



Hi! What's the status
of order #32121?

11:13 pm ✓✓

Hello! Your order #32121 is on the way and
scheduled to reach you by tomorrow.

11:14 pm ✓✓

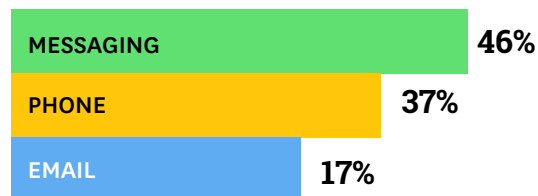
Thank You

11:14 pm ✓✓

WhatsApp Blueprint for **E.A.S.Y** Customer Service

WhatsApp - The default customer service channel for businesses

We live in a mobile-first world where messaging dominates over all other channels as the preferred mode of communication. The impact of messaging apps is immense for businesses offering customer service as customers are increasingly leaning towards messaging as their channel of choice.



Prefer mobile messaging for contacting a company

Source: Customer Preference for Messaging, Market Strategies International



Research shows that people in **emerging markets are more likely** than the global average to message businesses monthly

With over 2 billion users and over 80% penetration in 15+ countries, WhatsApp is one of the world's most popular and pervasive messengers.



● Countries where WhatsApp is the most popular messaging app





WhatsApp has seen a **40%** increase in usage since the Covid-19 pandemic.

If you are looking to improve your customer service and meet the expectations of customers, WhatsApp can be a gamechanger. This is especially true if your businesses belong to any of the below industries where using WhatsApp as a strategy:



Retail & eCommerce



Hospitality



Mobile Apps & Gaming



Media OTT



Ed-Tech











Travel

WhatsApp Business API for E.A.S.Y customer service

With Millennial and Gen Z customers spending as much time as they do on WhatsApp, offering them a chance to engage with your brand on it has become essential. Establishing WhatsApp as a convenient and familiar customer service channel can serve as a competitive advantage, if done right. The WhatsApp Business API is ideal for medium and enterprise-grade companies that require easy automations, seamless integrations, and scalable solutions. With customer expectations constantly evolving, keeping up with their changing demands is the key to winning their loyalty.



Here's how WhatsApp makes it **"E.A.S.Y."** for businesses to leverage a modern channel to offer customer service:

 <p>EFFICIENT</p>	<p>THE PROBLEM</p> <p>Phone support falls short due to long customer wait times and high cost per contact.</p>	<p>THE NEED</p> <p>A modern chat channel with agents handling multiple conversations simultaneously.</p>
	<p>THE SOLUTION</p> <p>WhatsApp supports chatbots & automation to shift volumes from your phone and build efficiency.</p>	 <p>Dunzo, an on-demand delivery app, lowered resolution time by 80% with messaging.</p>
 <p>ACCESSIBLE</p>	<p>THE PROBLEM</p> <p>Live chat is limited to your website and mobile app. Limited staff & budgets do not allow for 24/7 support.</p>	<p>THE NEED</p> <p>A widely adopted IM channel that supports easy self-service.</p>
	<p>THE SOLUTION</p> <p>With over 2 billion users, WhatsApp has a familiar interface that supports conversational self-service via chatbots.</p>	 <p>68% of users agreed that WhatsApp is the easiest way to contact a business.</p>
 <p>SCALABLE</p>	<p>THE PROBLEM</p> <p>1:1 communication can't be scaled as your customer base grows.</p>	<p>THE NEED</p> <p>A channel that deflects tickets to scale service without the headcount.</p>
	<p>THE SOLUTION</p> <p>WhatsApp on Freshchat supports 3rd party integrations for automated conversations & workflows</p>	 <p>SuprDaily, an online grocery service, tackles 10,000+ messages a day with ease using chatbots.</p>
 <p>Y FACTOR</p>	<p>THE PROBLEM</p> <p>Customer expectations are constantly changing especially with millennials (Gen Y & Z).</p>	<p>THE NEED</p> <p>To offer customer service on a social platform preferred by modern millennials.</p>
	<p>THE SOLUTION</p> <p>WhatsApp is an ad-free, end-to-end encrypted, and convenient messaging platform.</p>	 <p>54% of Millennials continue to use WhatsApp daily.</p>



