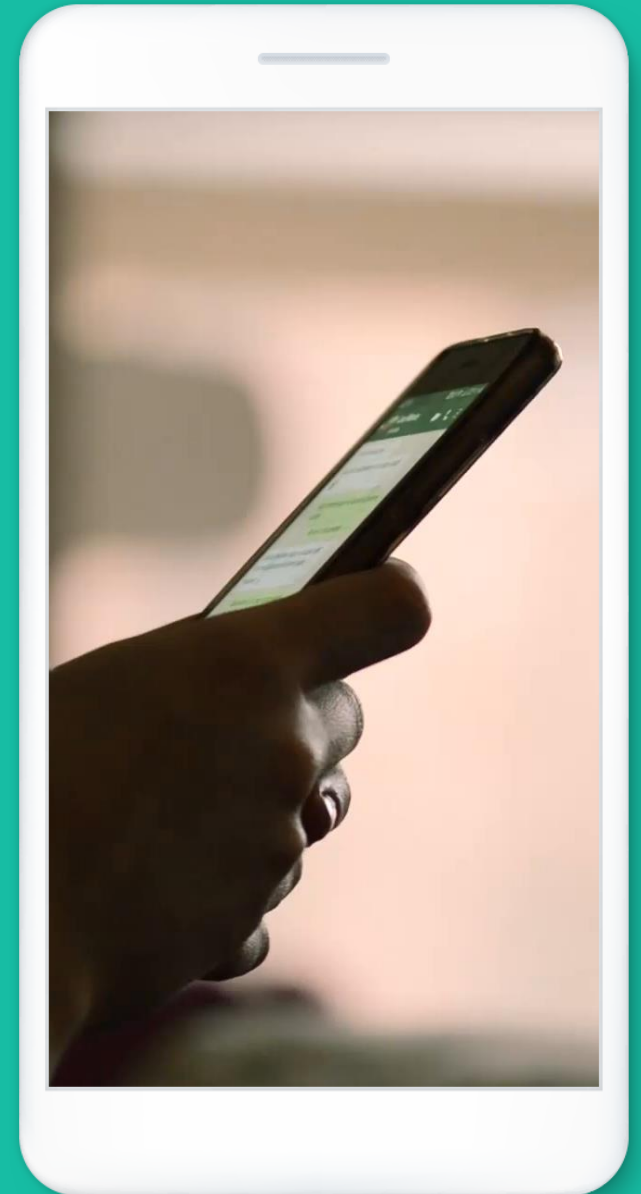


**unifonic**  
Your Communication Code



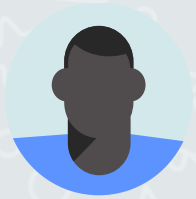
**WhatsApp**

**Business API**



[Unifonic.com](https://unifonic.com)

# Why businesses choose WhatsApp for customer conversations



Reach

**2 Billions**

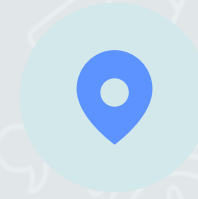
people use WhatsApp every month



Engagement

**68%**

of WhatsApp users choose WhatsApp to communicate with businesses because they are always on WhatsApp



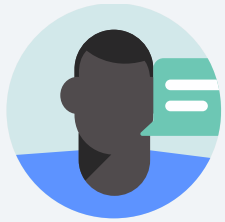
Preference

**68%**

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

# People want to message with businesses across the customer journey

## AWARENESS



81%

message businesses to ask about a product or service

## CONSIDERATION



74%

message businesses to make a purchase

## PURCHASE



83%

of surveyed businesses reported higher link click rates on WhatsApp notifications

## CARE

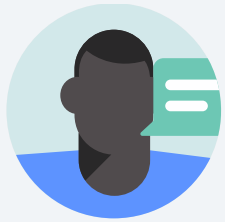


75%

message businesses to get support for a product or service

# WhatsApp enables people to message with businesses across the customer journey

## AWARENESS



Run campaigns using ads that click to WhatsApp, offline advertising, etc.

## CONSIDERATION



Respond to high-intent customers who want to learn more about a product or service

## PURCHASE



Send customers important, timely messages that they opt-in to receive following a transaction

