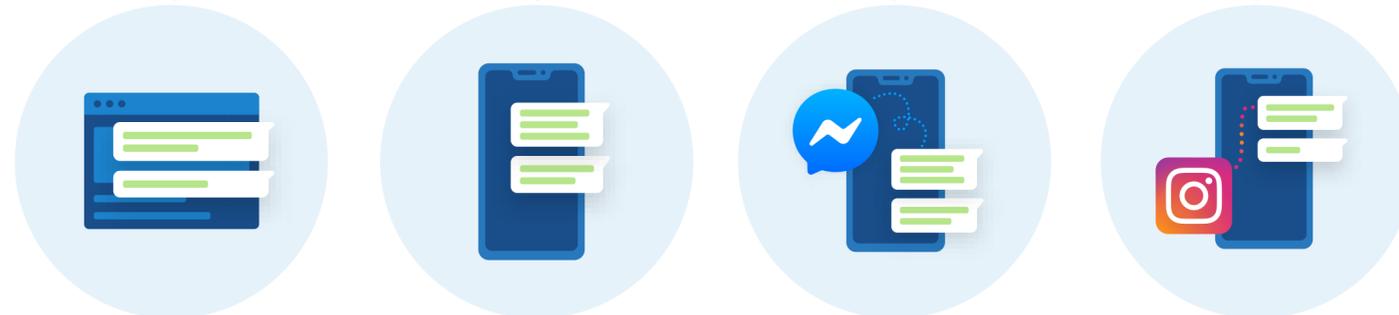


# Chat on the **Web** Chat on the **App** Chat on **Facebook** Chat on **Instagram**

**A SINGLE BOT THAT IS INTEGRATED INTO ALL CHANNELS**



**A SINGLE CONTACT CENTER PLATFORM VALID FOR ALL THESE CHANNELS**



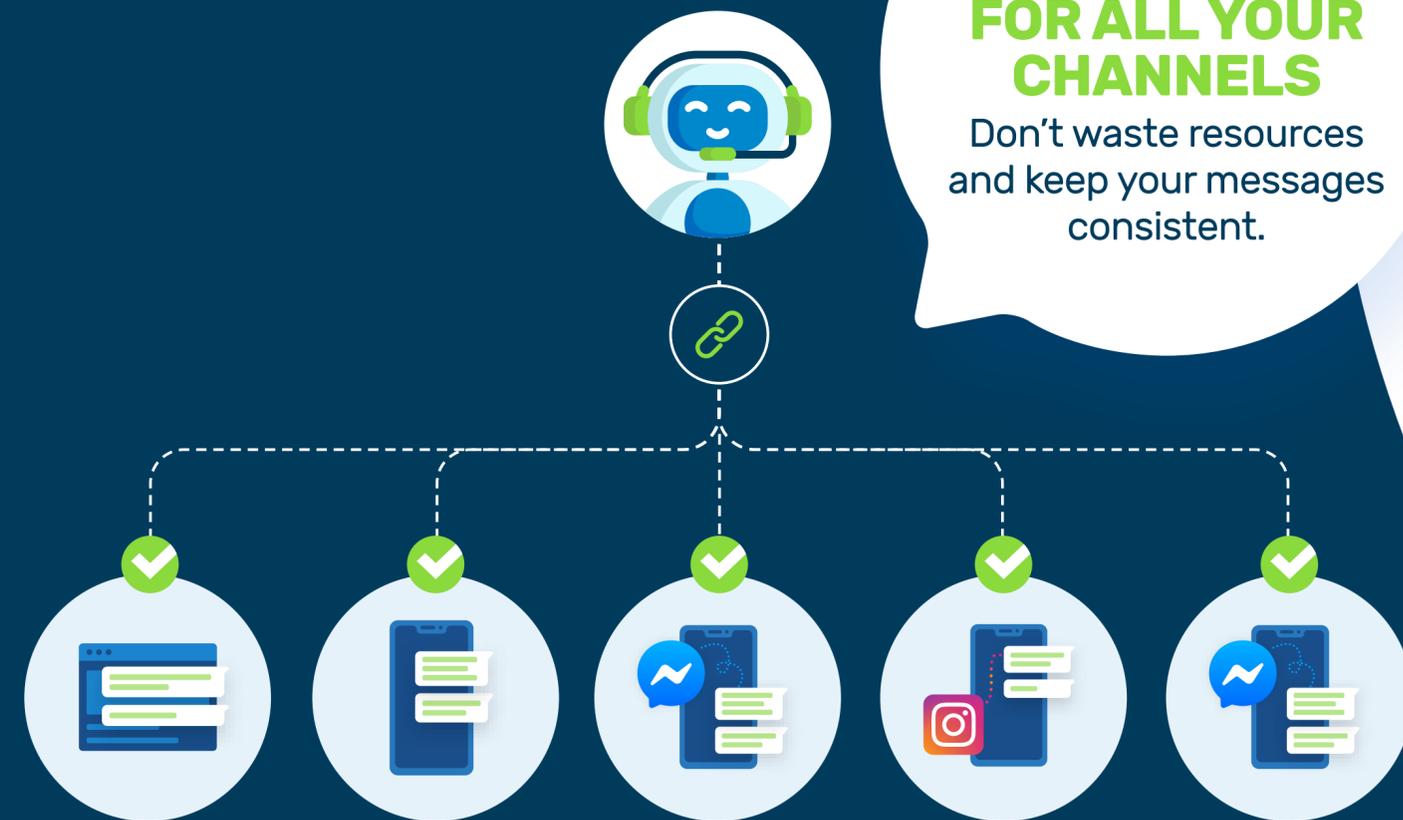
✓ A single bot that you can use for WhatsApp, in-app chat, web chat, Facebook chat, and Instagram chat.