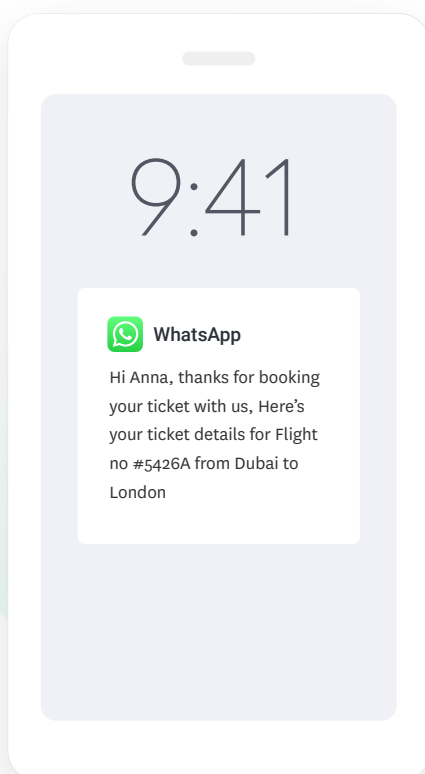
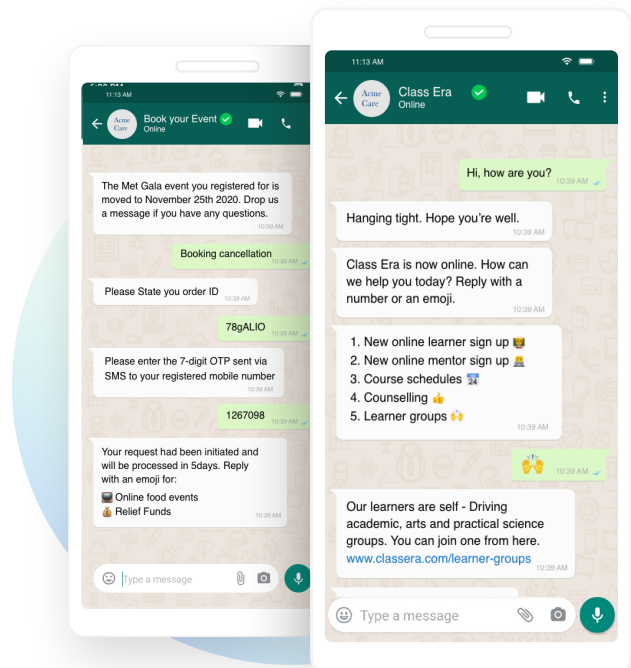
Capabilities of WhatsApp Business API

Automate conversations

WhatsApp Chatbots

A WhatsApp chatbot is a computer program designed to respond automatically to customer queries within WhatsApp.

The response can be a greeting message, a predefined answer to FAQs, or a custom conversational flow to take customers through a process.



Proactive customer service

Message Templates

These are notifications or alerts that can help you proactively connect with customers. Templatized messages need to be pre-approved by WhatsApp and can include:

a. Simple, text-only notifications - such as account statuses or delivery reminders.

b. Rich media notifications - such as e-receipts, boarding passes, and onboarding videos



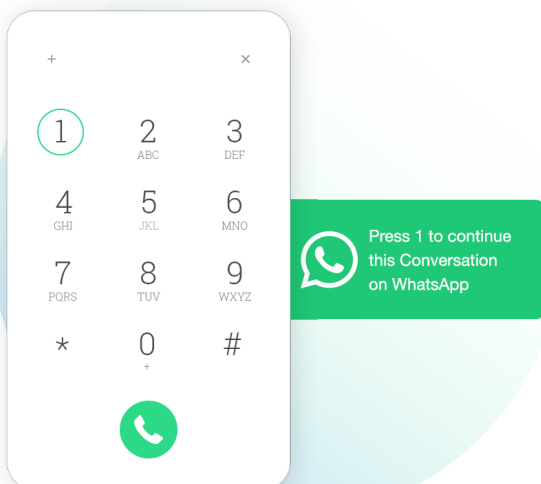
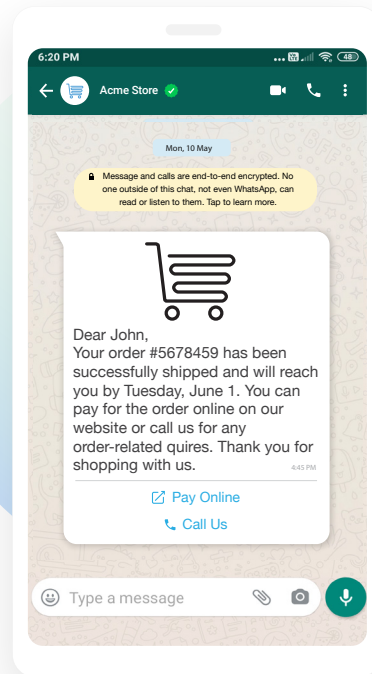
Interactive messages

Quick-reply Buttons

Interactive notifications direct customers to your support resources. There are two types of WhatsApp interactive buttons to choose from:

a. WhatsApp call-to-action buttons - Direct consumers to your website or connect them to your contact center. This also supports 'Call Phone Number' and 'Visit Website' buttons.

b. WhatsApp quick reply buttons - Quick reply buttons offer the choice of common responses to eliminate the need for your customer to type.



Seamless transition

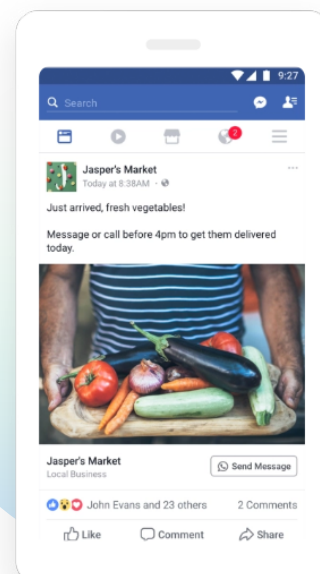
IVR Deflection

This feature allows you to include an option in your IVR that offers customers an option to redirect their phone calls to a WhatsApp chat. By encouraging customers to continue conversations on chat, you not only reduce their wait-times but also reduce call volumes for agents.

