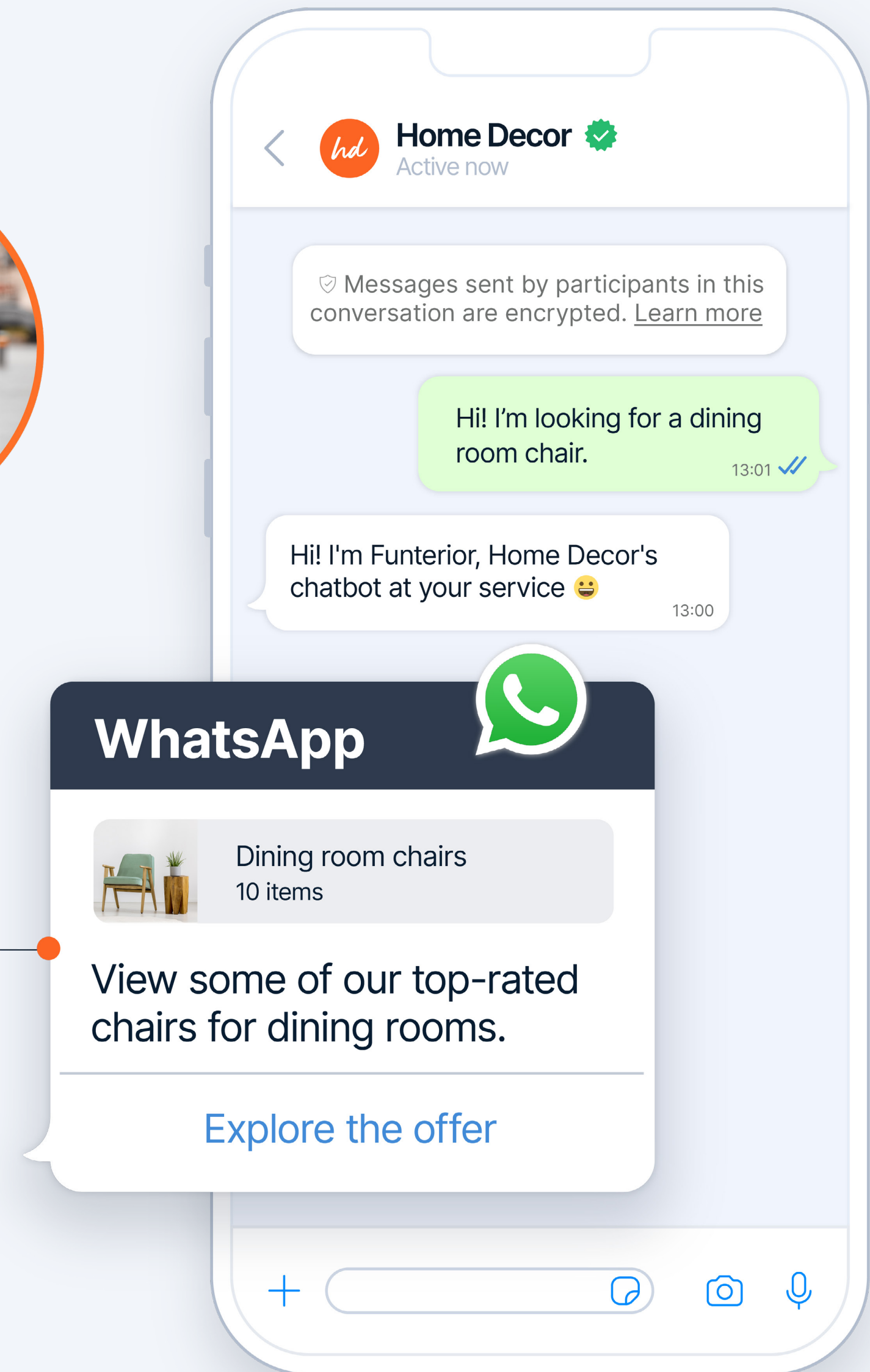




infobip

WhatsApp Business Solution [Use Cases]

Drive conversational customer journeys with WhatsApp.





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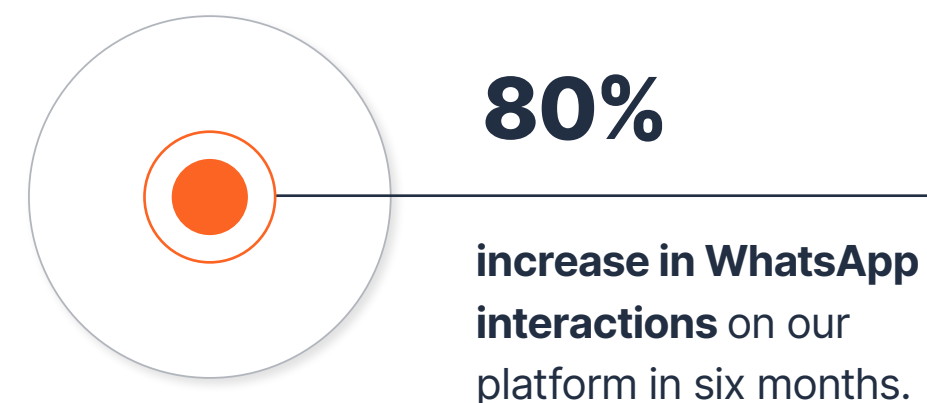
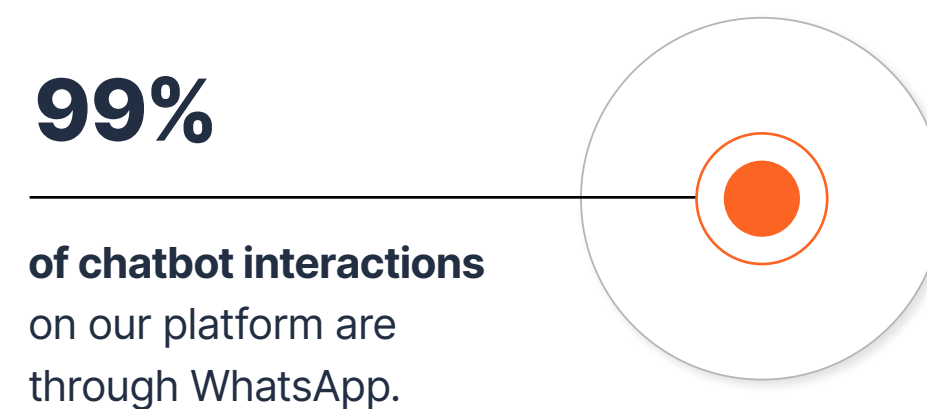
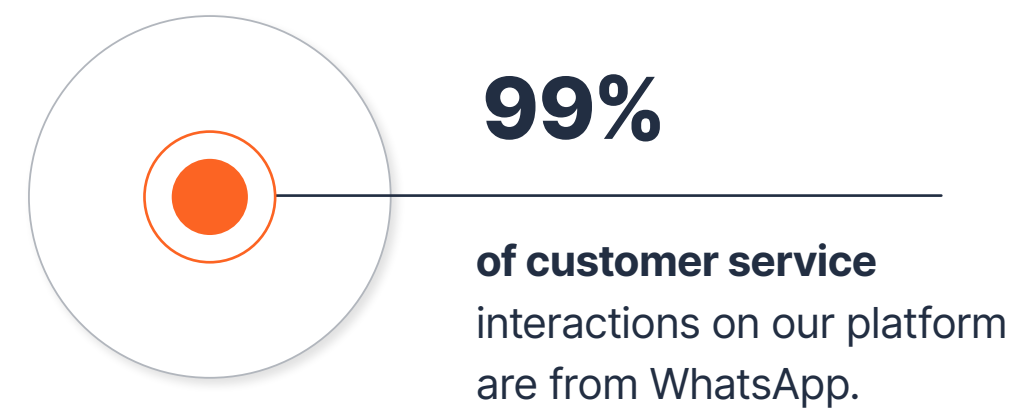
WhatsApp: The ultimate marketing, sales, and support channel

WhatsApp's capabilities have expanded to include marketing and sales use cases. Now you can offer customers more than support on their favorite channel.

In the digital era, customers expect to have convenient communication with brands. They look for speed, appreciate personalization and expect to encounter little to no pain-points on their journey.

Over the Infobip platform, WhatsApp now offers the ability to build custom end-to-end journeys to keep customers engaged from discovery to retention.

Brands can offer marketing, sales and support over a single channel to keep their customers satisfied.



Using WhatsApp with Infobip for your business messaging leads to:



Reduced costs



Increased customer satisfaction



Increased trust



Better customer engagement



Long-term customer relationships

Collect valuable opt-ins with multiple entry points

Customers must opt-in to receiving WhatsApp messages from your business. They do this by simply starting the conversation.

By offering multiple online and offline entry points, customers can quickly opt-in and you can start sending promotional, sales and support messages over WhatsApp.

Depending on the nature of your business and customer demographics, you can choose from:

QR codes

Ads that click to WhatsApp

Wa.me links

Business search*

Social media pages and posts

Corporate website

In-app messages

Phone IVR

Offline

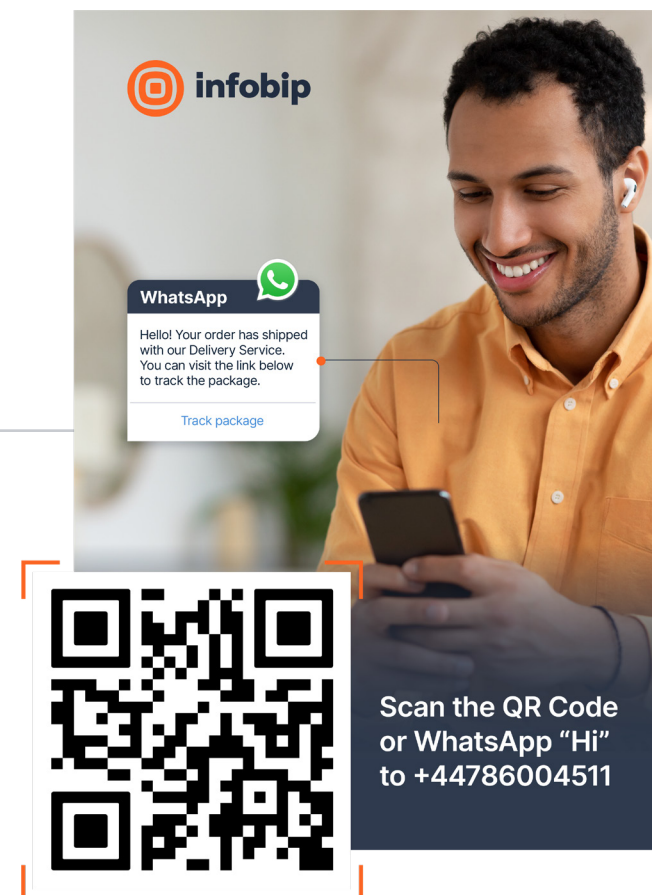
*Currently available only in Indonesia, United Kingdom, Mexico, Brazil and Colombia.



WhatsApp entry points

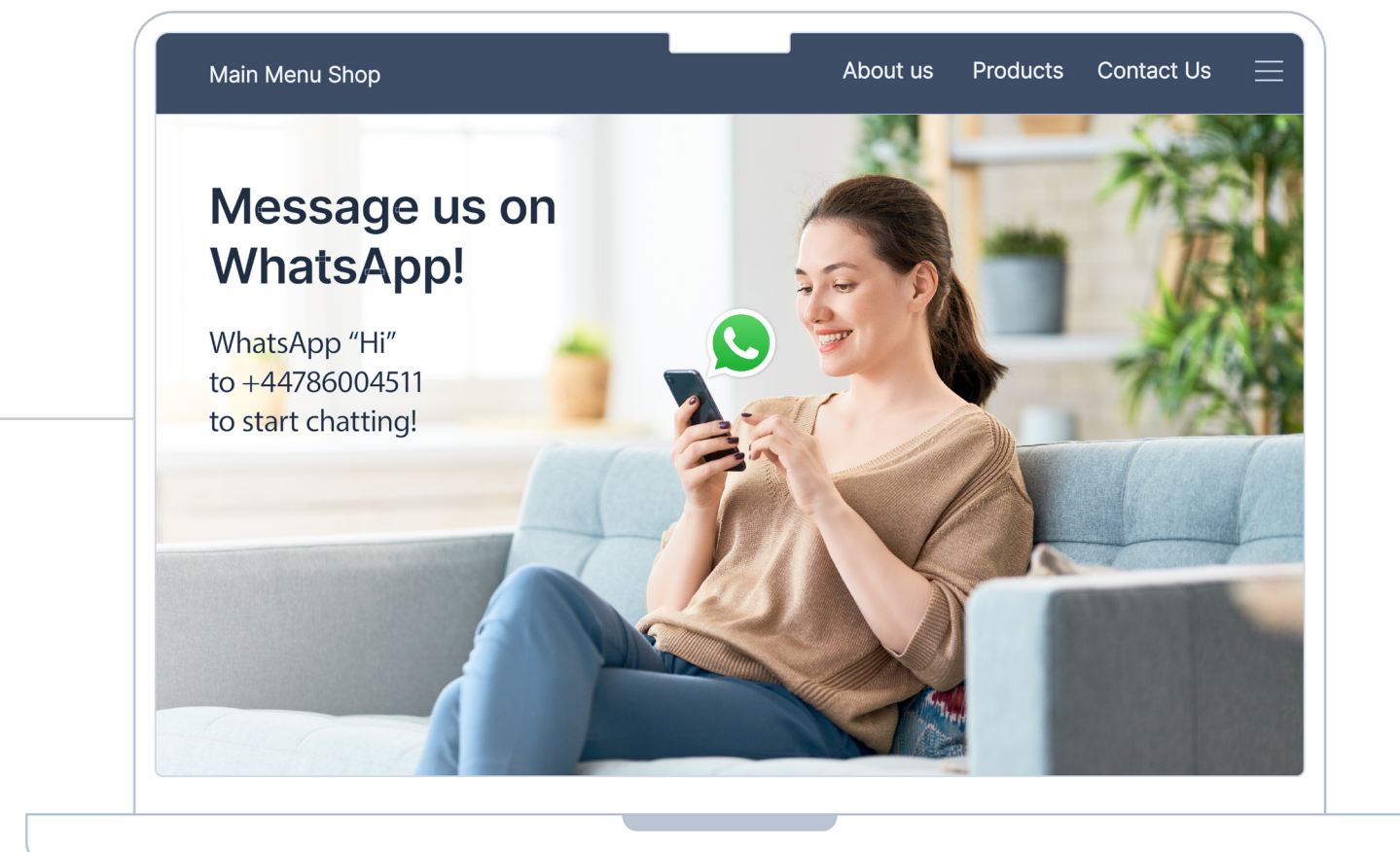
QR Codes are an offline entry point that are sure to grab attention.