✓ A single bot that can respond to all types of messages and that we develop tailored to your needs.

✓ Direct all your channels to the same contact centre platform.

# Contact Centre.

## Connect hundreds of agents with your clients



### USE THE SAME BOT FOR ALL YOUR CHANNELS

Don't waste resources and keep your messages consistent.



### Cost savings

Optimize your resources, managing thousands of conversations at the same time.



### Easy connection

Agents will be able to easily connect with customers, and will also provide personalized support through multiple chats at the same time.



### Satisfied customers

Increase the satisfaction of your customers, being present on their favourite communication channel. 64% of people prefer messaging to a call or email.



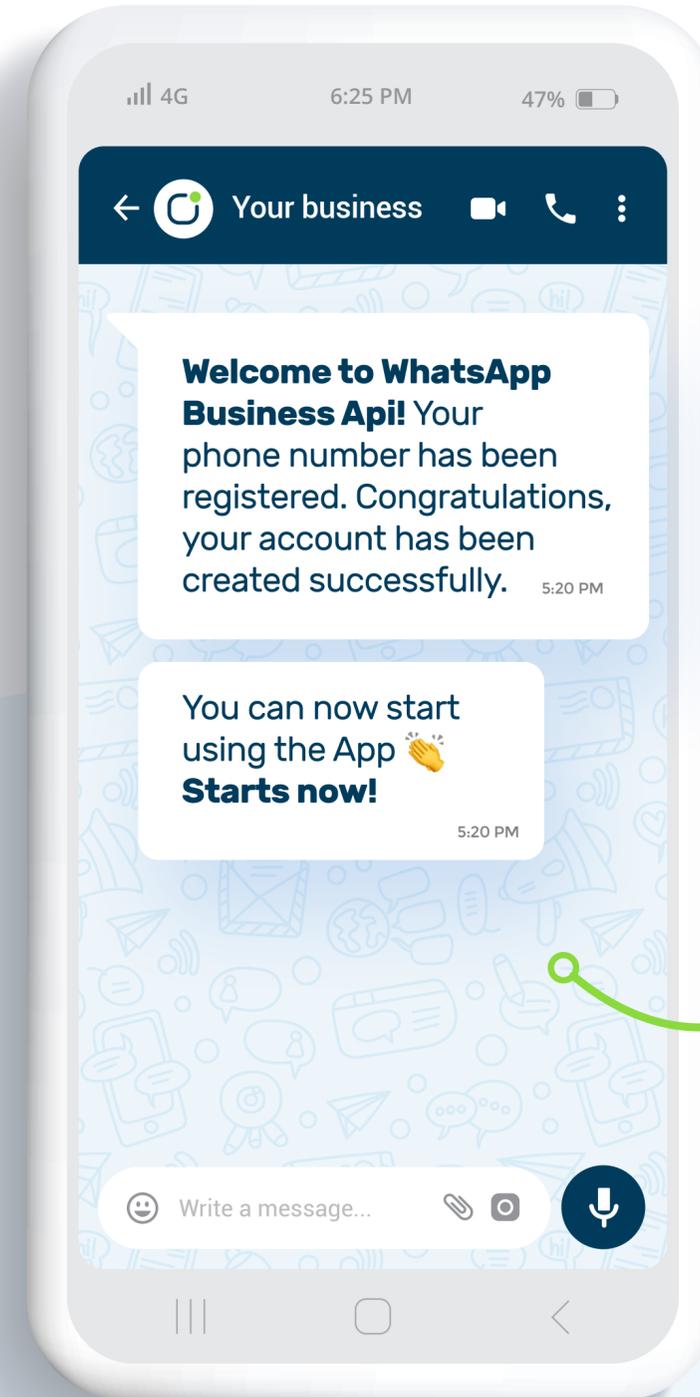
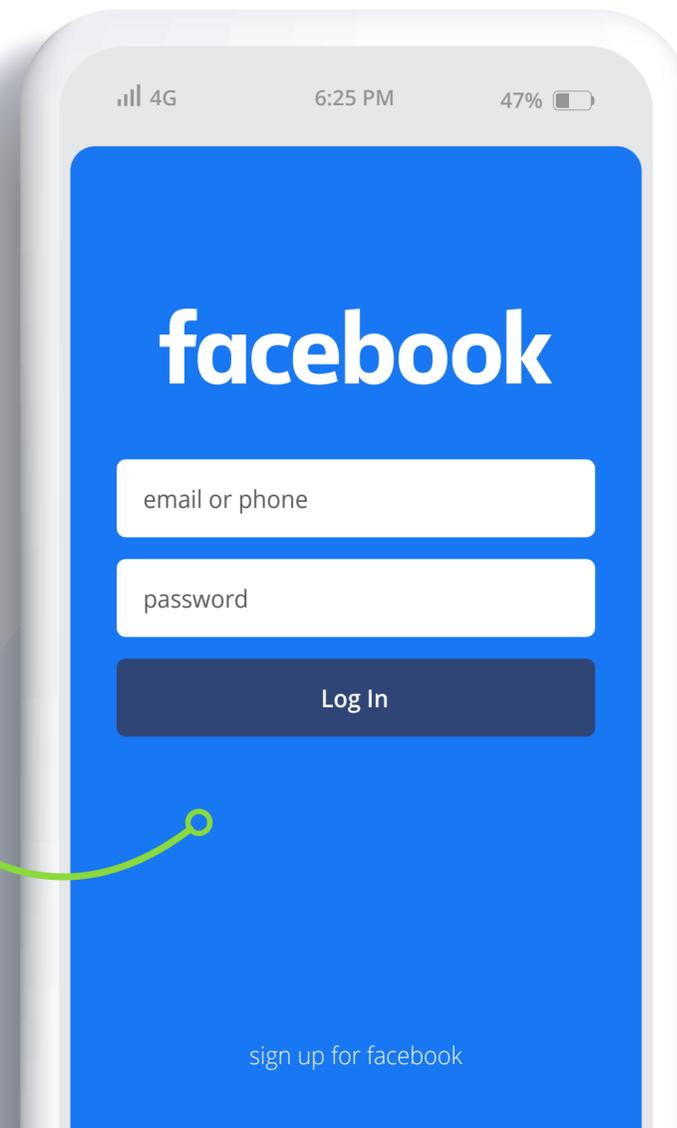
### Customized service

Create personalized attention groups on specific topics, and files, images, videos and voice notes.