## CARE



Respond to customers who want support for a product or service

Off the API

*See section 3*

Conversations through the API

*See section 2*

# Results you can achieve with the WhatsApp Business API

## CONSIDERATION



**Increase sales** to high-intent customers demonstrating interest in your products or services

## PURCHASE



**Reach more customers** with important, timely messages that they opt-in to receive following a transaction

## CARE



**Decrease customer service costs** with a more effective and efficient channel



PURCHASE

Results you can achieve  
compared to other  
Notification channels



Increase in reach



Higher link click rates



Increase in delivery and open rates



Increase in conversion rates



CARE

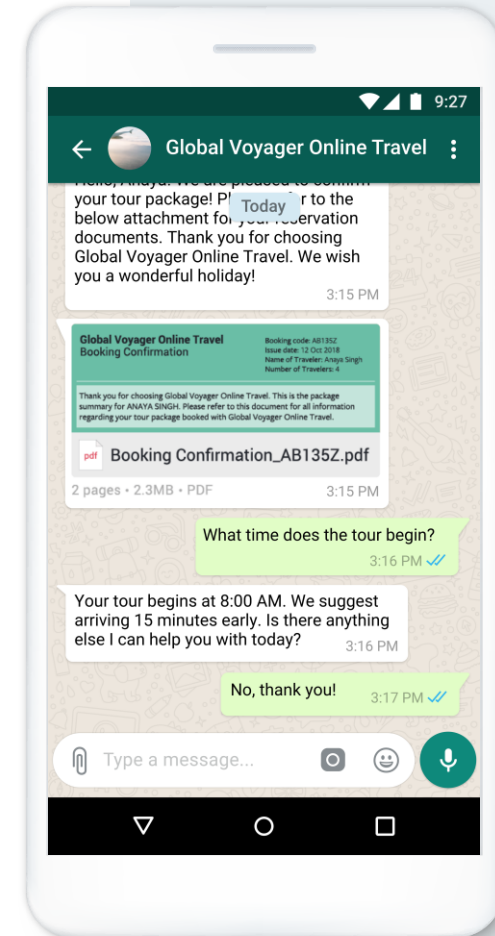
## Reduce costs and increase customer service efficiency

Resolve customer queries more effectively and efficiently

Customers can send photos and PDFs of their query, enabling a more efficient and personalized customer support experience

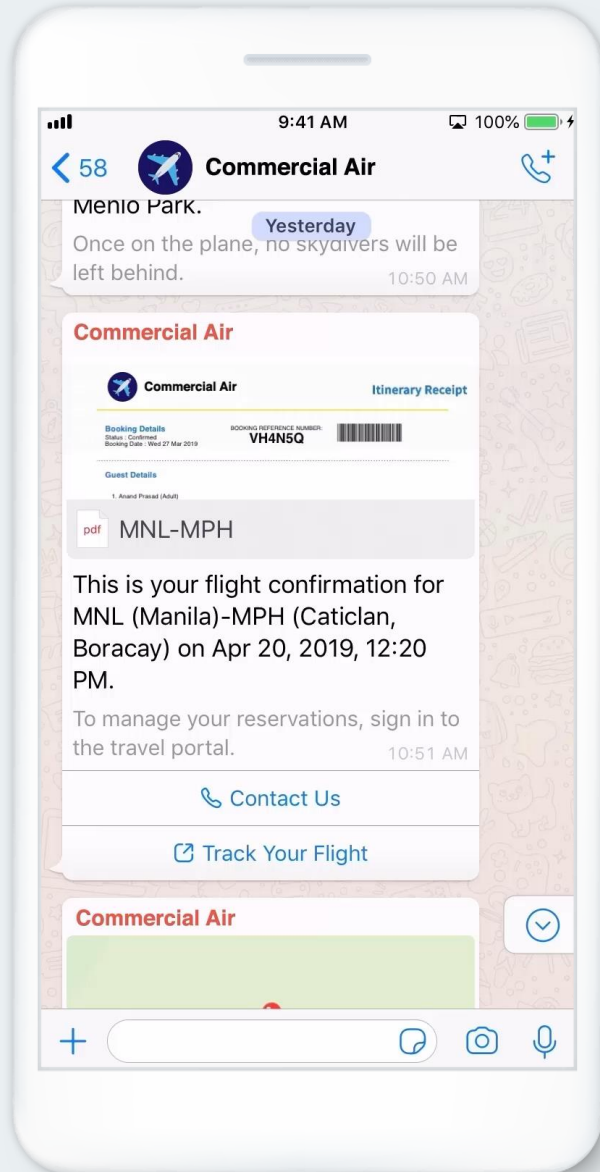
Enable agents to address multiple customer service issues at one time, increasing agent efficiency

Shift user inquiries away from costlier channels





## CONSUMER VALUE



## Rich Messaging

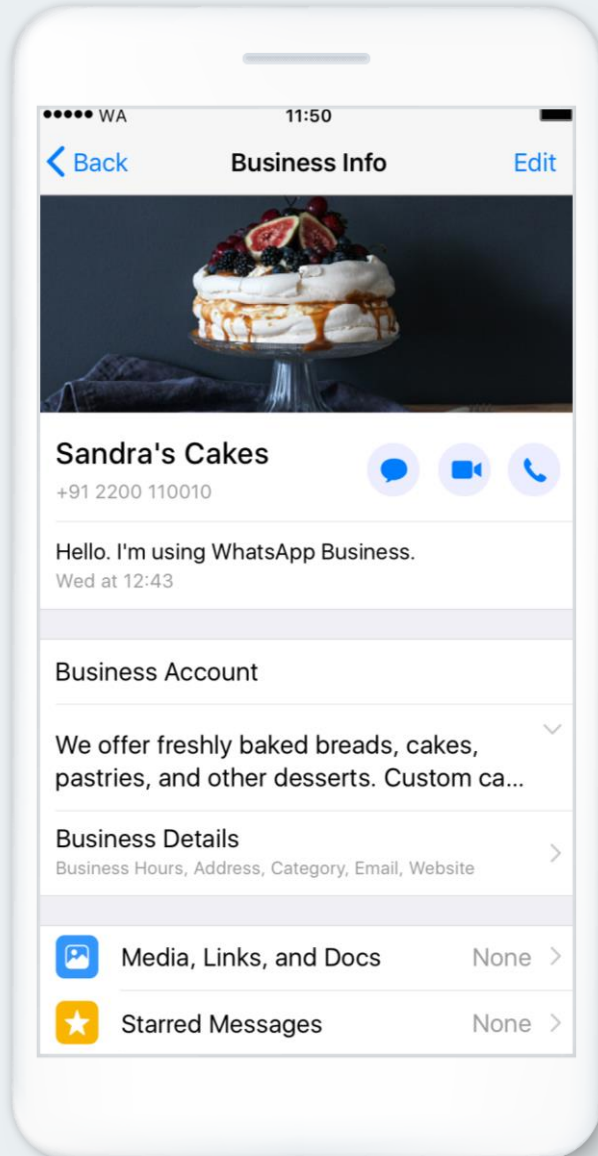
Create **more engaging interactions** with your customers.