When a customer sees a poster with a QR code prompting them to connect with you on WhatsApp, all they need to do is scan the code with their phone to start chatting with you.



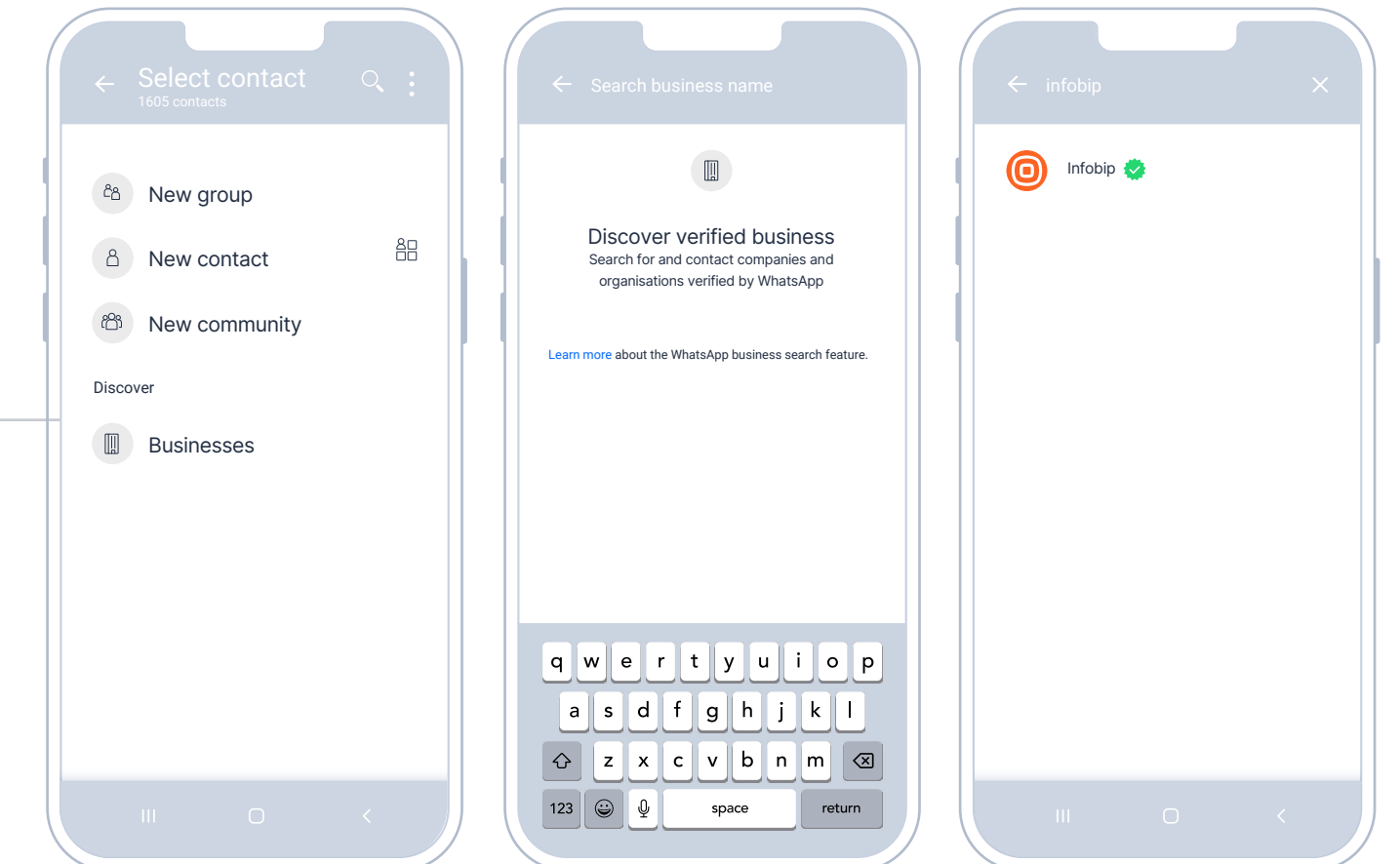
Your website is a great online tool that your existing customers or potential leads refer to regularly.

Encourage visitors to reach out to you on WhatsApp by offering the option on your contact page.



Search function within the WhatsApp contact list makes it easier for customers to engage with your business.

Customers simply need to search for your business name within WhatsApp to begin a conversation with your brand.

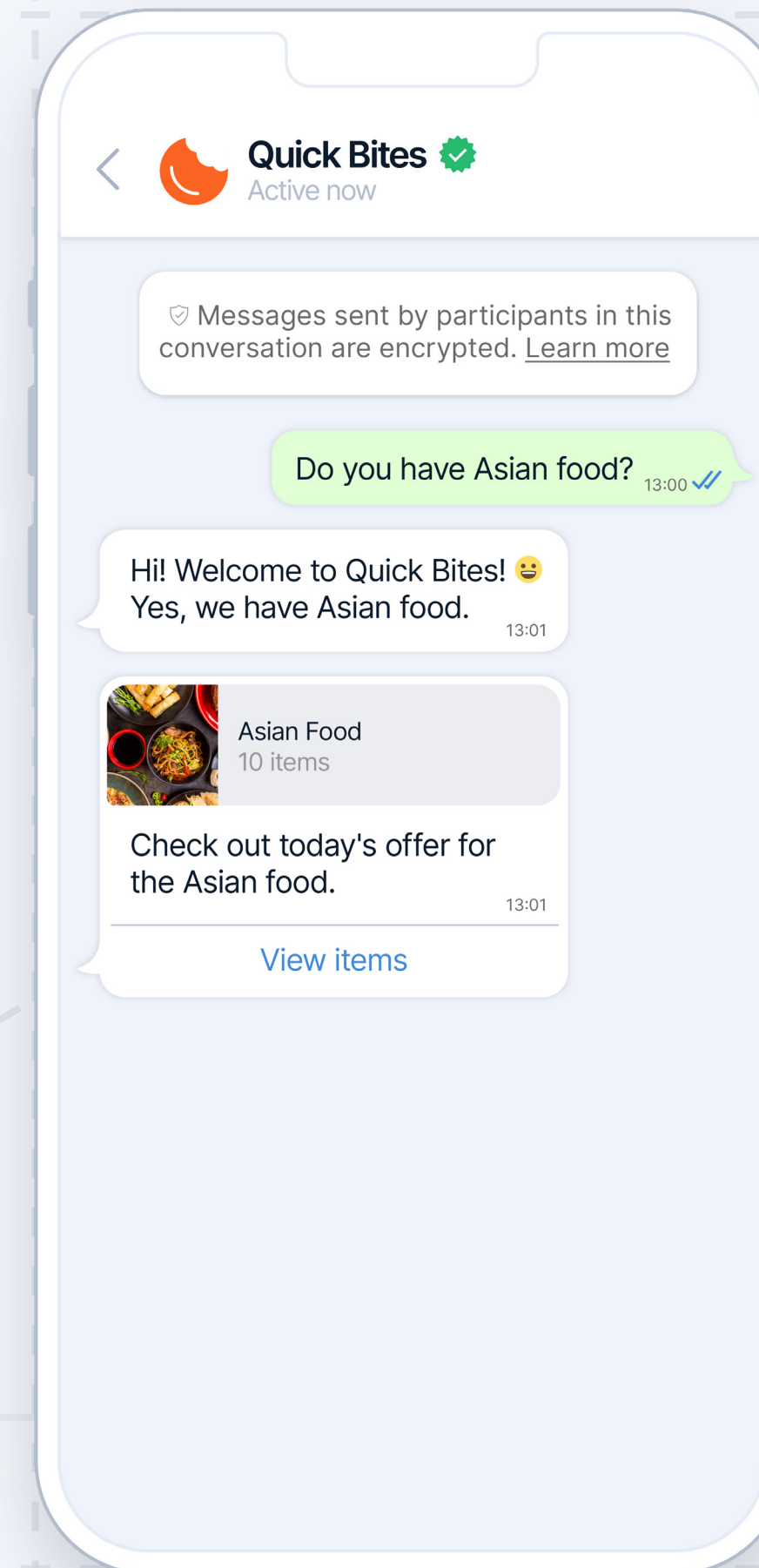
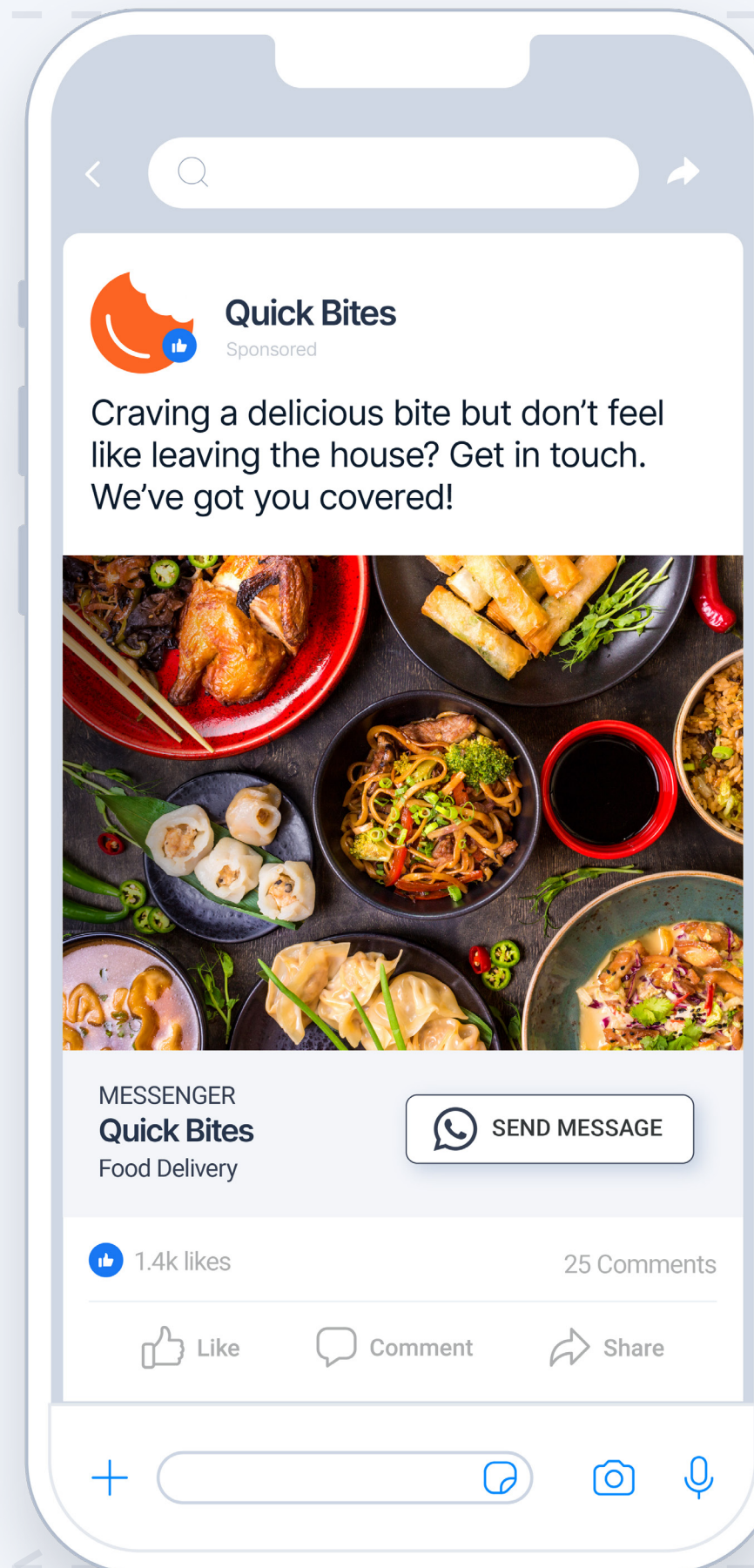


WhatsApp entry points

Facebook and Instagram ads that click to WhatsApp are a popular way to increase reach and brand awareness.

Allow your customers to start their journey on social media and initiate a conversation through an ad - for free.

[Ads that click to WhatsApp]



Retail and eCommerce

Go beyond your customer's expectations. Use WhatsApp to connect with customers and create custom end-to-end journeys.

The WhatsApp Business Platform with Infobip solutions help retail and eCommerce customers:

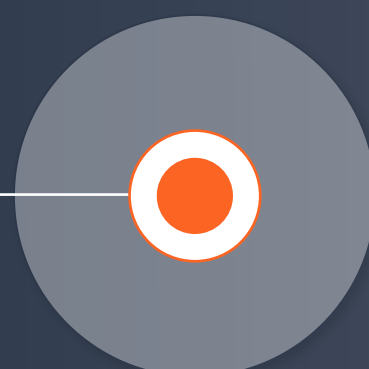
- nurture leads
- increase conversions
- reduce cart abandonment
- improve support
- boost retention and repeat sales

Rich media and engaging message types bring marketing campaigns and promotional messages to life. They also make it easier to share documents and other important information.

Here are the most popular use cases that demonstrate how retail and eCommerce brands can increase conversions, cross-sell and upsell products and services and offer quality support on a single channel.

104%

increase in retail and eCommerce interactions over WhatsApp on the Infobip platform.



This multinational consumer goods corporation ran a WhatsApp teaser campaign for its new product line and experienced 14x higher sales while exceeding customer expectations.