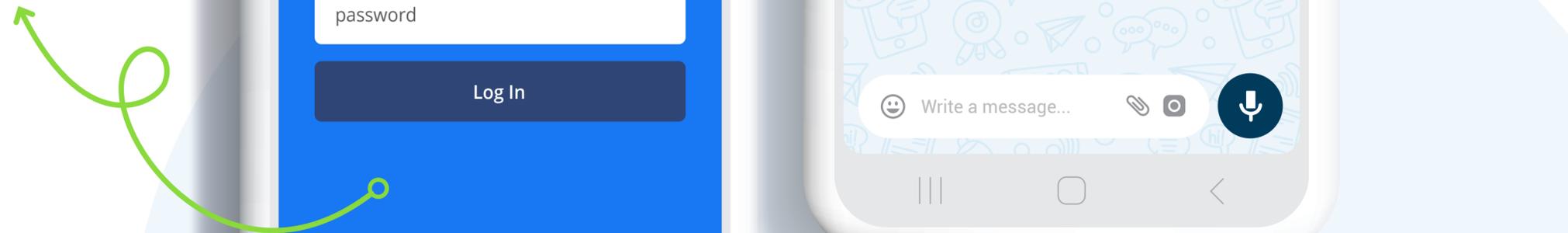
# What do you need for its **installation?**

From indigitall **we make it easy for you**

You only need to have a **Facebook account and a phone number**



We take care of the **integration process**



# Ventajas principales

## Automate messages



**The creation of a chatbot** makes it easier for any client who has a question to solve it without the participation of a person. The most basic information (hours, contact forms, services, etc.) can be provided automatically.

## Improved conversion levels



The information that is collected about what clients most consult, want or correct errors will allow you to design a **communication strategy that offers you better results.**

## Increased engagement



**Loyalty to a customer** is as important as getting it. Having the direct and immediate support of your company to solve any doubt causes the person to trust your proposal more. **Achieving more than 90% satisfaction level.**

## A more effective review of each process



You can always **review the development** of any claim or complaint, offer a personalized follow-up and offer detailed attention to each order.

## High open rates



The use of WhatsApp guarantees you an **opening rate of your message of 80%**. It is difficult for someone who receives a message not to open it or be interested in reading it.

## Friendly communication



Generate **positive feelings**, which is precisely one of the most important objectives for that client to trust your proposal again.

