

# WhatsApp Business Platform

One-on-one communication with your customers on their favourite platform

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Message



☰ He/ Him/ His

🔊 PEE-ter EYE-bel

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Today's buyers want relevant experiences and always-on support *whenever* and *wherever* they are in the world.

75% want to talk to businesses the way they talk to friends and family

70% By 2023, 70% of customer interactions will involve chatbots and messaging (Gartner)

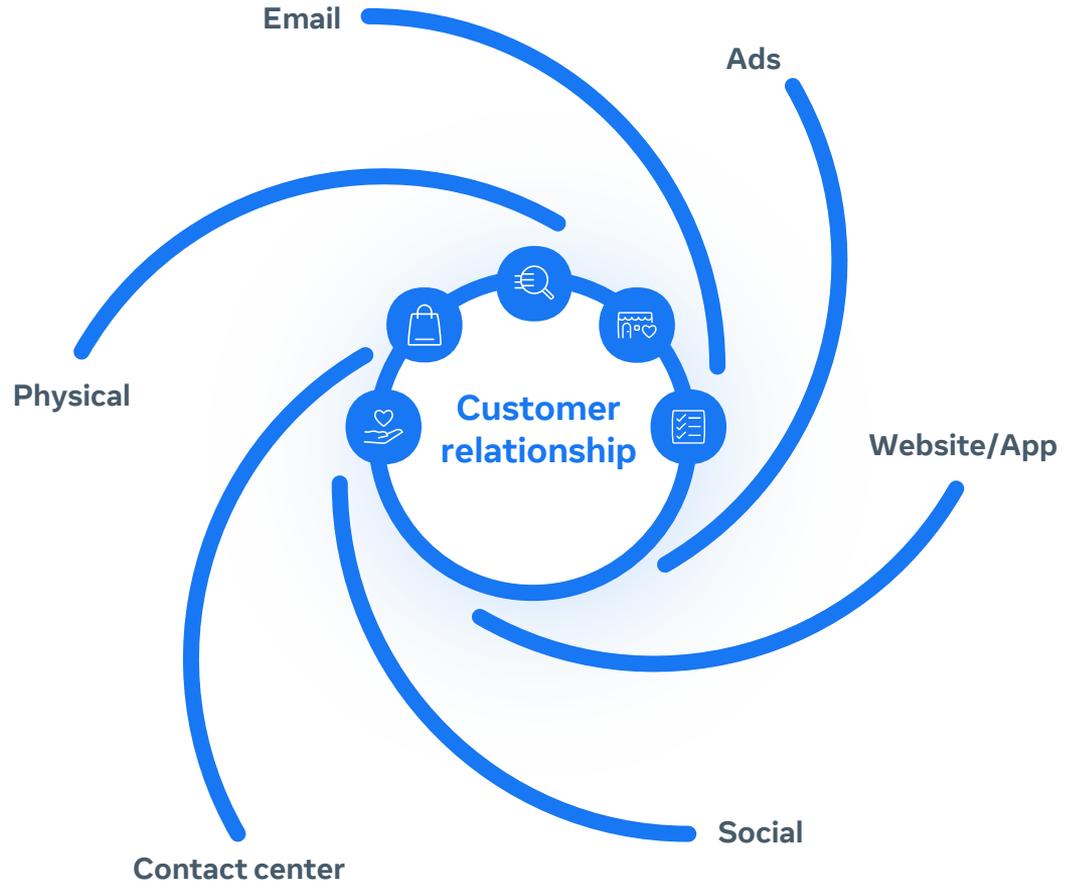


SAMSUNG

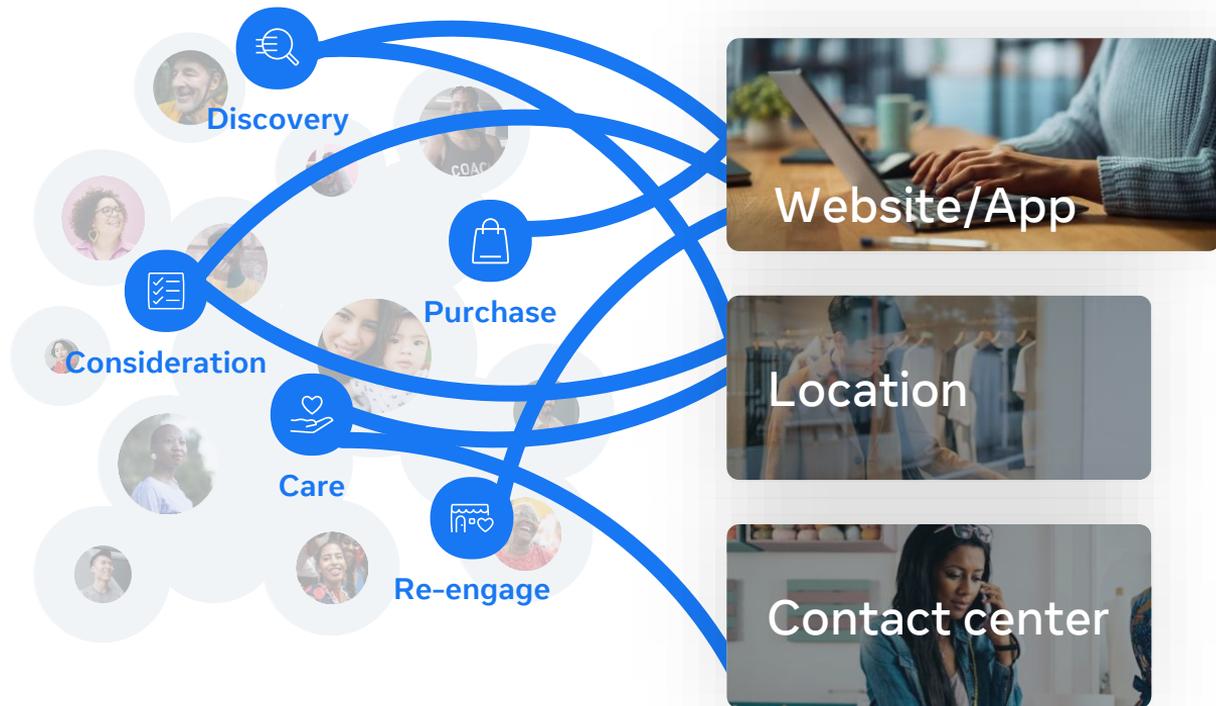


UBER

Past digital innovations promised **a systematic and harmonious dialogue** with customers.



The reality is a **broken** experience across disconnected session-based touchpoints.



# The benefits of becoming a conversational business have the potential to impact the entire customer journey.



01

## Discovery

Keep buyers and customers informed about new products and services.



02

## Make a purchase

Build a shopping experience driven by a conversational flow.



03

## Get support

Provide always-on access to answers about orders, returns, or general inquiries.



04

## Delight and retain

Send personalized outreach that complements previous browsing or buying experiences.