Faster conversions

WhatsApp on Social Ads

These ads are created in Facebook Business Manager and can run on Facebook and Instagram. Clicking on the call-to-action button on these ads will initiate a WhatsApp conversation between the viewer and your business.



Benefits of **WhatsApp** Business API

WhatsApp can elevate your customer service conversations to help you drive revenue by growing, retaining and increasing sales from customers. Here's what you can achieve:

1



Effortless personalized conversations

On WhatsApp, chat is a two-way street where businesses and customers can interact in real-time and on-the-go.

2



Convenient conversational commerce

With WhatsApp's capability to deliver an online store experience and showcase products with rich media, you have an opportunity to improve sales while delivering customer service.

3



Proactive vs reactive

The platform allows you to proactively share updates related to an order, service request, appointment, or payments, after customers opt-in to receiving such communication. This reduces the need to ask follow-up questions like "where is my order" and lightens the load of repetitive queries on the agent.

4



Trusted brand engagement

A verified business profile ensures the legitimacy of both the business and the end-user, which means that you and your customer are operating in a protected environment.



Get started with Freshworks, a preferred **WhatsApp** Business Solution Provider

Choosing the right WhatsApp Business Service Provider is imperative to leveraging WhatsApp for customer service.

In Freshworks, you have a partner that

1. Provides a hand-held onboarding and implementation experience
2. Helps you make the most of all available features
3. Offers easy and intuitive service solutions that seamlessly integrate with WhatsApp

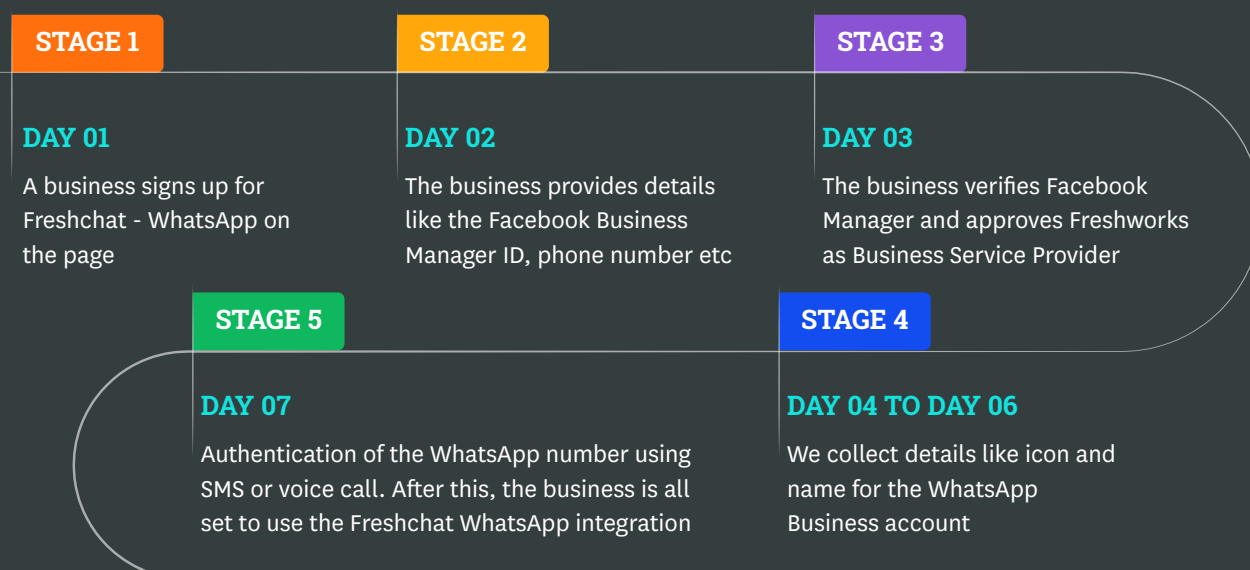
Freshworks makes customer service on WhatsApp E.A.S.Y

Freshworks' AI-powered customer messaging solution — Freshchat, integrates natively with WhatsApp to provide wow experiences to both your customers and your agents.

1. **Connect multiple WhatsApp numbers** to a single Freshchat Inbox
2. **Deploy AI-powered chatbots** to guide customers to instant resolution
3. **Automatically route messages** to the appropriate agent/team
4. **Integrate with native and third-party apps** to fetch and push data between systems
5. **Measure and optimize** using readymade dashboards and advanced analytics

Freshworks-WhatsApp Onboarding flow

Get started within 7 days of your application.



Freshworks is trusted by businesses you know and love



CRED



PhonePe



Emirates NBD



“Freshchat as a platform was sophisticated to handle high volume and support our load. Dunzo resolves 48% of queries with Freshchat's chatbots helping us save 30% costs.”

Arvind Prashanth
Program Manager, Dunzo

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The only visionary on the Gartner
Magic Quadrant, 2021

Delight your customers on the messaging channel they love!

GET STARTED WITH WHATSAPP TODAY