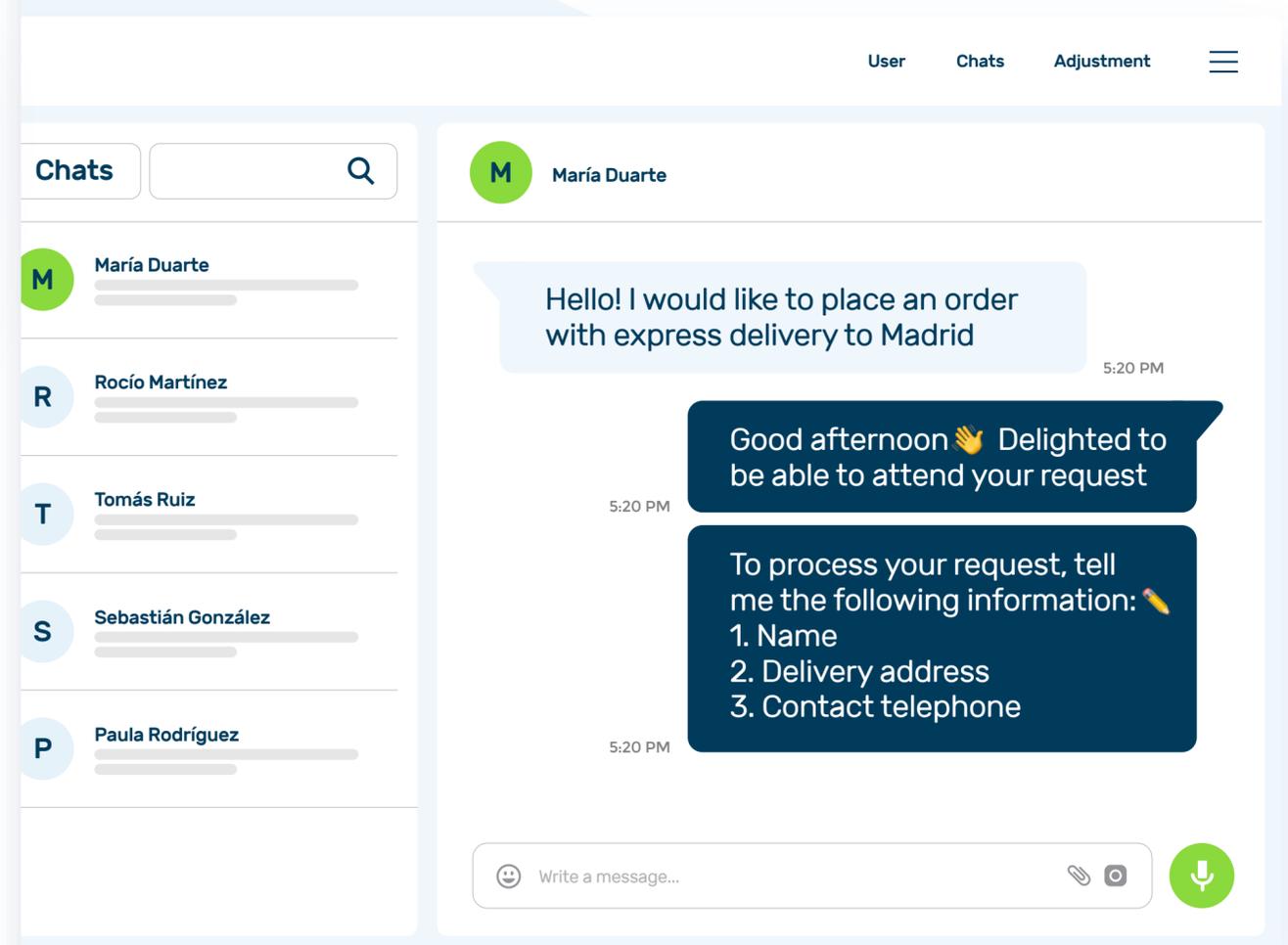