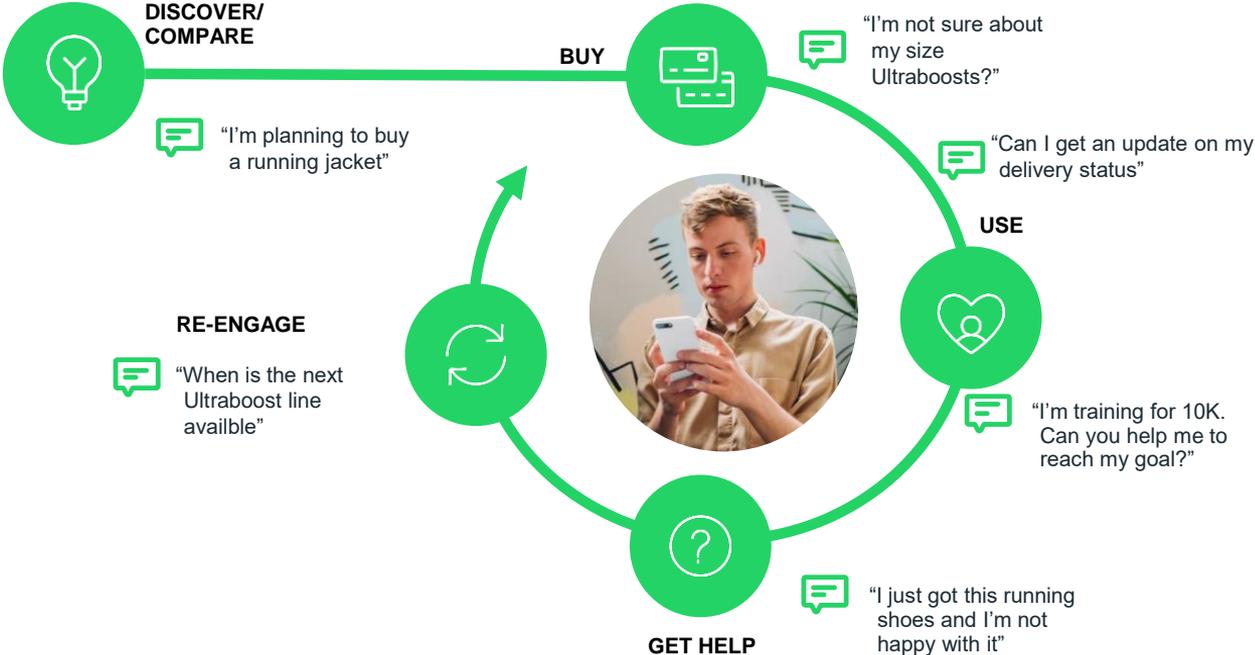


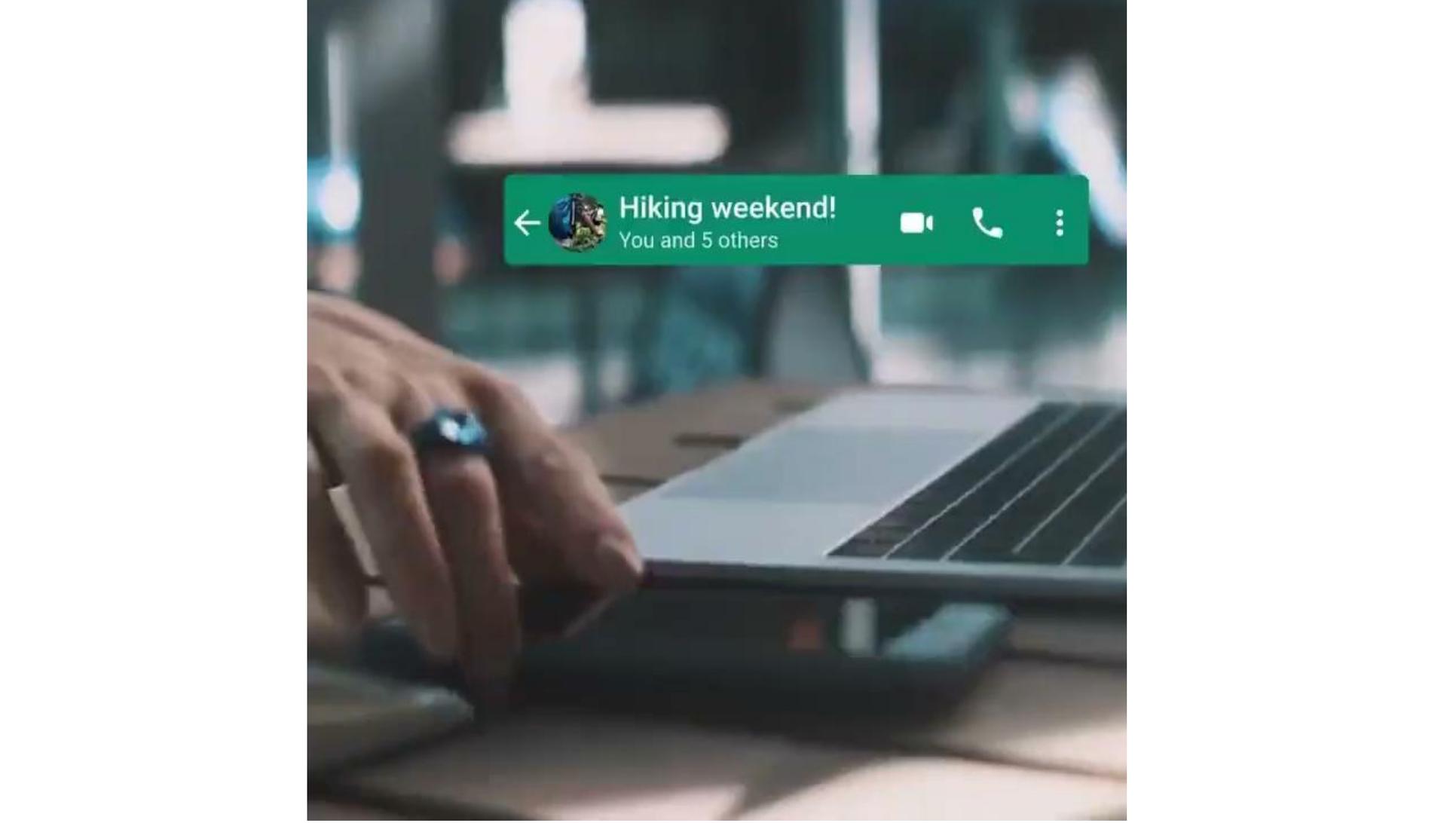
05

## Drive upsells

Use conversations to maximize the value of your relationship.

# Messaging enables an end-to-end personalized solution across the customer journey





←  **Hiking weekend!**  
You and 5 others

# Business policies

We devised our WhatsApp Business policies to uphold our values and ensure our users have the best possible experience. Visit WhatsApp Business Policy (link below) for details.

 [WhatsApp Business Policy](#)