Send **photos, videos and Branch locations** in your messages





## CONSUMER VALUE



## Business Profile


Establish your presence on WhatsApp with a **more detailed business profile**.

We are updating Business Profile on the API to match the Business Profile available on the Business app to include features like **hours of operation and security settings**.

# WHATSAPP BUSINESS API

For Enterprise and WhatsApp Business API powers your communication with customers all over the world, so you can connect with them on WhatsApp in a simple, secure, and reliable way.

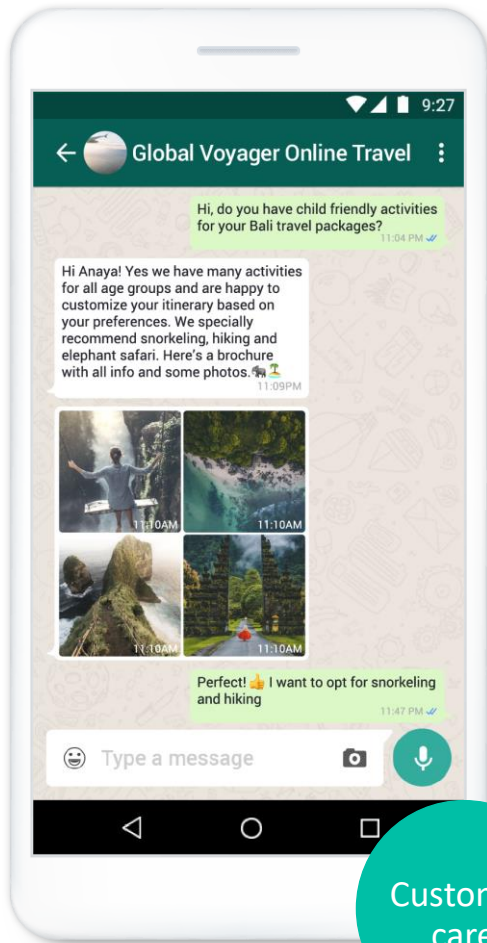
**With mission is to connect the world through real-time communication**



	Extended support and notification channel	Real time conversation	Rich media enabled in conversation
Keep the conversation in your platform	Increase sales to high-intent customers	Increase user engagement with critical purchase and account updates	Resolving customer queries 3X faster and reducing agent handling time
Increase in customer service operational efficiency	Boosting notification open rates 17X	Identify your existing and new client	Increase in customer satisfaction or net promoter score