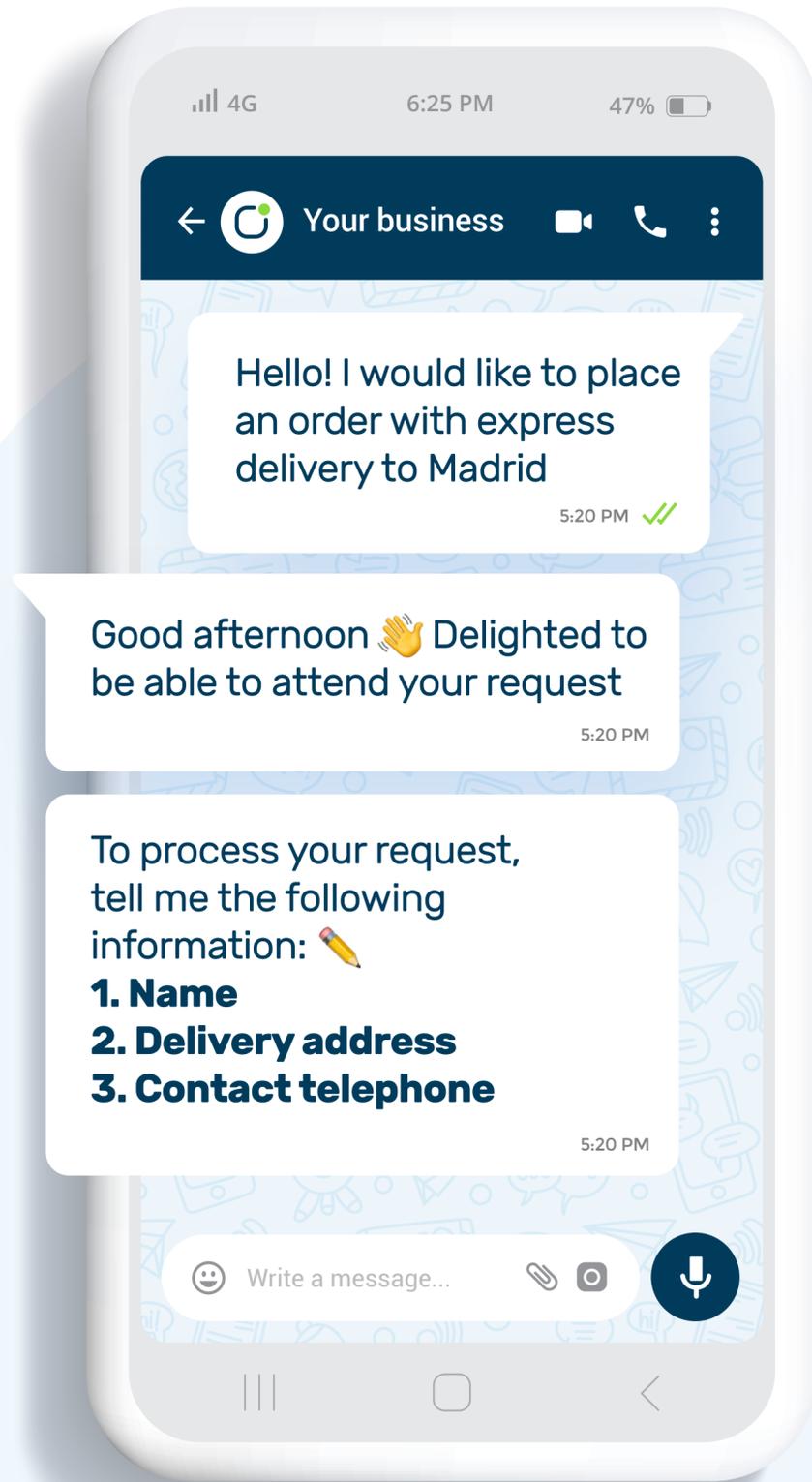
indigital 