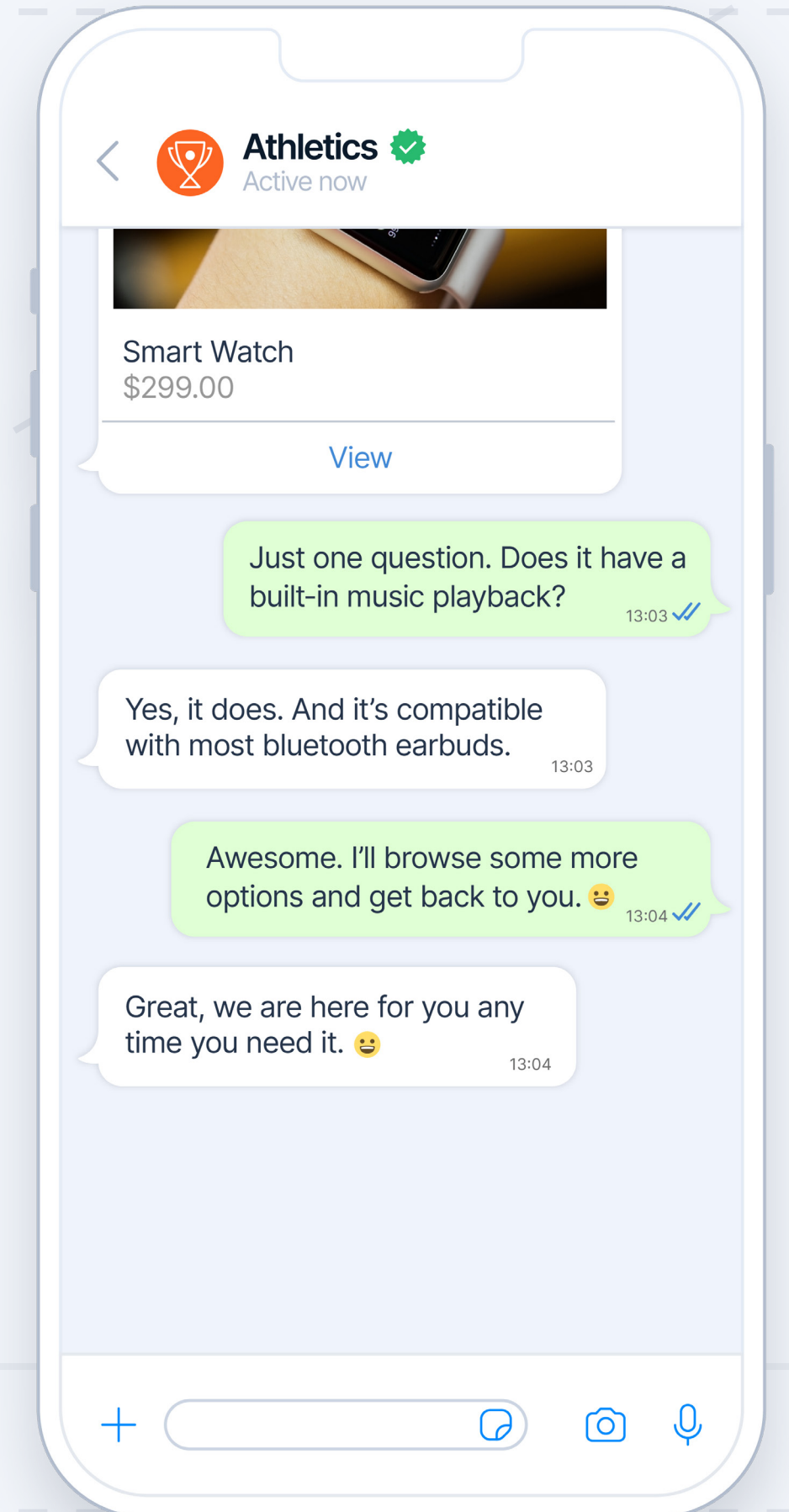
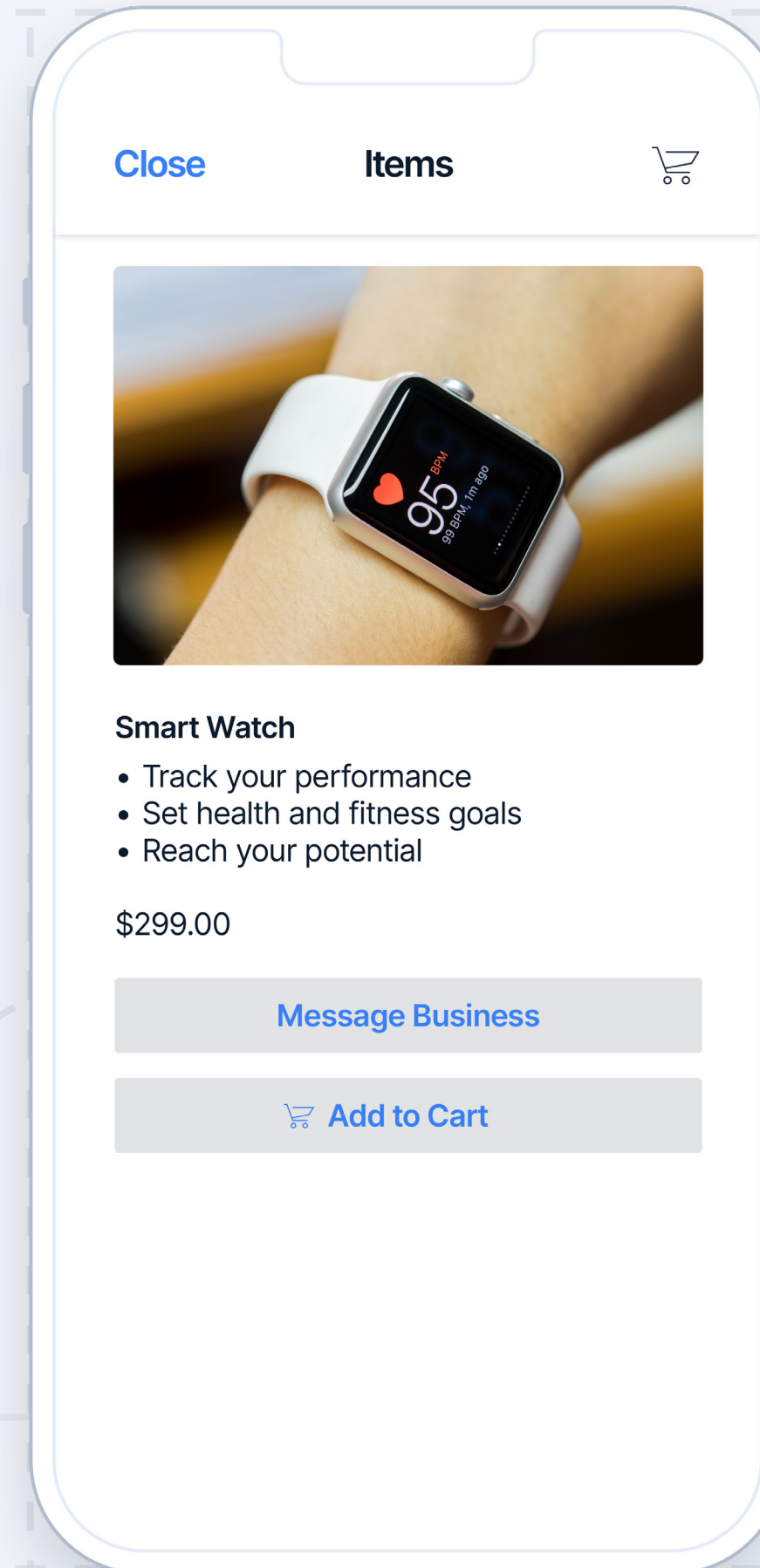
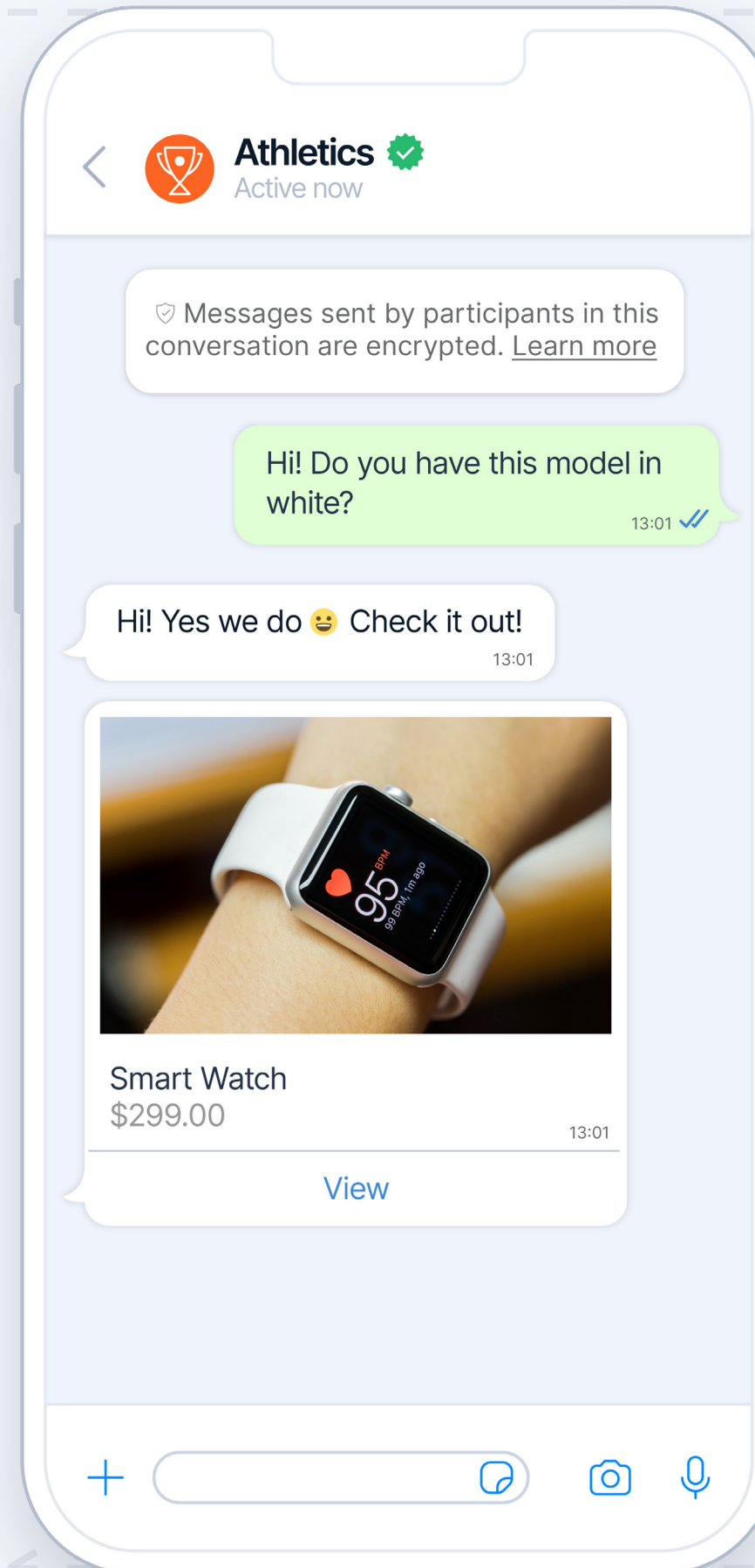
[Read the full customer story](#)

Promote new products

Send marketing messages to showcase new products to the right customers.

With WhatsApp's product message feature, you can allow customers to learn more about your products without having to leave the chat app.

They can reply and get their questions answered immediately, speeding up time to resolution and increasing purchase frequency.

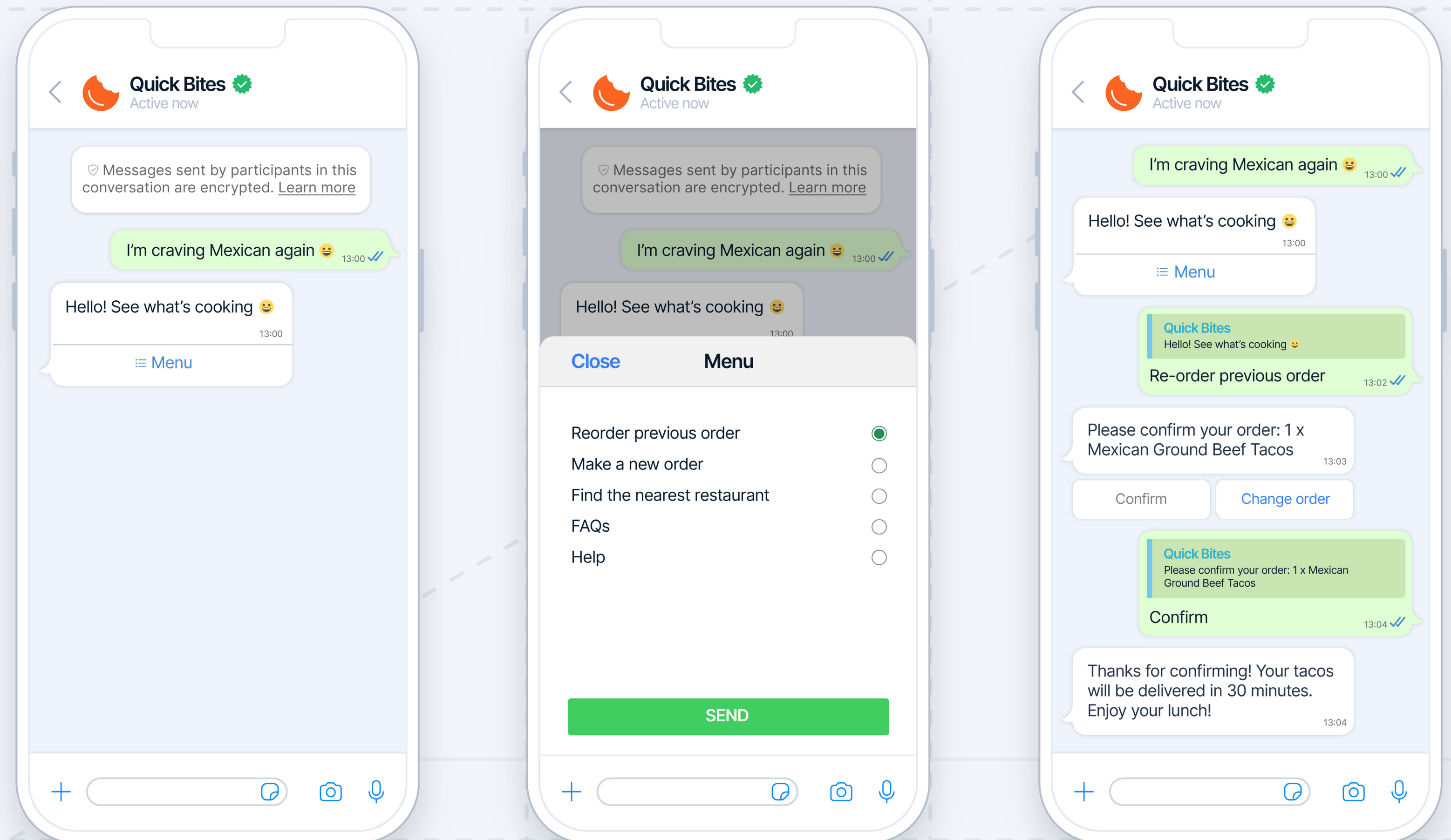


Simplify repeat orders

WhatsApp list messages makes it easy for customers to see their past orders and repeat their favorite purchases.