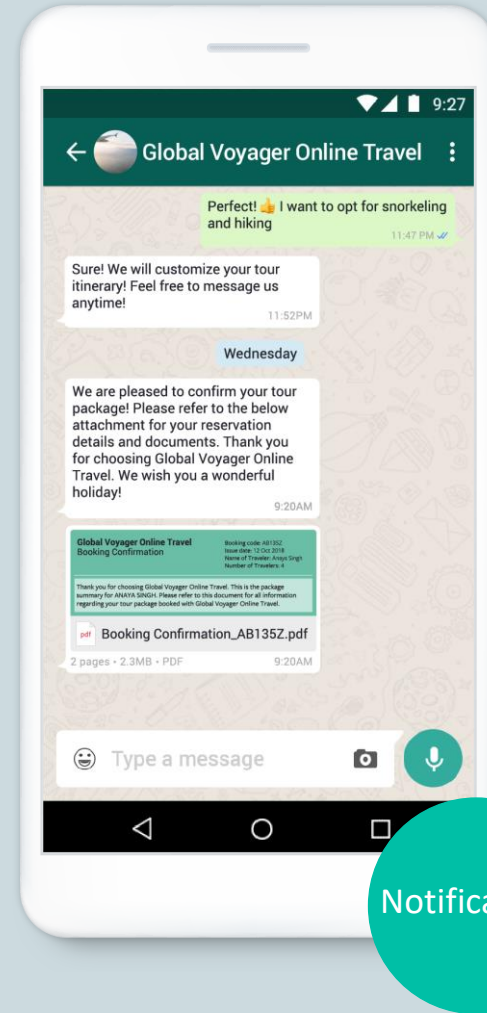


# Two ways to use the API



Customer care

Customer care  
Customer initiated conversations



Notifications

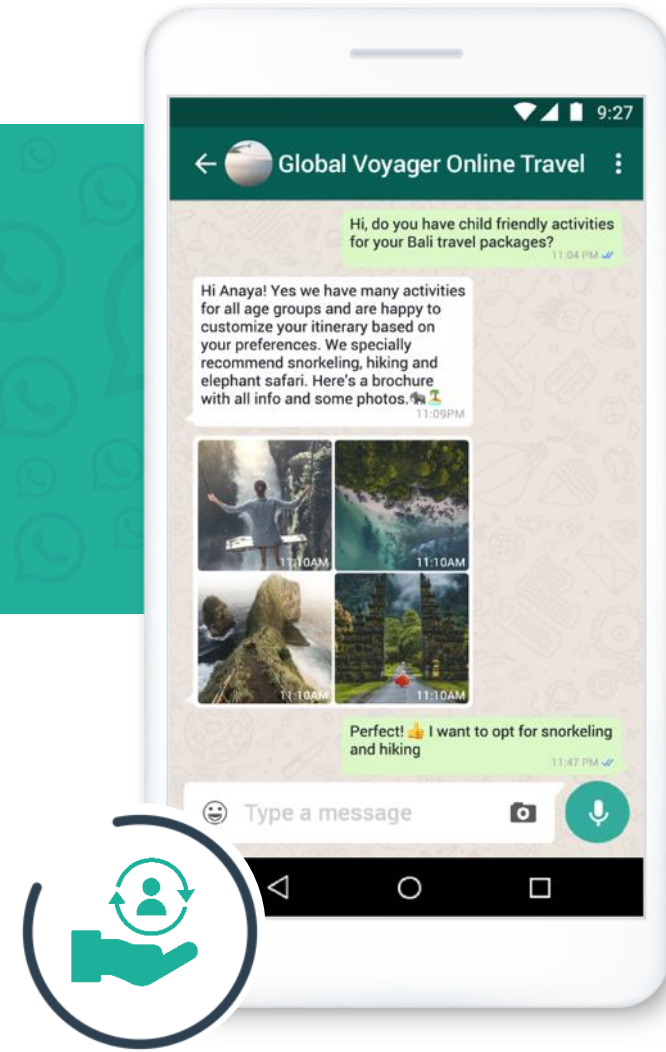
Notifications  
Business initiated, templated messages that can be sent any time

# 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

Results you can achieve

Businesses using customer care on the WhatsApp Business API have seen an:



Increase in customer satisfaction or net promoter score



Increase in customer service operational efficiency



Decrease in customer service operations spend

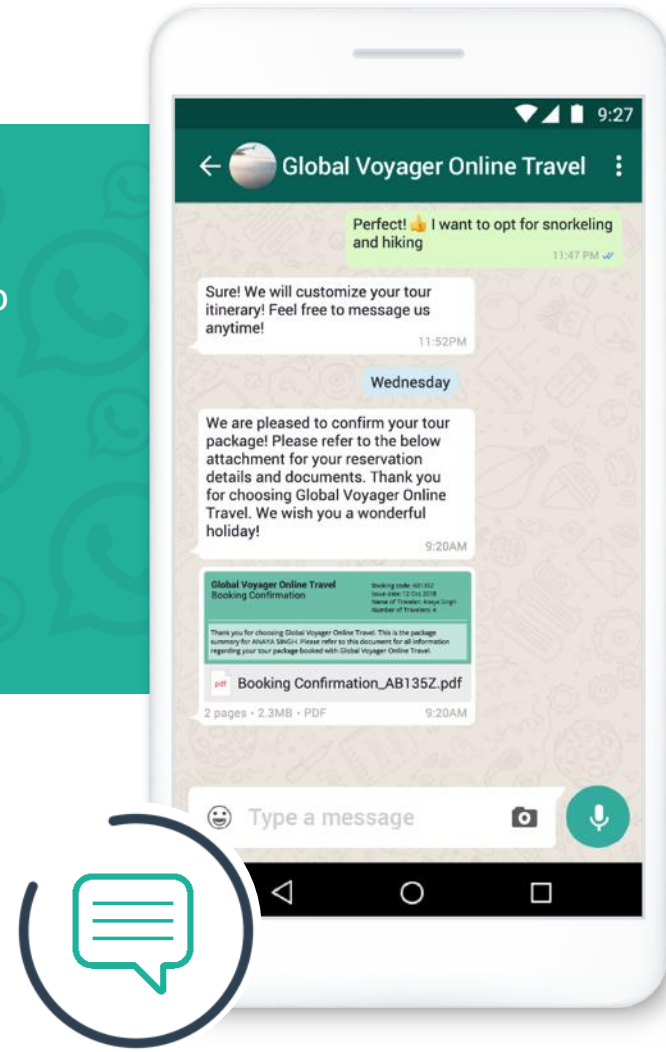


# NOTIFICATIONS

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 templates across the customer journey





# Send notifications for the following 10 message templates

Template	Allowed Use Case	Examples
<b>ACCOUNT_UPDATE</b>	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
<b>PAYMENT_UPDATE</b>	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
<b>PERSONAL_FINANCE_UPDATE</b>	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
<b>SHIPPING_UPDATE</b>	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
<b>RESERVATION_UPDATE</b>	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
<b>APPOINTMENT_UPDATE</b>	Notify the message recipient of a change to an existing appointment.	Appointment time changes Appointment location changes Appointment is cancelled
<b>TRANSPORTATION_UPDATE</b>	Notify the message recipient of updates to an existing transportation reservation.	Flight status changes Ride is cancelled Trip is started Ferry has arrived
<b>TICKET_UPDATE</b>	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
<b>ISSUE_RESOLUTION</b>	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
<b>ALERT</b>	Notify the message recipient of something informational	Business hours/hours of availability Check-in/Check-out times



AWARENESS



# Creating awareness of your WhatsApp channel

## PAID AWARENESS

- Facebook ads that click to WhatsApp
- Other advertising i.e. billboards, search, signage

## ORGANIC AWARENESS

- Your company website
- Product packaging
- In app
- In-store signage
- IVR phone deflection

## COMING SOON

- QR codes for users to initiate a conversation
- Custom buttons to open conversations





# Customer care operational flow



## ENTRY POINTS

Build WA Business channel awareness

Phone IVR

Web

Email

Click to WA Ads



## DRIVE MESSAGING EFFICIENCY

How do you manage the business to customer conversation thread?