Business profile

**Opt in**

Business-initiated chats

User-initiated chats

Automation

Opt out

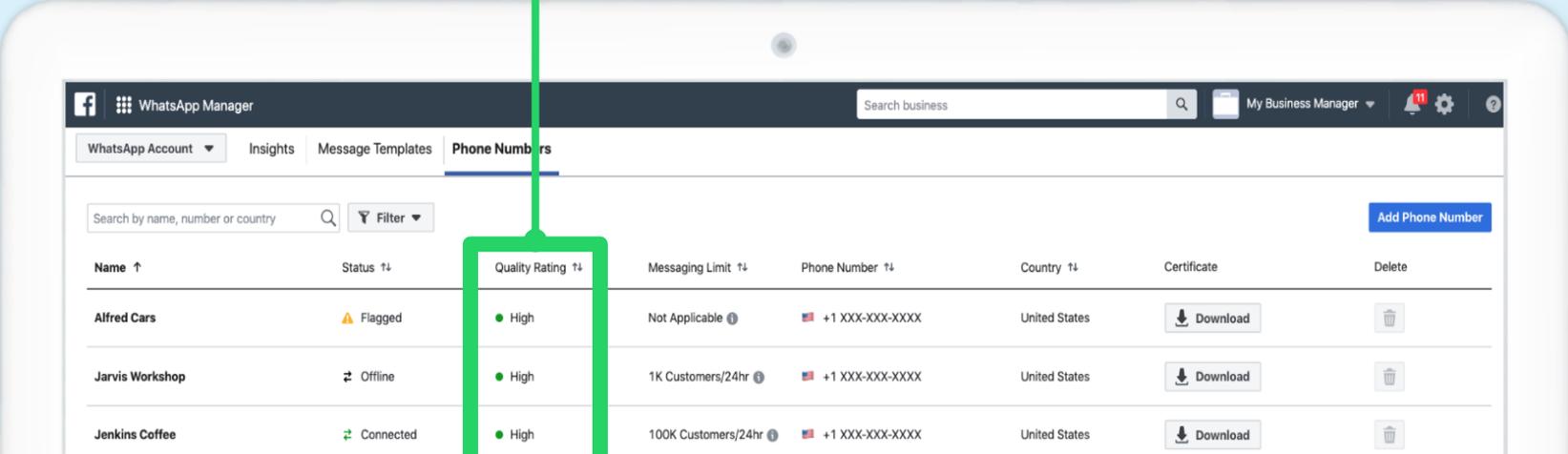


In order to initiate a WhatsApp message to a person, you must first receive their opt-in permission. The opt-in must clearly state that the person is agreeing to receive messages from you over WhatsApp and include your business' name. See [Opt-in policy](#) for more information.

# View the quality rating in WhatsApp Business Manager

The phone number status, quality rating, and messaging limits for your WhatsApp business account are listed in the Phone Numbers tab in WhatsApp Manager.

Quality rating



Name ↑	Status ↑↓	Quality Rating ↑↓	Messaging Limit ↑↓	Phone Number ↑↓	Country ↑↓	Certificate	Delete
Alfred Cars	⚠️ Flagged	● High	Not Applicable ⓘ	+1 XXX-XXX-XXXX	United States	Download	🗑️
Jarvis Workshop	🚫 Offline	● High	1K Customers/24hr ⓘ	+1 XXX-XXX-XXXX	United States	Download	🗑️
Jenkins Coffee	🟢 Connected	● High	100K Customers/24hr ⓘ	+1 XXX-XXX-XXXX	United States	Download	🗑️

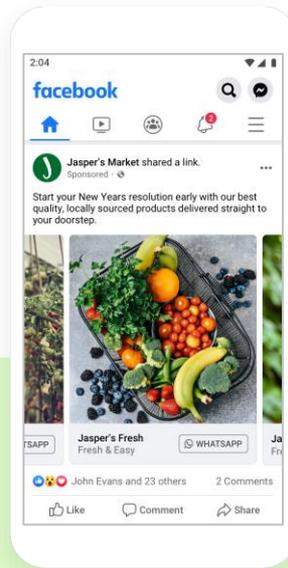
## Reach



Find the right prospects with Facebook ads targeting

- ✓✓ Geo/location
- ✓✓ Age/gender
- ✓✓ Custom/Lookalike Audiences

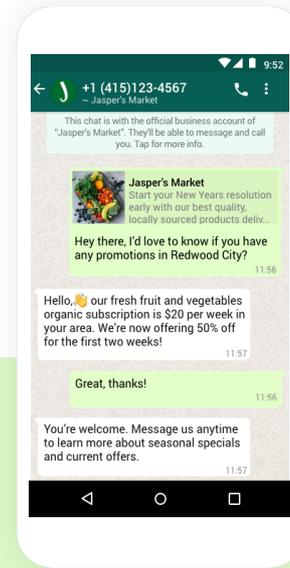
## Engage



Engage them with a variety of ad formats

- ✓✓ Carousel
- ✓✓ Video
- ✓✓ Image

## Develop



Drive business outcomes through conversation

- ✓✓ List Messages/Reply Buttons
- ✓✓ Personalized, guided selling (Product list messages coming soon!)
- ✓✓ Loyalty/Promotion

# Vyatta

The tech accessory company ran a campaign of Facebook Ads that click to WhatsApp. Featuring products pulled from the company's catalogue to pique each person's interest. Ads contained a button that opened a WhatsApp chat.