Send customers promotional messages with a list of their past orders when it might be time to top-up or to re-order their favorite products.

This feature is also ideal for retailers that sell products that need to be refilled regularly such as printer toner, vitamins or cosmetics.

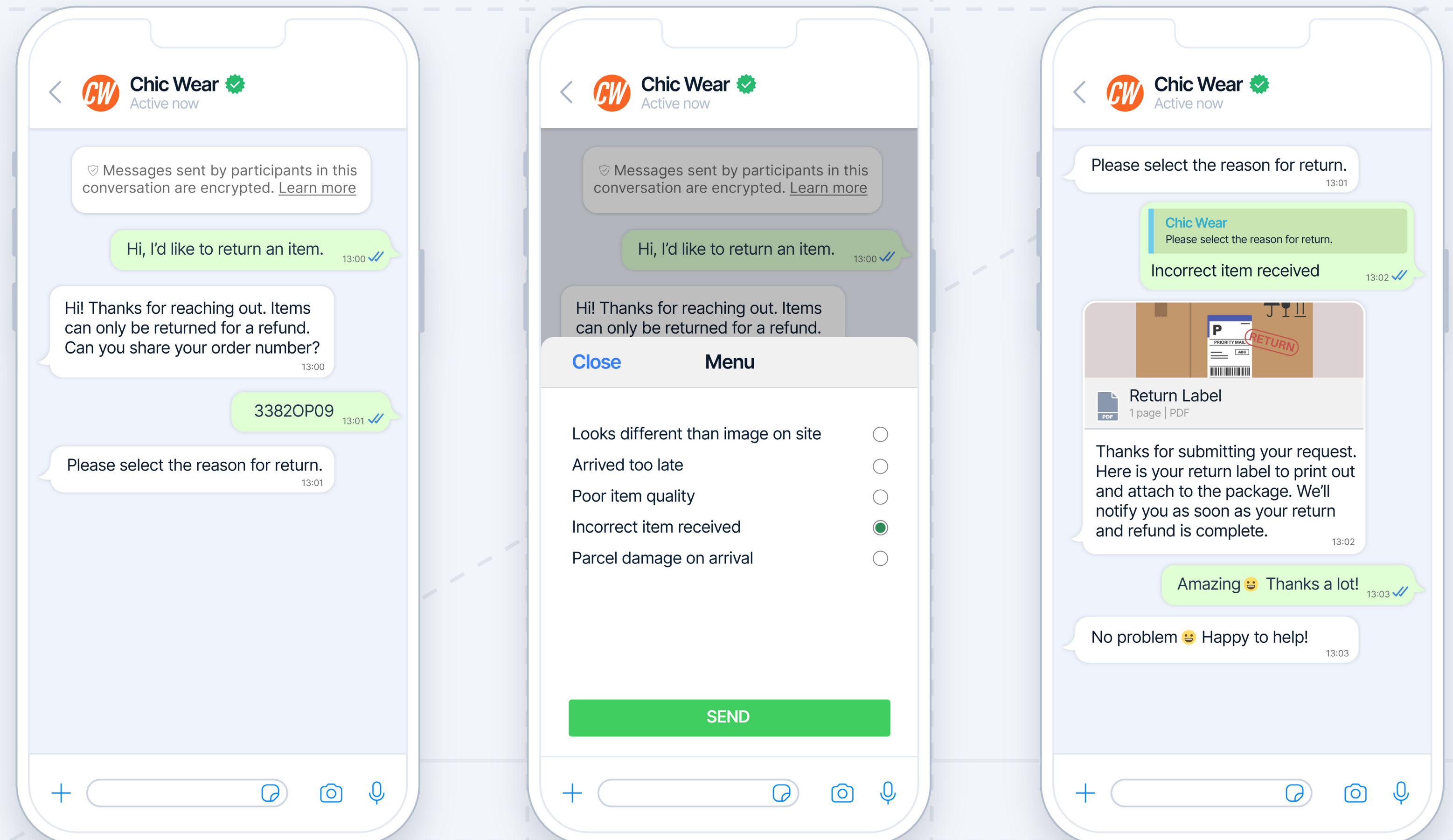


Friction-free returns

Returns may be disappointing, but it can be an opportunity for eCommerce retailers to further enhance the customer experience.

Send your customers shipping labels over WhatsApp to make for a smooth return experience.

Follow up with updates to make sure they know their return has been received and the reimbursement has been paid out.

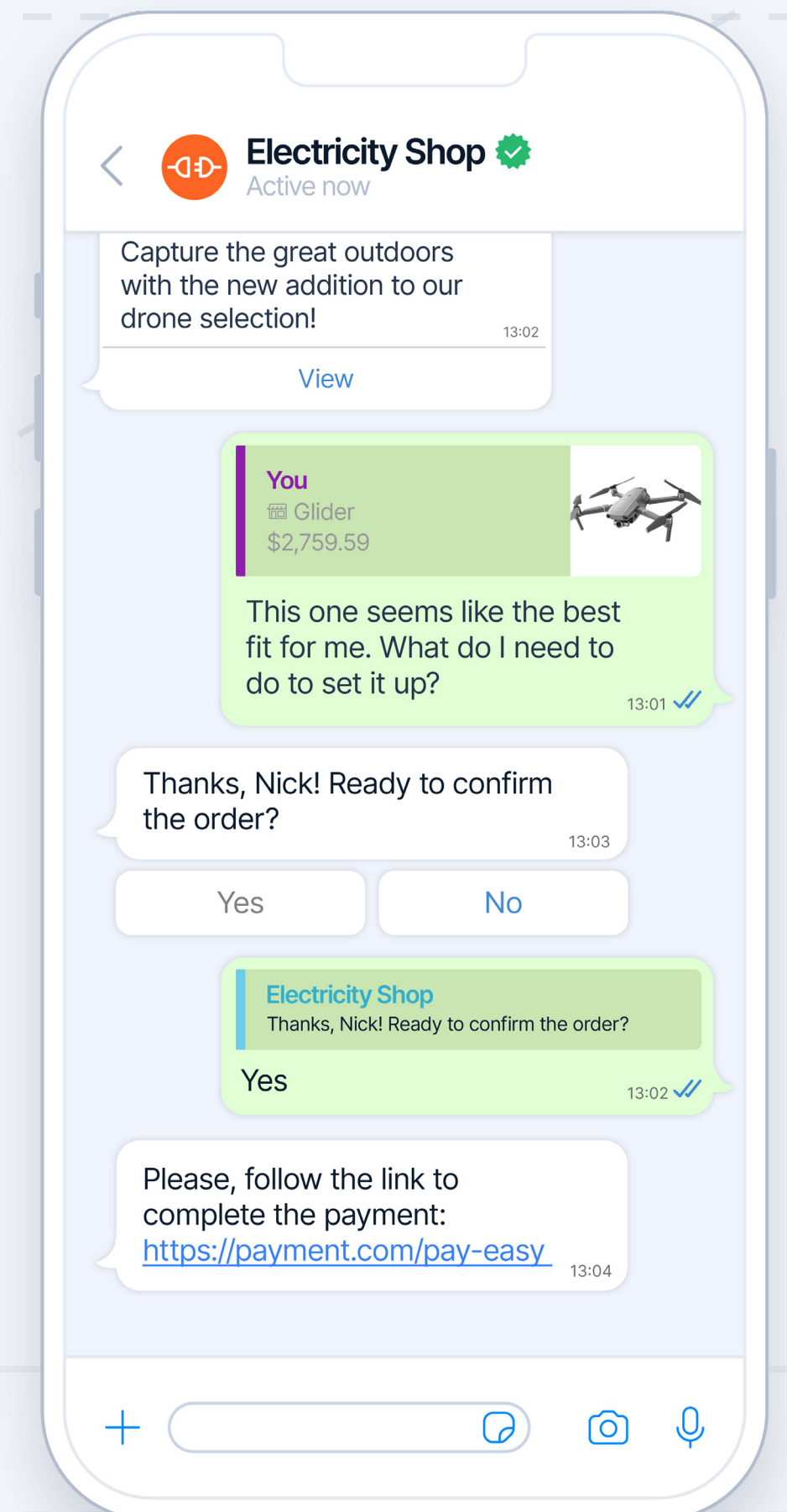
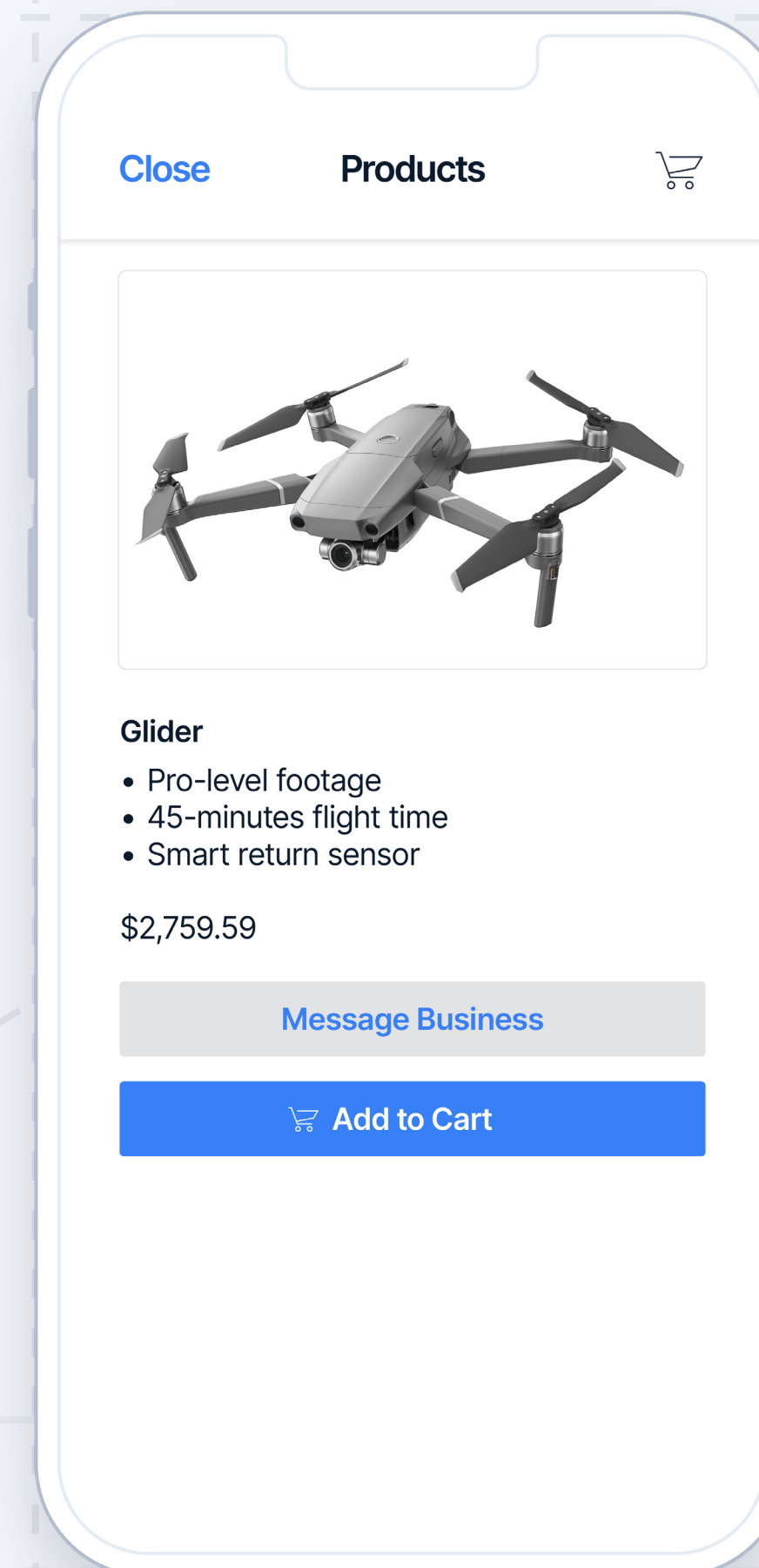
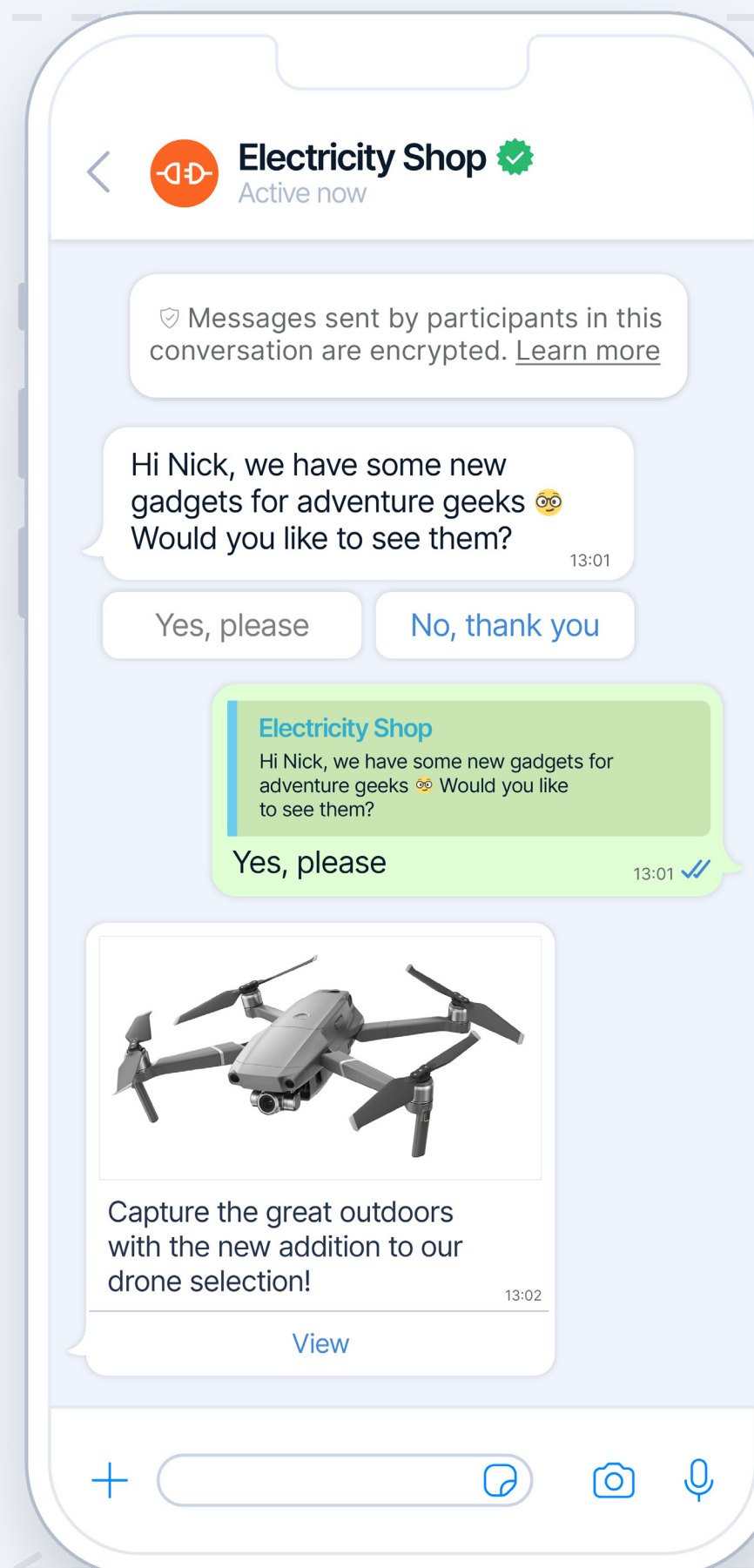