NLP

Routing/Escalation

Live Agent vs. Automation



## EXIT POINTS

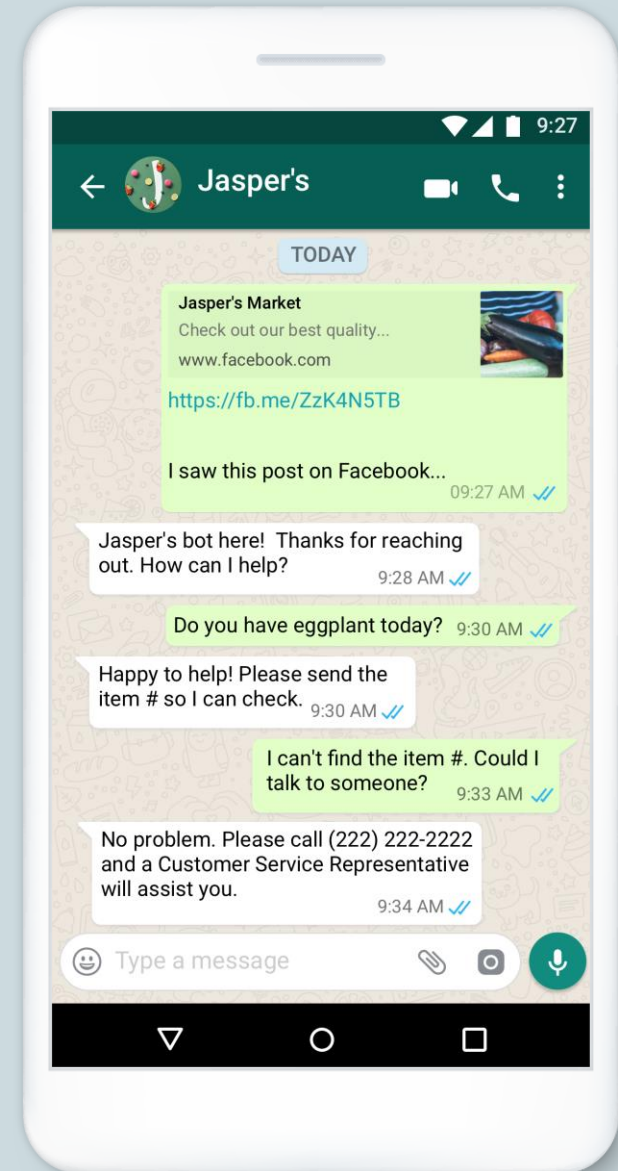
How do you integrate your back-end sales and service systems?

Knowledge Base

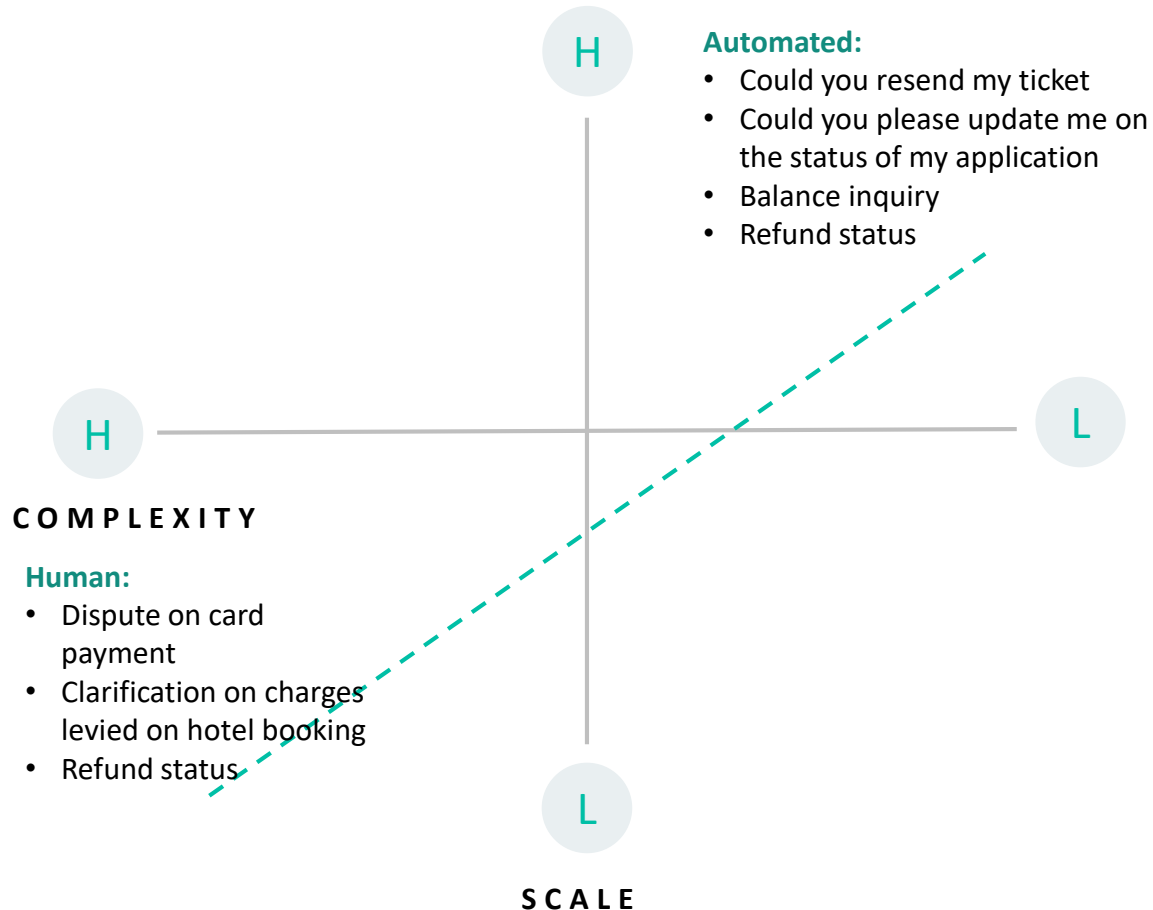
Ticketing System

CRM

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.