Welcome message greeted people, who could chat with a customer service agent and find out more about the products. The agent provided a link to the Vyatta Shopee store so the customer could complete their purchase.

Ads that clicked to WhatsApp delivered:

**5X**

more purchases using Ads that click to WhatsApp

**79%**

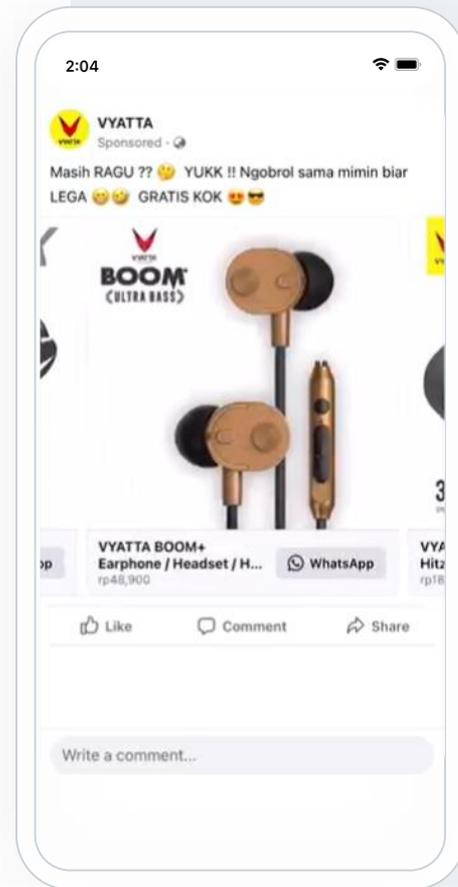
lower cost per purchase

**2X**

more product page views

**2X**

more add-to-cart actions



# WhatsApp Business Platform

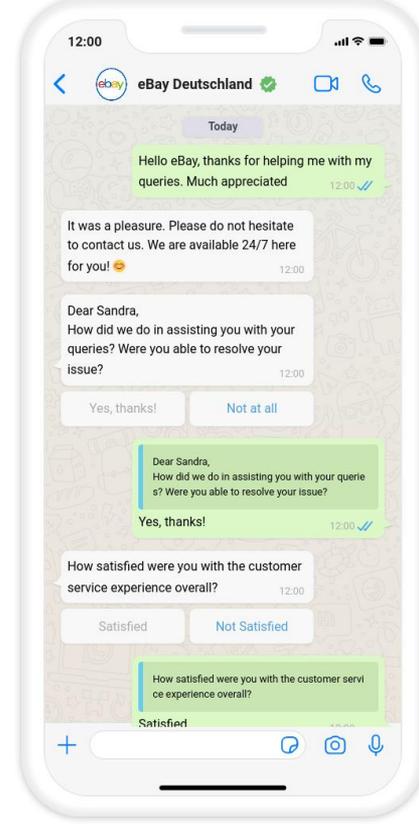
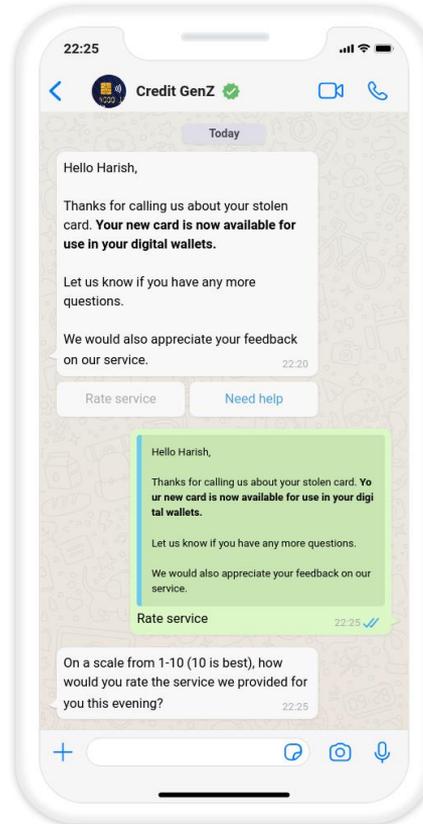
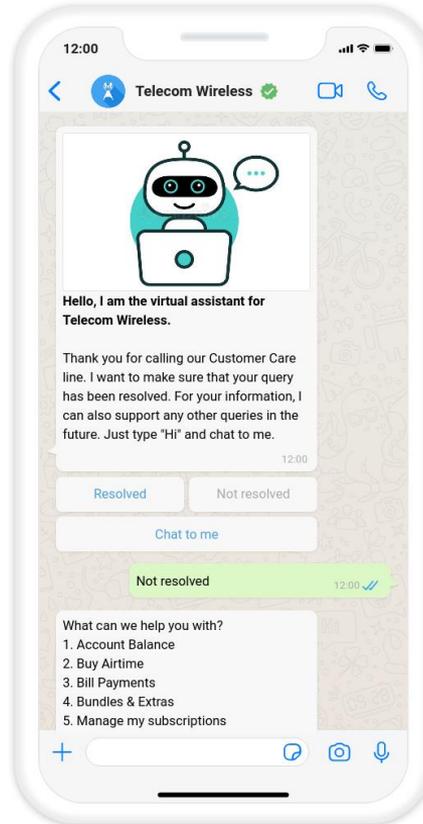
## Use Cases