Orders and payments

Give customers an easy way to check-out and enable payment links through WhatsApp.

While your customers browse your products in the chat, they can quickly add items to their cart without leaving the conversation.

With a third-party platform, you can offer payments over WhatsApp and create an end-to-end journey on one channel.



Banking and finance

Chat banking has become increasingly popular among younger generations.

With conversational banking, financial providers can give customers fast and easy access to promotional offers, online customer service and sales support on their favorite chat app.

Using a chat app that's familiar to your customers helps:

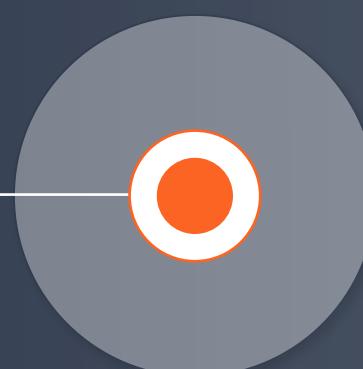
- Build long-term relationships
- Increase trust
- Increase loyalty

In addition, WhatsApp's end-to-end encryption ensures you're interacting with your clients in a secure and reliable way that keeps personal information safe.

Here are popular ways to use WhatsApp for automated, personalized banking interactions throughout the entire customer journey.

134%

increase for banking and finance interactions on WhatsApp through the Infobip platform.



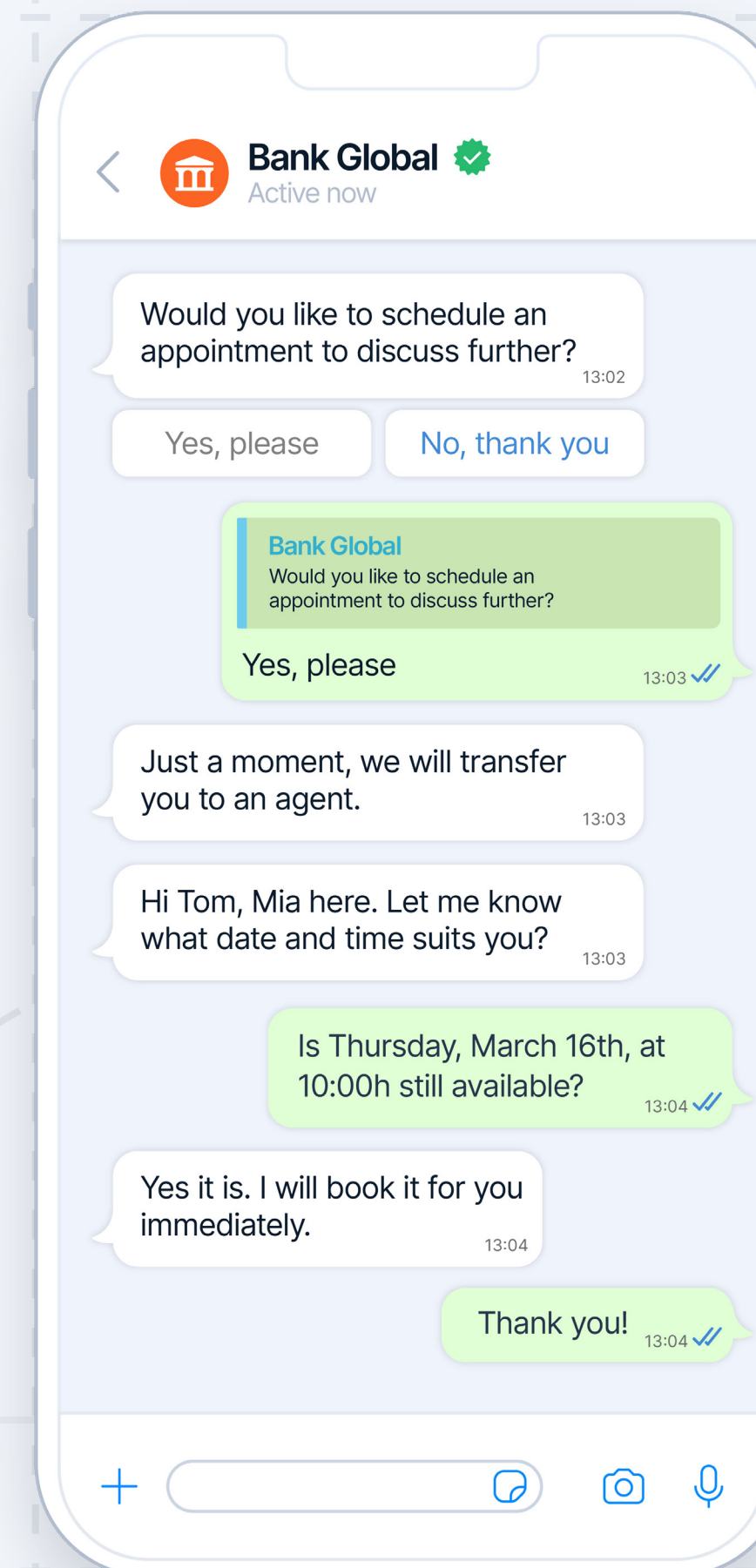
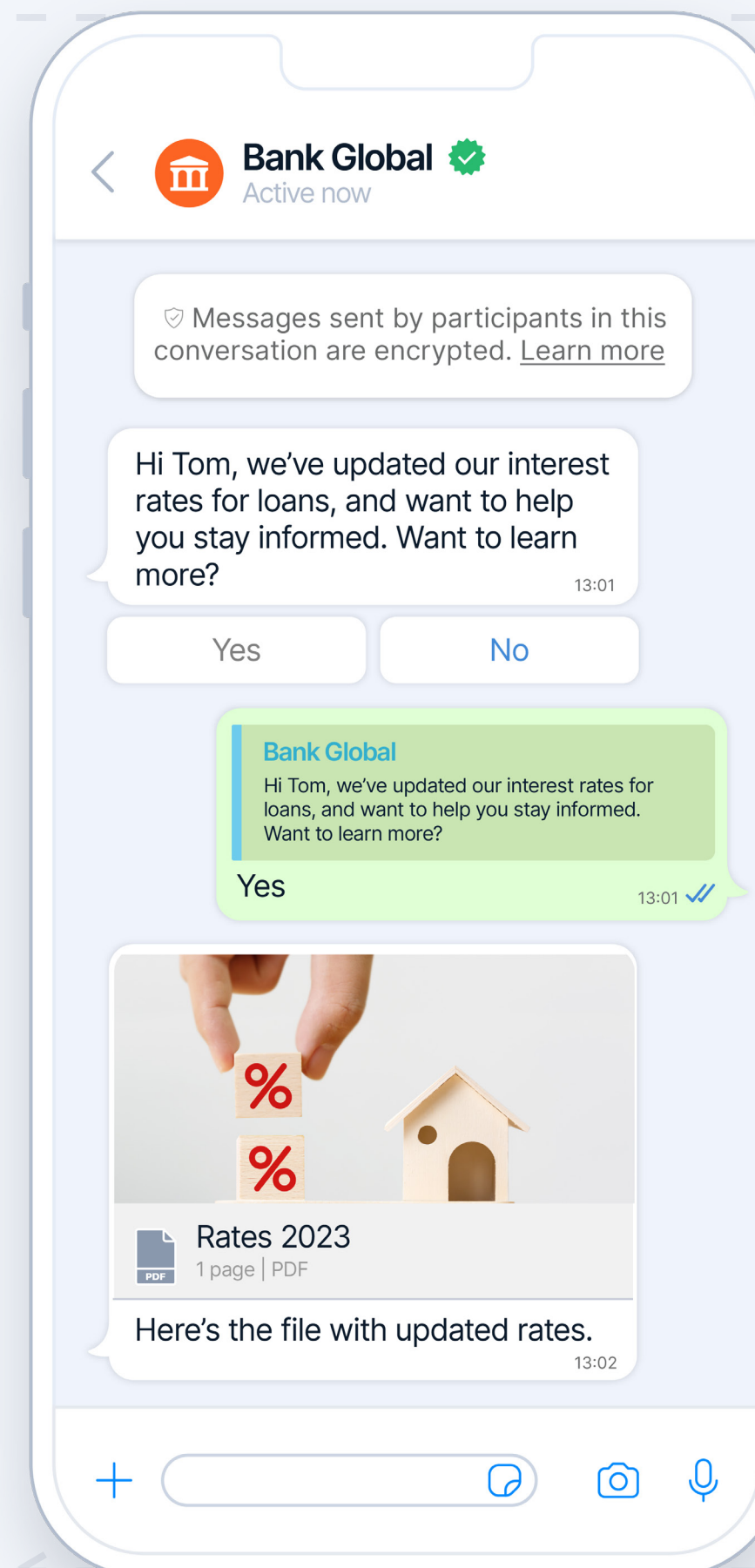
Improving customer service and processes over WhatsApp resulted in **42%** of customers choosing the chat app to make money transfers and **15%** increase in CSAT scores.

[Read the full customer story](#)

Upsell and cross-sell products

Ensure your promotional offers get the best visibility that help boost more active customer engagement and sales.