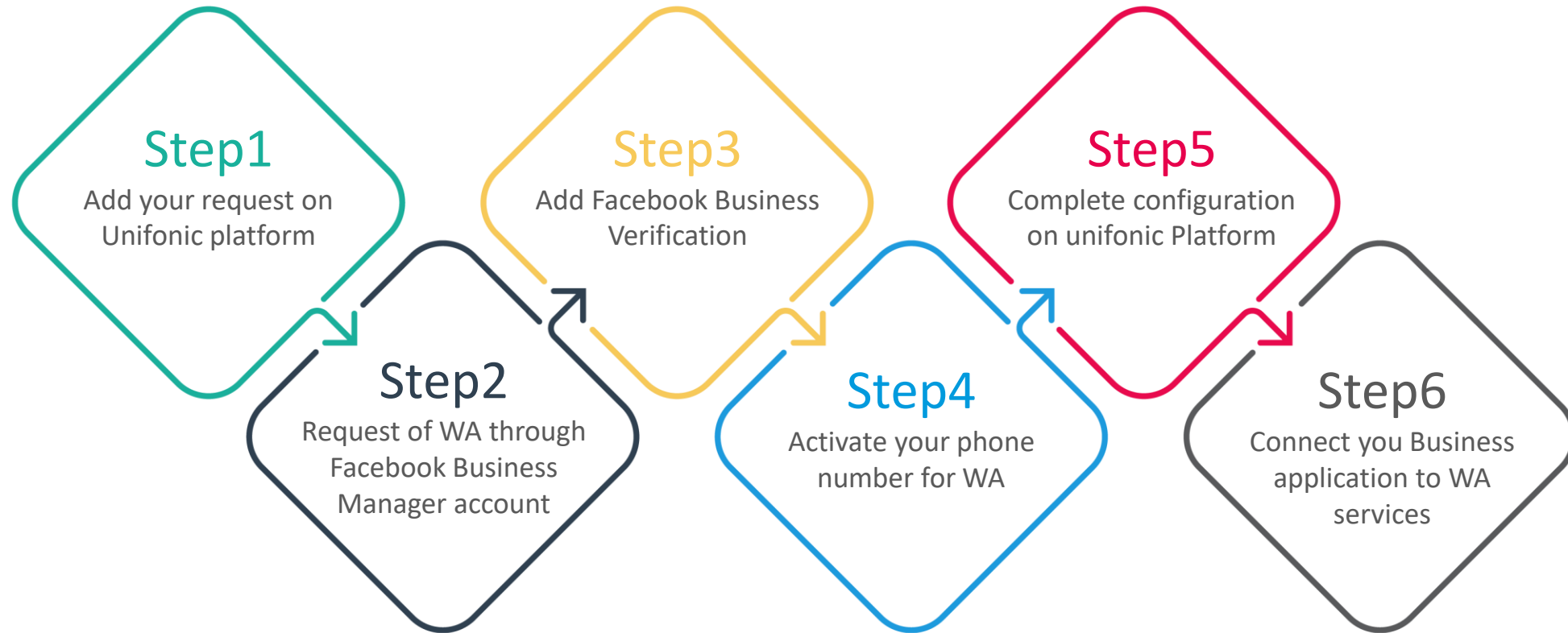
# Support model for customer care queries



**NOTE :** This is not a recommendation, but an observation of how we see some businesses approach the use of automation and manual support for managing Customer Care

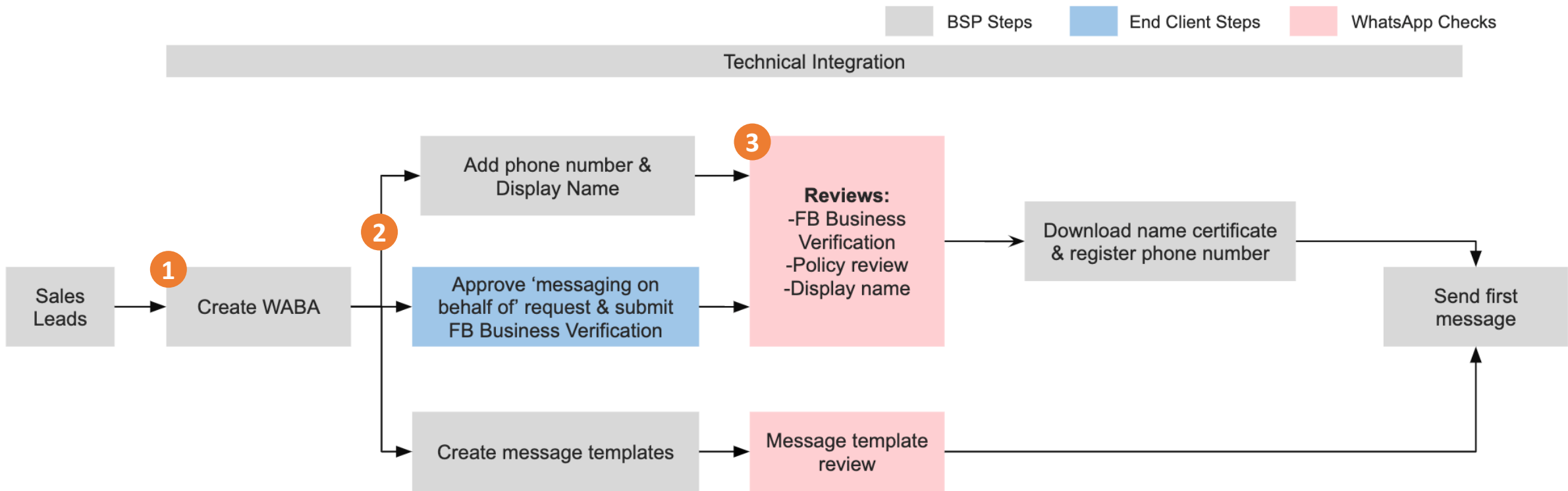
- Dimensions of scale and complexity could help businesses decide between human or automated support
- Often, a customer inquiry that starts at the top right of the grid could move to a human agent if it needs more detailed probing (eg: Refund status, dispute on card charges etc.)
- We recommend clients have the ability to escalate issues to human agents.