# Care & Experience feedback

Gather feedback on the effectiveness of other channels:

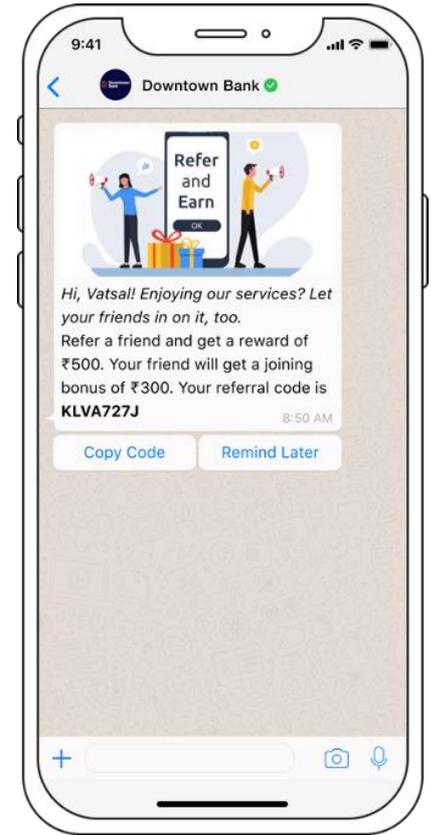
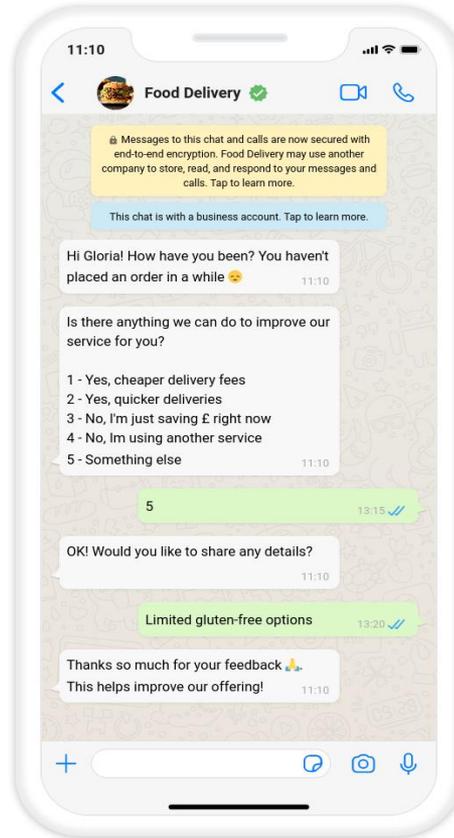
- Where are customers dropping off, getting frustrated or experiencing poor service
- What is driving the high volume of support cases?
- Identify opportunities to proactively engage (e.g. notifications to a customer that has talked to you on the phone to replace their card (after it was lost or stolen).