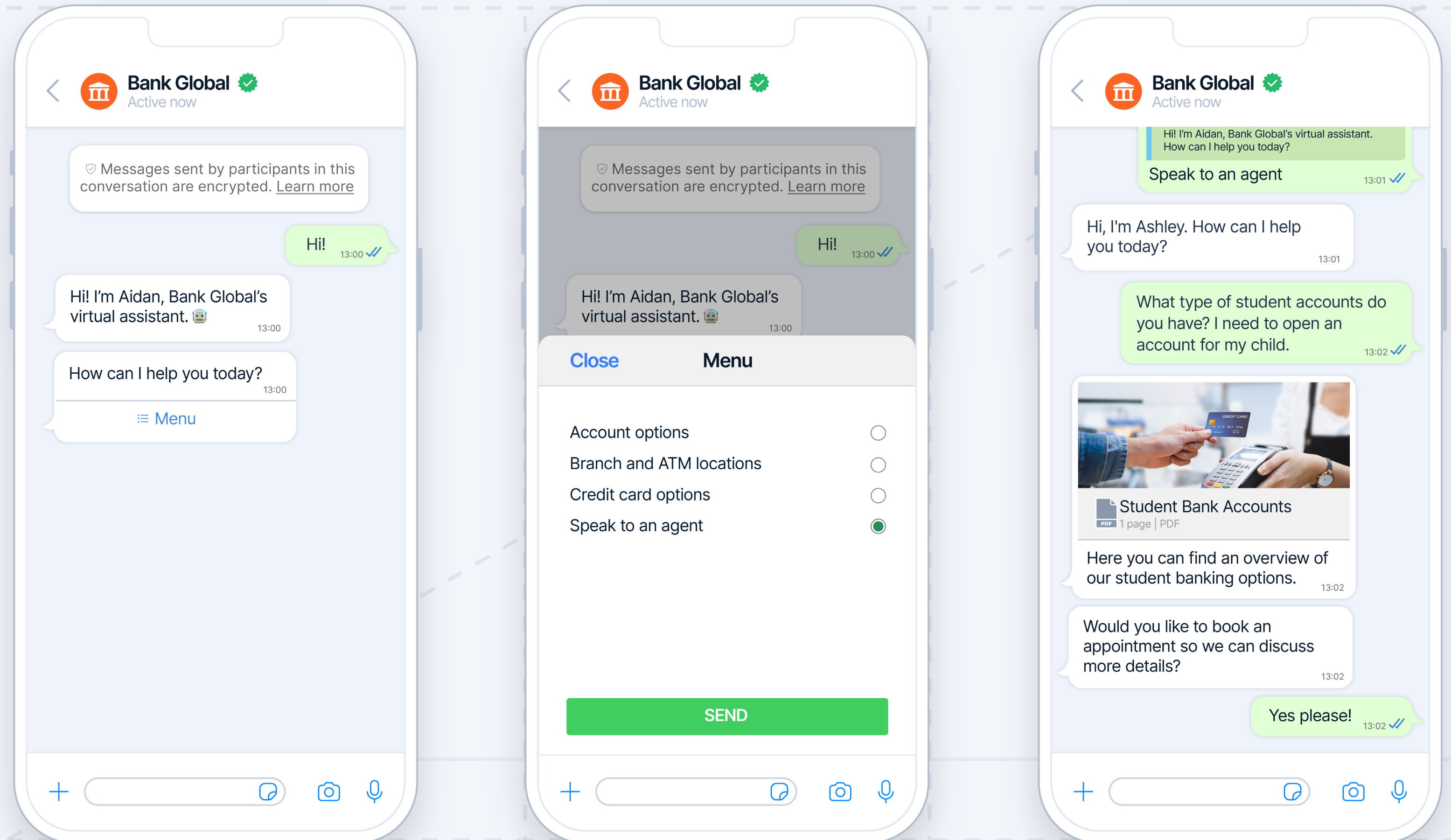
Send existing customers relevant offers like pre-approvals for loans or lines of credit, upgrades on credit cards and better interest rates on mortgages.



Lead generation chatbot

Offer always-on support for potential customers with a lead generation chatbot.

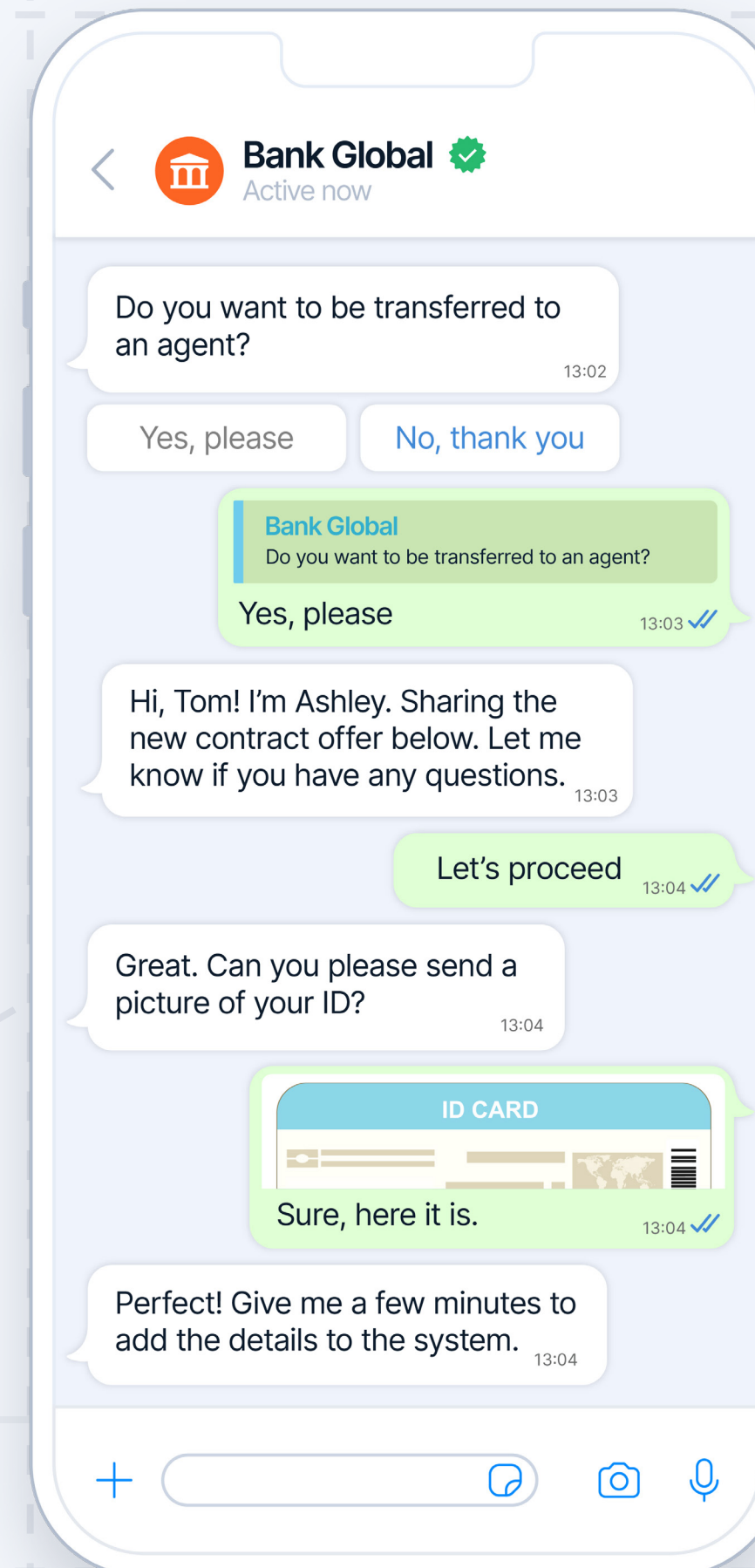
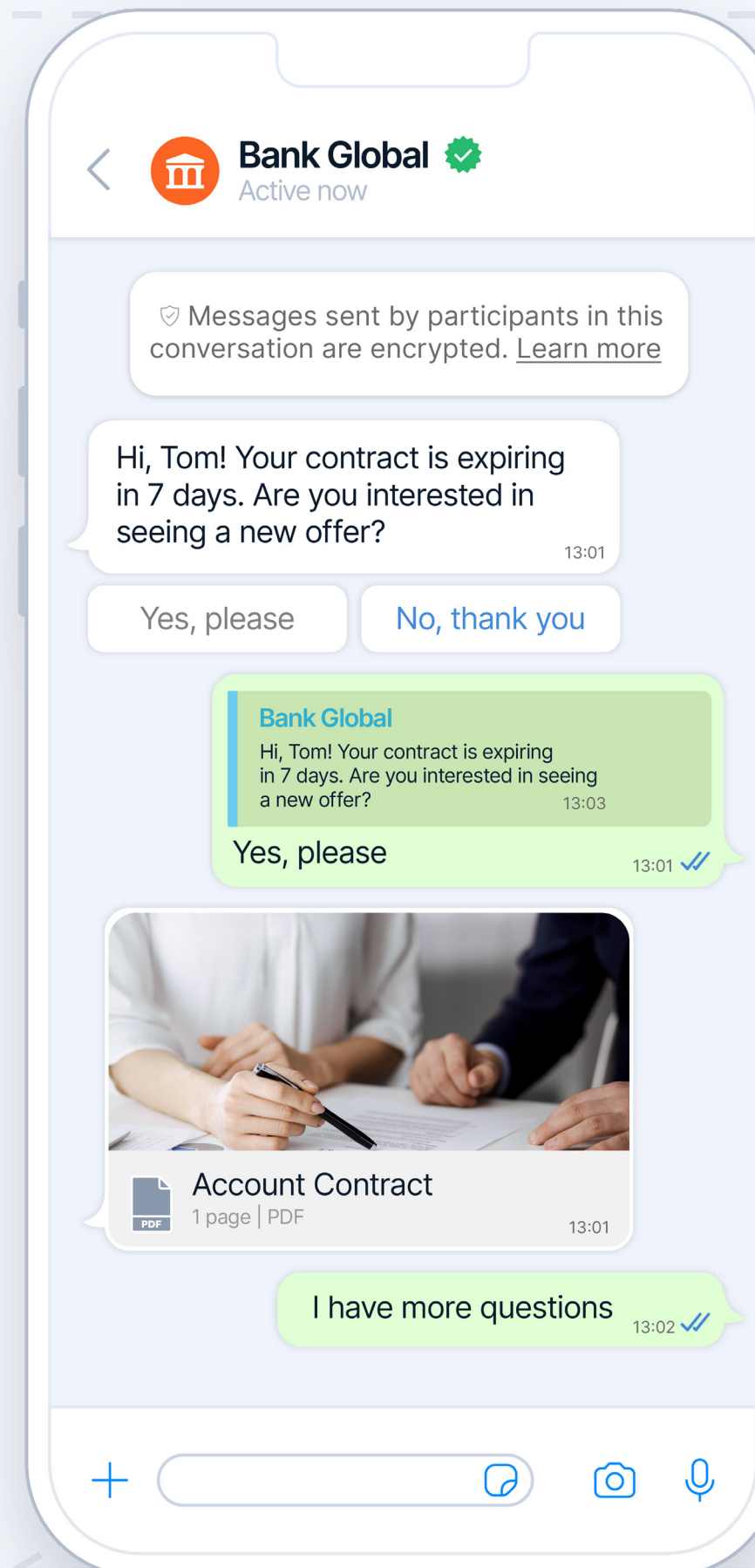
Answer their FAQs, provide product and service information and send relevant offers to encourage them to convert.



Contract renewals

Remind your customers when their contracts are close to expiring and offer them renewals to keep retention rates high.

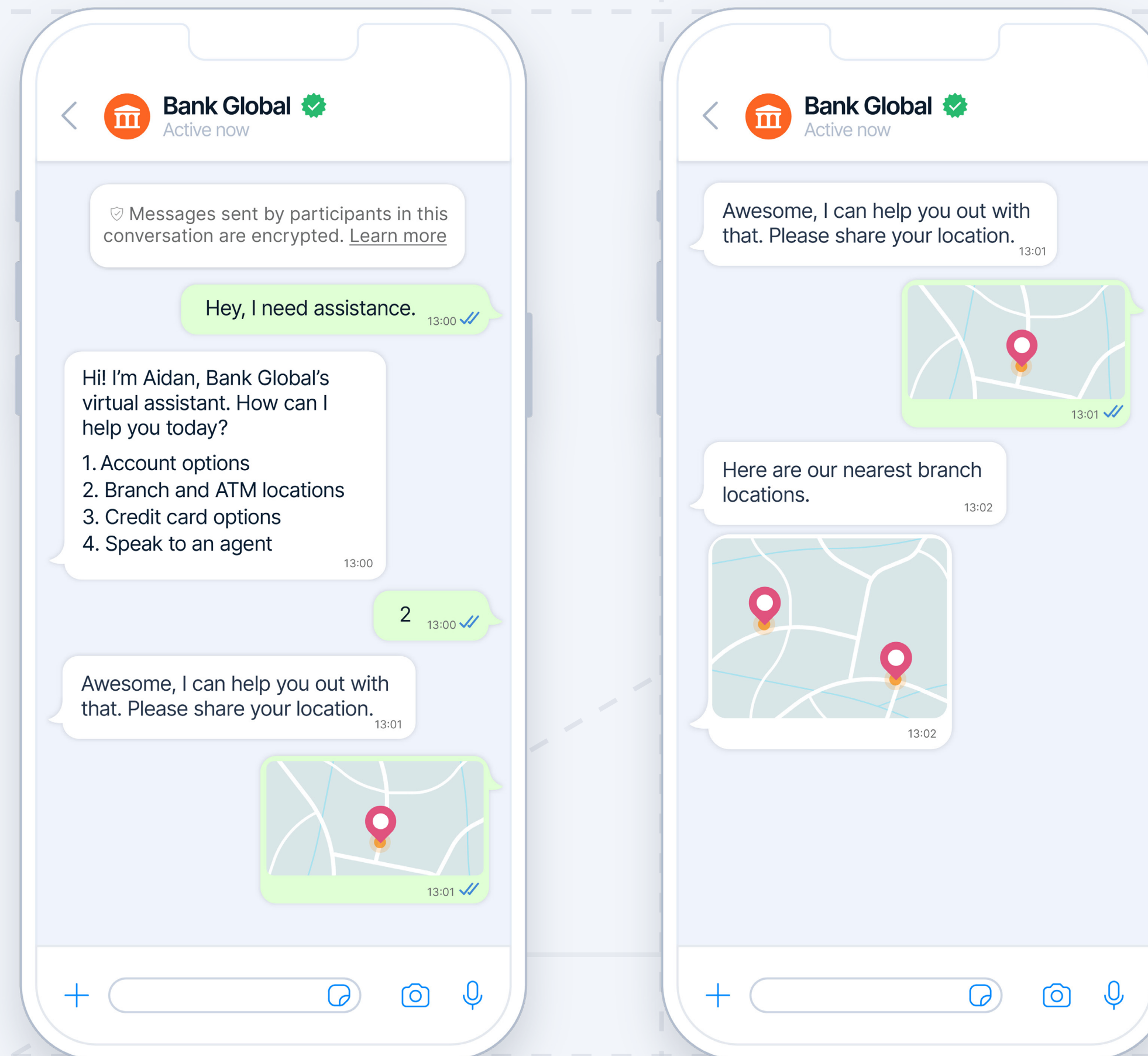
Use WhatsApp reply buttons for easy engagement and seamlessly transfer them to a live agent when they are ready to renew.



Share branch locations

Help customers find your branch and ATM locations easily via WhatsApp.

With rich media functionalities and maps, you can use a customers' current location to send branch locations and decrease pain points around finding the closest ATM.



Telecommunications

Mobile phones have become a part of consumers' daily life.

Renewing or upgrading phone plans, changing billing cycles, and paying bills are all activities that can require a customer to reach out to you for assistance.