# ACTIVATION PROCESS



Within 4 to 6 weeks your WA account is live.





# Highlights & Tips

## Creating WABA

- ❑ **Published article for BSP's client onboarding process:**  
<https://www.facebook.com/business/help/524220081677109>.
- ❑ **Less manual data entry**
- ❑ WhatsApp Manager is available **before** reviews are complete.
- ❑ **View review statuses in 'Settings' tab** of WABAs. After messaging on behalf of request is approved, **check the Business Name to ensure BM ID belongs to an end client**, not to a third-party / agency.
- ❑ Businesses only need to **pass WhatsApp policy review once**. If they want a second WABA, they are auto-approved\*.

## Assigning Display Name

- ❑ **Display name is directly editable** from Business Manager UI, up to three times in initial 30 days (don't contact Direct Support).
- ❑ **Display name rejection reasons are available** in Business Manager. Also refer to display name guides (<https://developers.facebook.com/docs/whatsapp/guides/display-name/>) for more details.

# Access to WhatsApp Manager

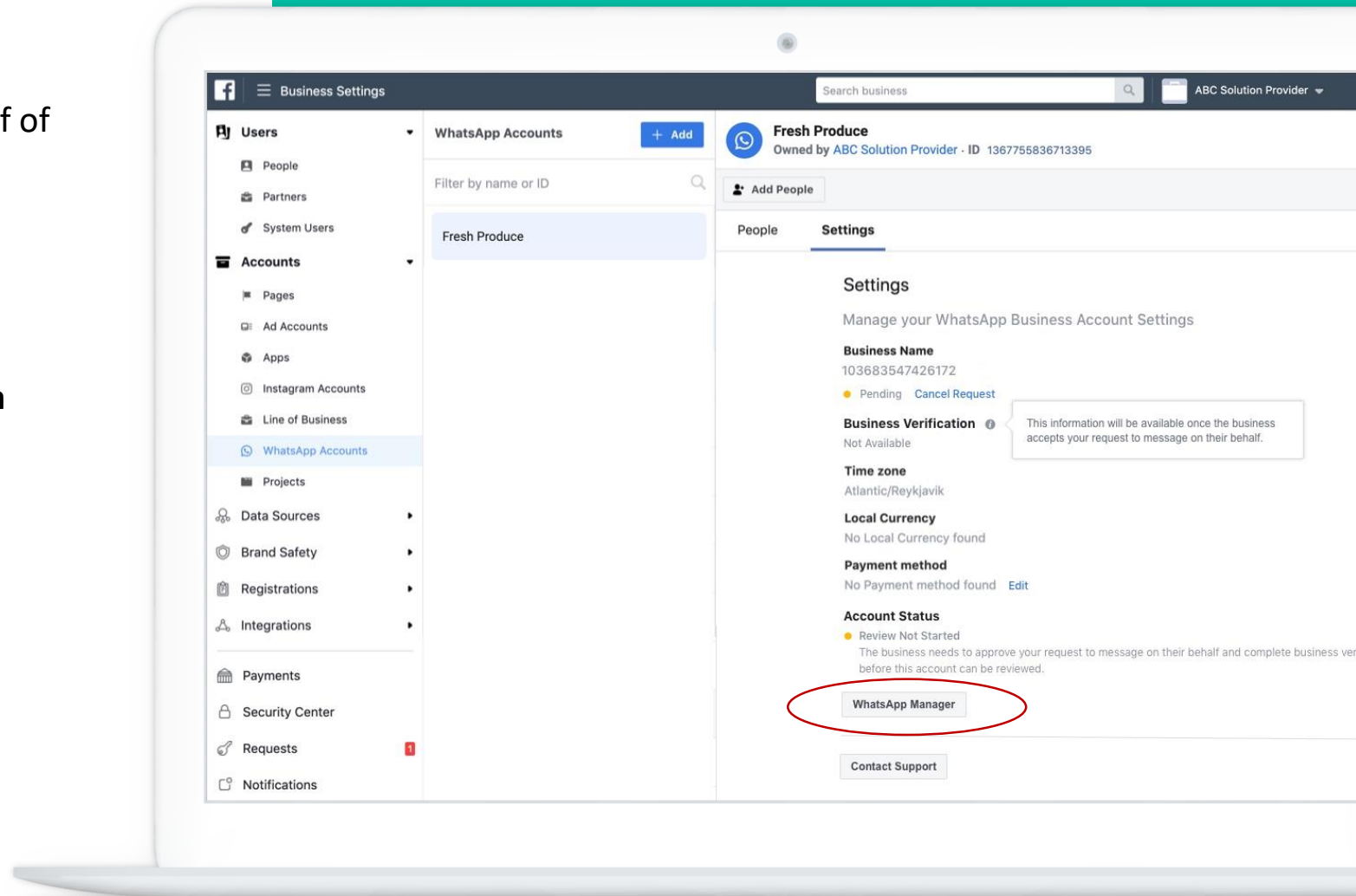
**WhatsApp Manager is accessible immediately after WABA is created** (i.e., messaging on behalf of request could be pending an approval).