# Examples and use cases

CASE 1

# Improve your customer service

Get an agent to jump into a conversation in real time whenever necessary



CASE 2

# Automate the most repetitive tasks

Through a chatbot powered by artificial intelligence. Reducing the pressure on your customer service team.



Good afternoon, I have a question about the delivery

5:20 PM

Hello! I am your **chatbot** 🤖  
Thank you for your message  
How can I help you?

5:20 PM ✓✓

**Shipping and return costs**

**Estimated shipping time**

**Track my order**



Hello! I am your chatbot  
Thank you for your...

Estimated shipping time

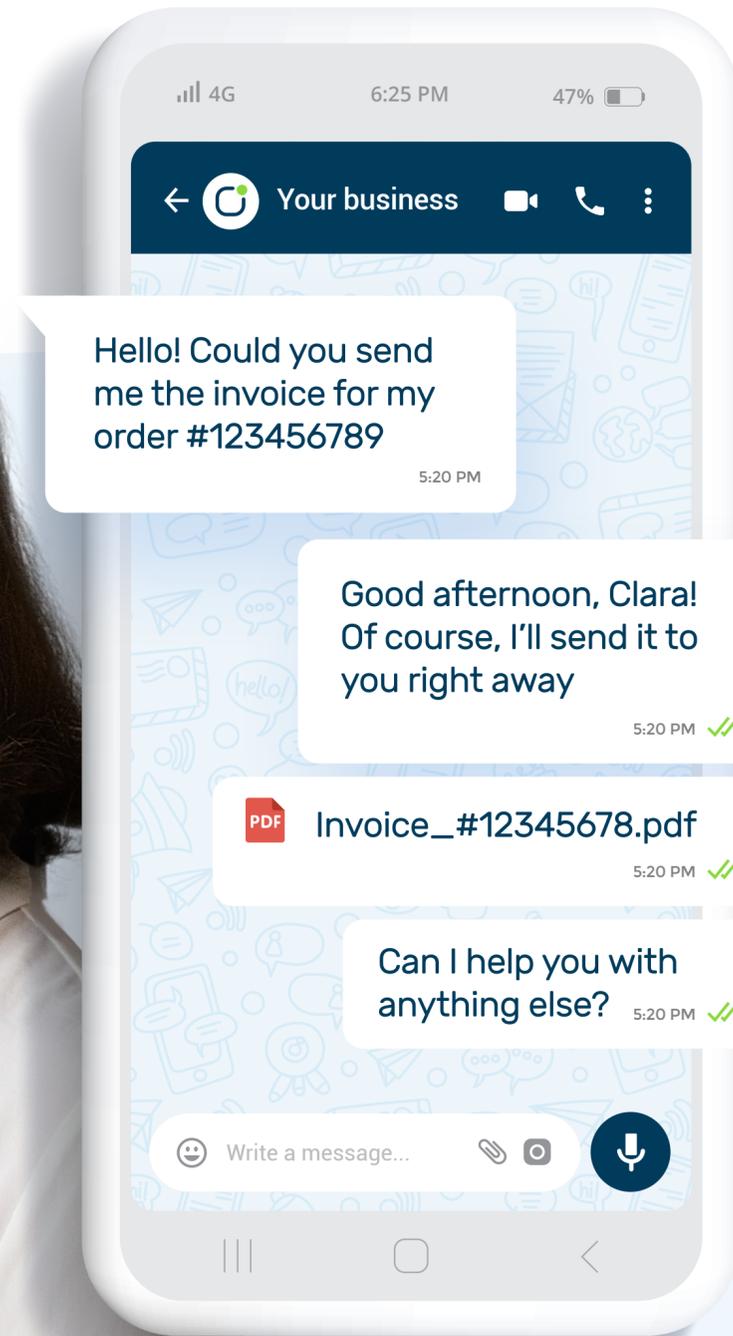
5:20 PM



CASE 3

# Set up your campaigns in seconds

And manage customer databases in a fast and secure way.



## CASE 4

# Determine and **identify** your KPI's

**Connect all the data of the conversation to all messenger data** (phone numbers, names, chats, etc.) in your existing profiles in your CRM and Contact-Centre solutions.

**Enable custom WhatsApp messages** from your CRM and check the number of clicks and the reaction rate (% CTR) of your campaigns.





**SPAIN**

**Madrid**

Paseo de la Castellana 139, 7th floor  
28046 Madrid

**COLOMBIA**

**Bogota**

Calle 93B No. 19 - 35  
Bogota, Colombia

**MEXICO**

**Mexico City**

Homero, 906 Colonia Polanco  
11550 Mexico City

**ITALY**

**Roma**

Via Asinari di San Marzano 41  
00159 Roma

**PERU**

**Lima**

Business center  
Camino Real  
15073 San Isidro, Lima

**ECUADOR**

**Quito**

Mariano Paredes  
N70-403, Of 104  
170310 Quito, Ecuador

**PORTUGAL**

**Lisbon**

Avenida D João II, 50  
Edifício Mar Vermelho 1990-095  
Parque das Nações, Lisbon

**BRASIL**

**Brasil**

Rua Desembargador Eliseu Guilherme, 69  
conj. 41 e 42 4° Paraíso, São Paulo, SP  
CEP 04004-030 Brasil