Using WhatsApp to provide automated, personalized service to customers for their common questions and concerns helps:

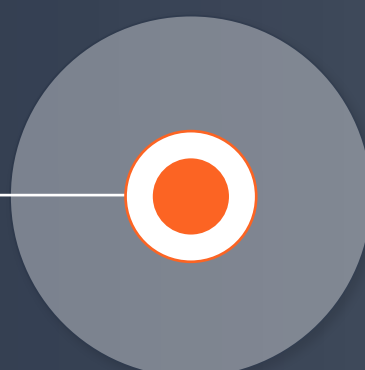
- Decrease time to resolution
- Increase customer satisfaction
- Increase brand loyalty

Now telcos can offer more than customer service on WhatsApp.

Discover ways to use the popular channel throughout the customer journey.

79%

increase in telco interactions over WhatsApp on the Infobip Platform.



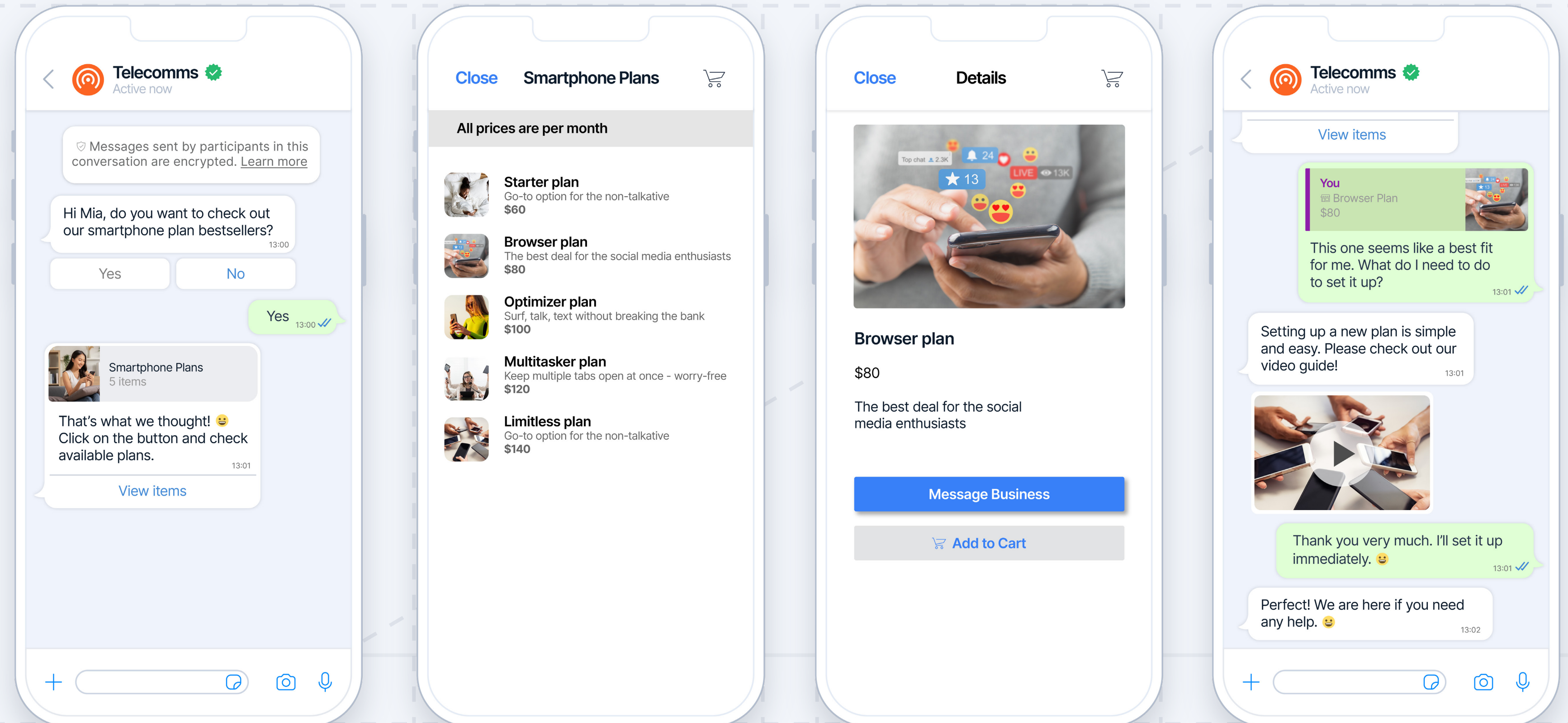
Pakistan's largest mobile network operator introduced self-service options through WhatsApp and reduced costs by **32%** while boosting NPS to **80/100**.

[Read the full customer story](#)

Share product catalogs

Send customers a full catalog of your newest phones right in the WhatsApp conversation. Allow them to browse product details without having to switch to your website or app.

They can instantly ask questions in the same conversation and you can guide them through the purchasing process.

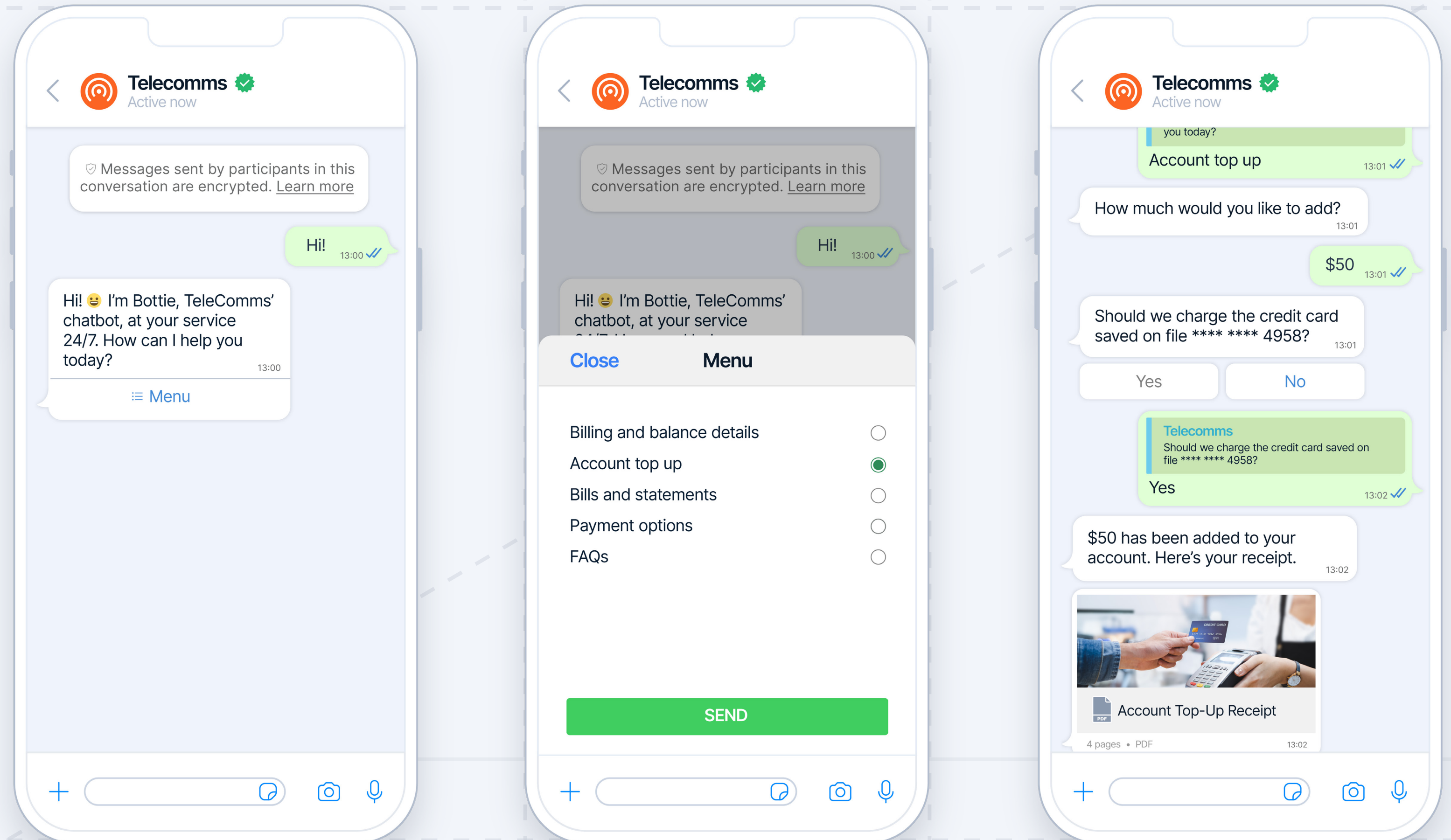


Assist with account top-ups

Help customers avoid low-data or overage charges by letting them top-up in the WhatsApp chat.

Customers can easily ask for their current data balance, and you can offer simple call-to-action buttons or list-messages to help them top-up when they are running low.

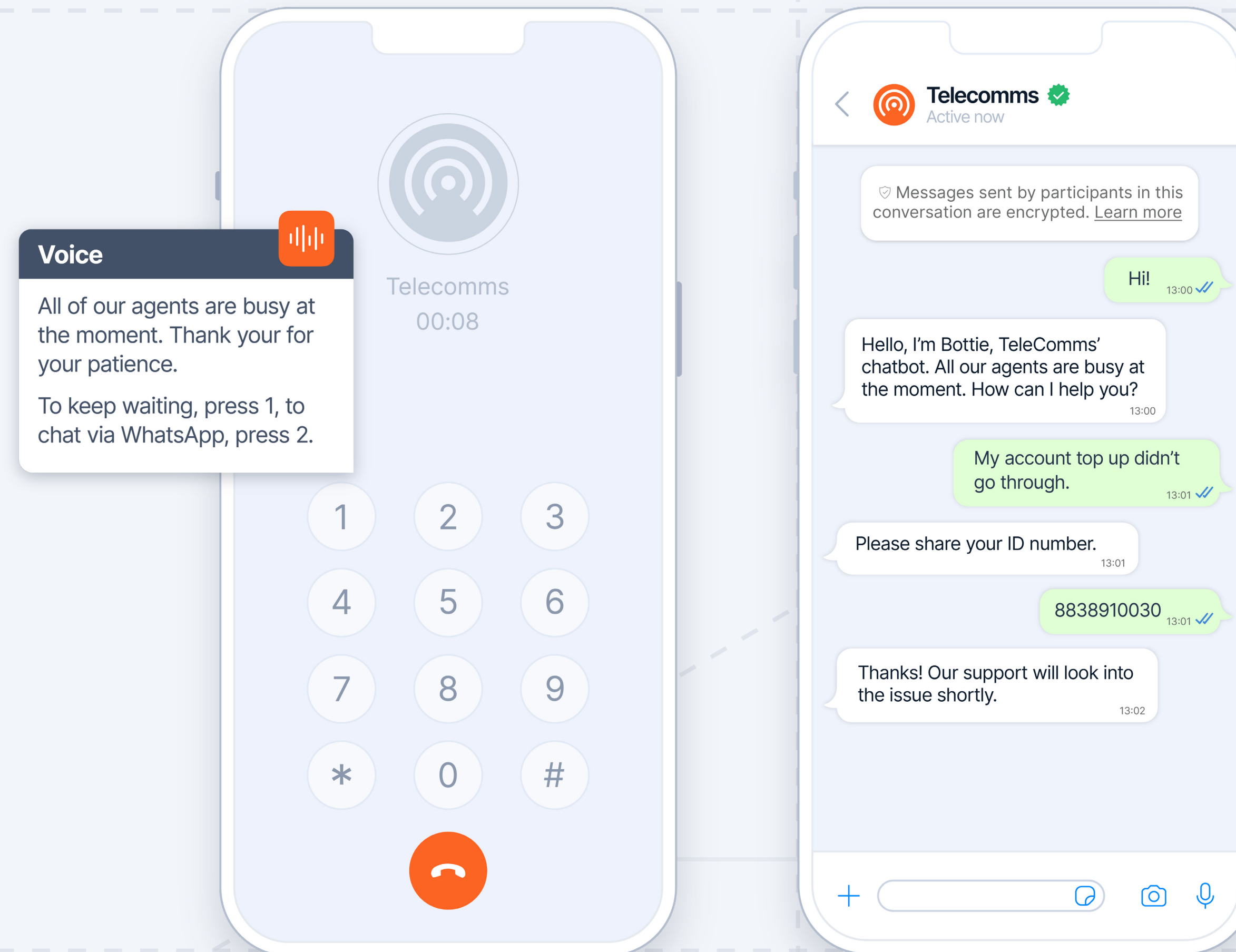
Additionally, you can be proactive and send warning messages when they are low on data to help avoid pain points.



IVR call deflection

Offer IVR call deflection to WhatsApp to help customer avoid long waiting queues and help them get faster answers to their queries.