At this point, a BSP can add a phone number, submit a display name for review, and create a message template.

However, **WhatsApp Manager is disabled when policy review is denied**.

## Note

If you need to re-use the phone number added to rejected WABA for new WABA, simply 'remove' the rejected WABA.



# Checking the WABA status

Once WABA is created, you can check the status from “Settings” tab:



## Business Name

Shows the status of messaging on behalf of request. Before approval, you only see the BM ID (and not the end client’s name).



## Business Verification

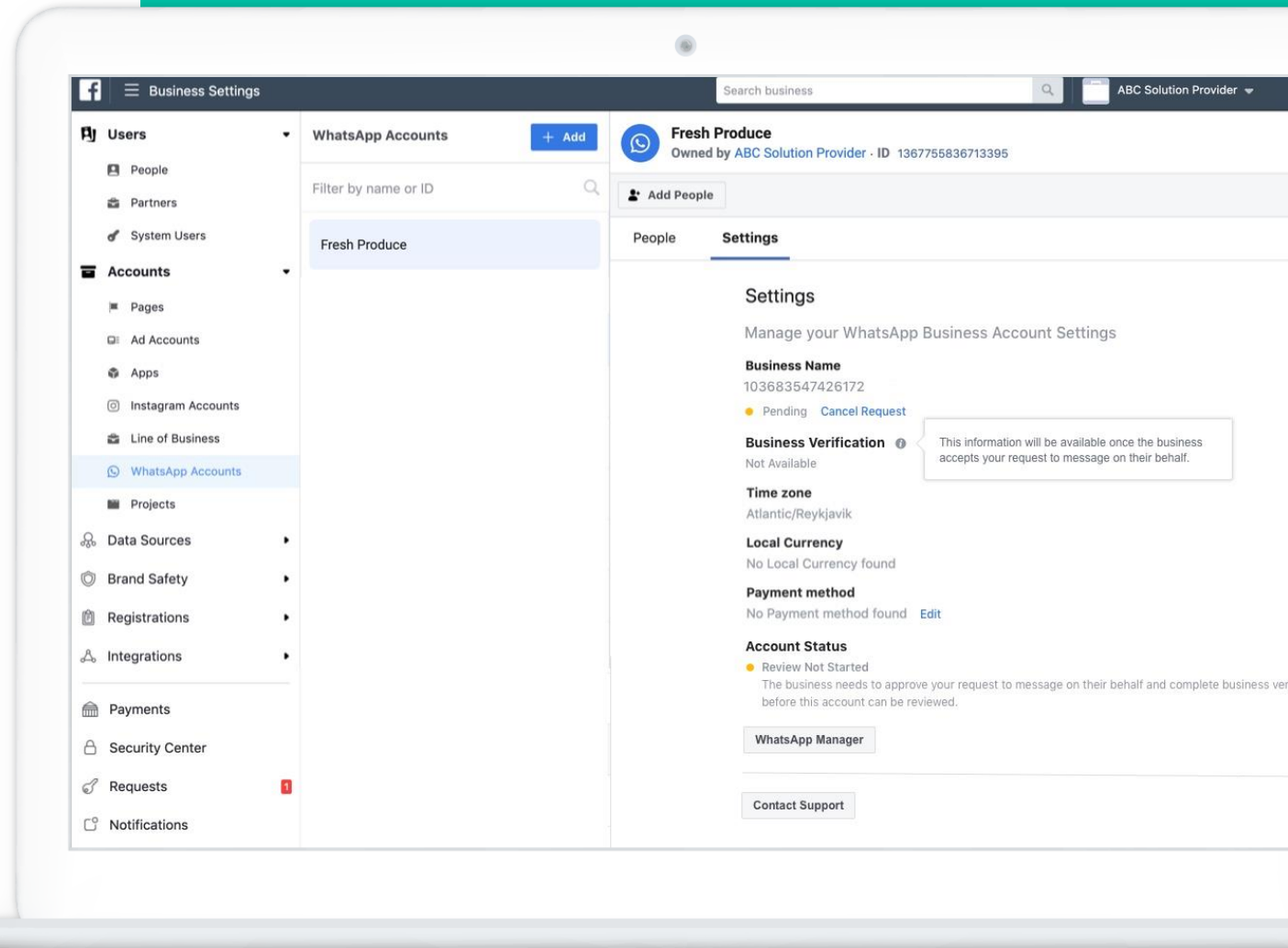
Shows the status of an end client’s Facebook Business Verification.



## Account Status

Indicates the status of the policy review.

Indicates





Thank you