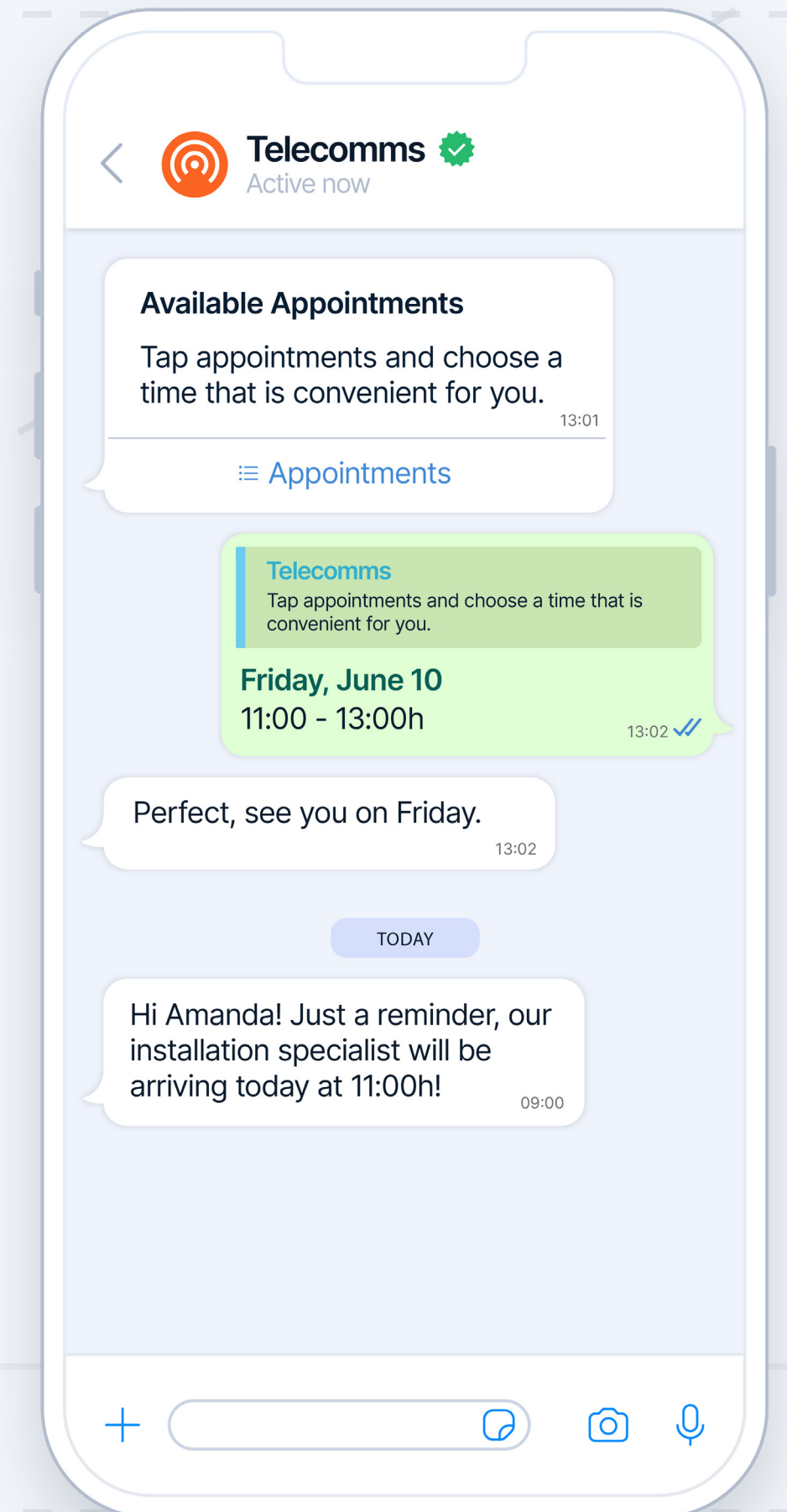
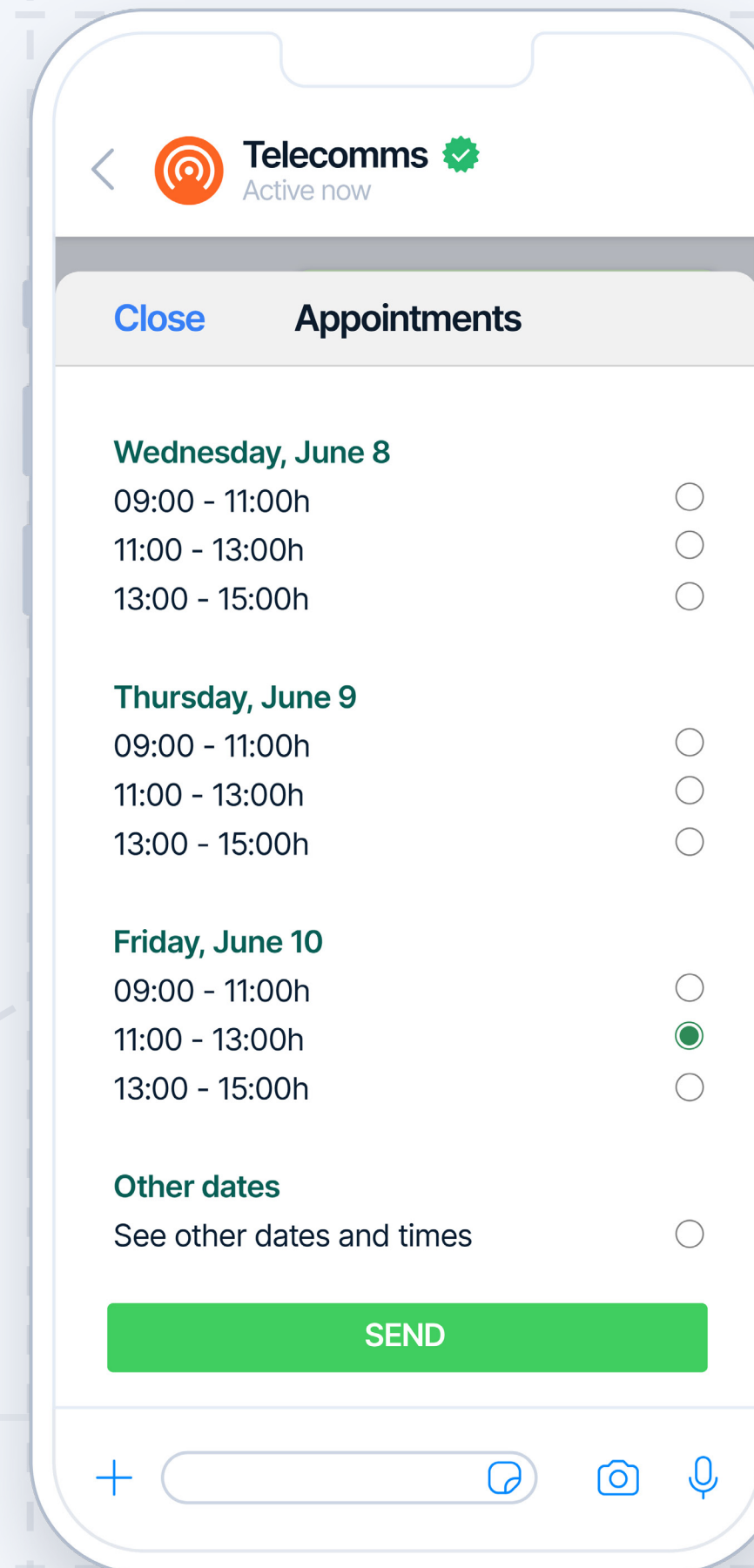
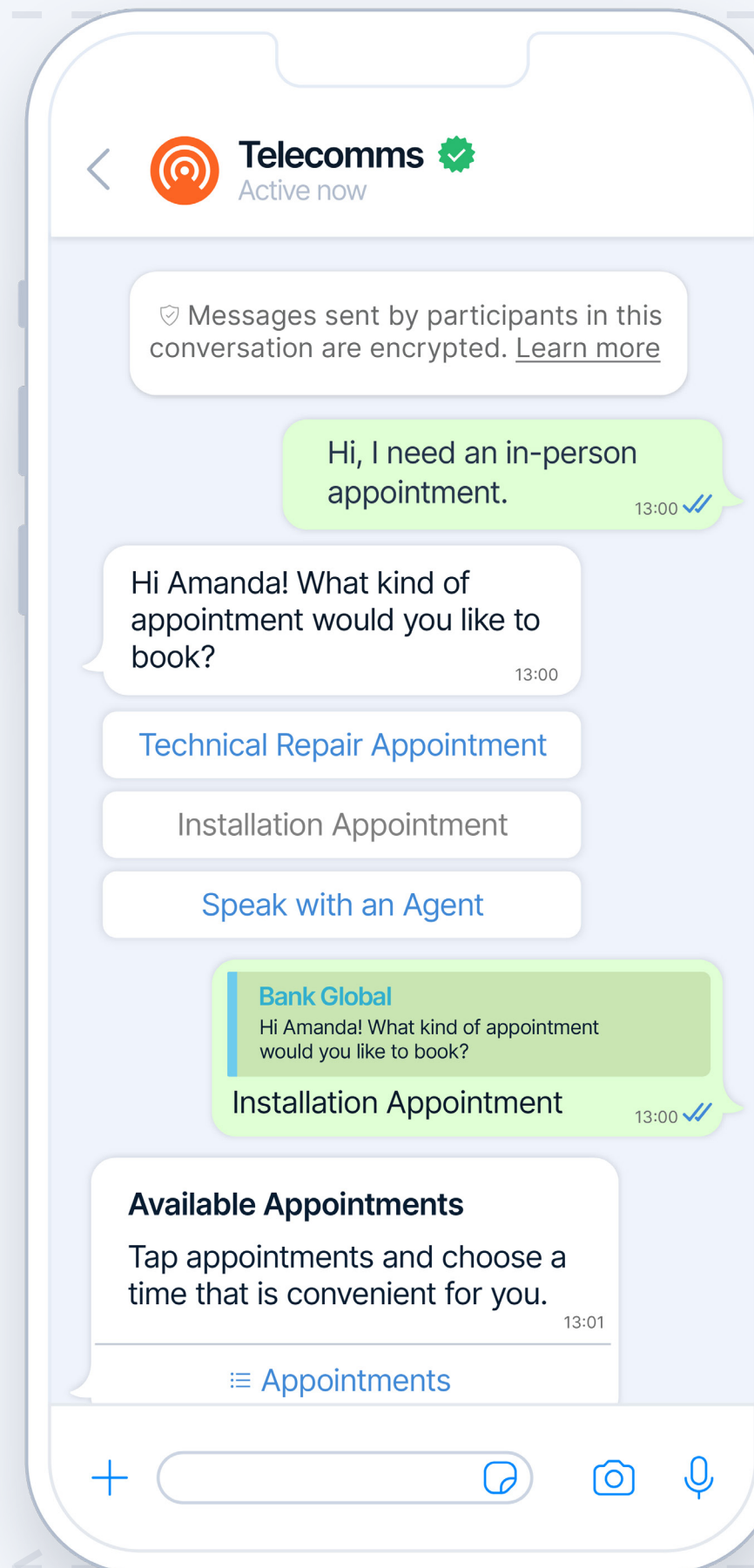
Live agents or a chabot can help customers get the answers they are looking over WhatsApp and decrease time to resolution to keep your customer satisfied.



Appointment booking

Decrease the workload of call center agents and speed up time to resolution for customers looking to book an appointment.

Ideal for technical repairs or installation appointments. Customers can choose from a list of available time slots and secure their appointment directly over WhatsApp.



Tools to elevate your WhatsApp conversations

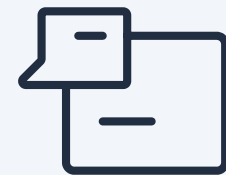


Customer engagement solution

Marketing campaigns and sales use cases are made simple with our customer engagement solution.

On [Moments](#), you can create automated and personalized campaigns with our simple drag-and-drop interface.

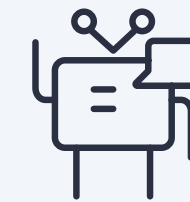
Design workflows with event and behavior triggered messages, that target the right audience at exactly the right time.



Cloud contact center solution

Conversing with agents on WhatsApp can elevate your customer's overall experience.

[Conversations](#) gives your agents a full contextual view of past conversations so they are always up-to-date. Improve agent efficiency by allowing them to handle multiple conversations at once and focus on more complex queries instead of common FAQs.



Chatbot building platform

Create the ideal chatbot for your business on our chatbot building platform.

[Answers](#) allows you to design and adjust an intent-based or AI chatbot that meets your business and customer needs.

Increase the speed of query resolution and offer immediate answers on your customers favorite channel.



Customer data platform

Create detailed customer profiles using a variety of data on a single platform.

[People CDP](#) allows you to segment and organize your customers based on their characteristics and behaviors. You will have a better understanding of who your customers are, what they need from your brand and the best way to communicate with them to improve engagement.

Your customers are on WhatsApp. Are you?

68%

of WhatsApp users think it
is the easiest way to connect
with businesses.

As your WhatsApp Business Provider
and Meta Business Partner, we are
here to help better connect you to your
customers, utilize more entry points and
create custom journeys that convert.

Start offering marketing, sales and
customer support on a single chat app
over a unified and robust platform.



[Learn more](#)



[Talk to an expert](#)

Want to learn how to build an end-to-end journey with WhatsApp?

Check out our industry specific guides with
infographics on how WhatsApp and Infobip can
transform and digitalize your customer journey.

[Retail and eCommerce](#)

[Banking and finance](#)

[Telecommunications](#)

The Infobip Advantage



Global reach and local presence

- ✔ 700+ Direct operator connections
- ✔ Connect with over 7 billion people and things
- ✔ Strong enterprise client base
- ✔ 70+ offices on 6 continents

Our local presence enables us to react faster and have everyday interactions with our customers, providing solutions in-line with their needs, local requirements and based on proven global best-practices.

Scalable, fast and flexible solutions

- ✔ Best-in-class delivery rates
- ✔ High speed and reliability
- ✔ Low latency
- ✔ In-house developed platform

Our solutions are created to adapt to the constantly changing market and communication trends at speeds and levels of precision and personalization that only an in-house solution can offer.

Remarkable customer experience

- ✔ Technical expertise
- ✔ Solutions consultancy
- ✔ Customer success management
- ✔ 24/7 support and network monitoring

We will help you to get up and running in no time, whether it's assisting with integrations, messaging best practices or solutions consultancy.

Own infrastructure

- ✔ Locally available services
- ✔ Compliance to local regulations
- ✔ 40+ data centers worldwide

Our worldwide infrastructure easily scales horizontally, leveraging the hybrid cloud model to never run out of resources. Our built-in global compliance engine is constantly updated with the latest in-country regulations and operator requirements.



Infobip has been named as a Representative Vendor Gartner Market Guide for Communications Platform as a Service - September 2022



Juniper Research ranks Infobip as the Established Leader for CCaaS – September 2022



Omdia Ranks Infobip as Leader for CPaaS – April 2022



ROCCO

ROCCO Research: Infobip Recognised as Leaders in A2P SMS by MNOs – August 2022



Infobip named a leader in CPaaS by IDC MarketScape – May 2021



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COMPLIANT

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