# Dormant Customers & Referrals

The warmest customers are those that you already have:

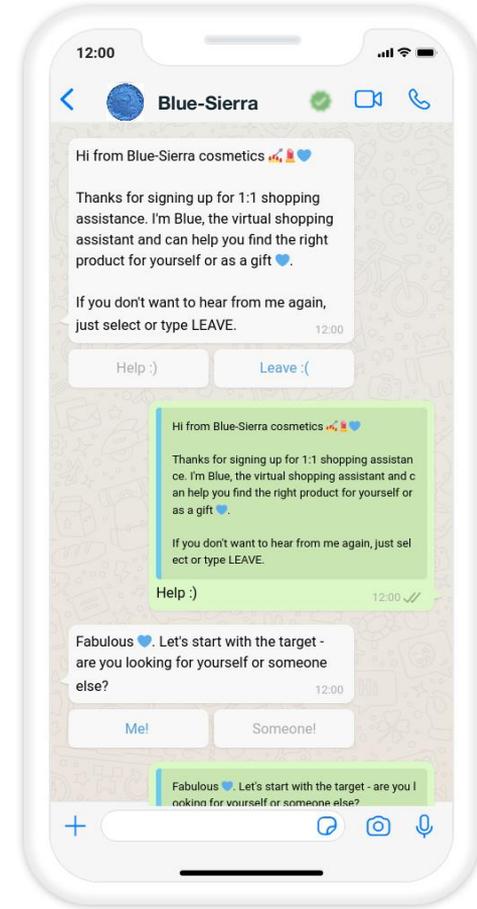
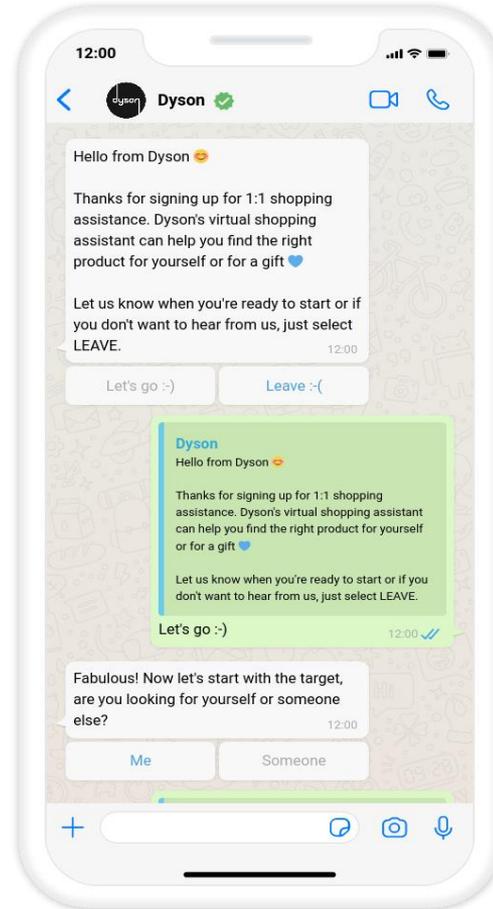
- React to changes in customer buying habits by proactively reaching out
- Give clear options for feedback to understand why customers leave
- Incentivise customers to share their feedback or to return to the service



# Proactive Shopping Assistant

Give customers access to specialist knowledge when they need it:

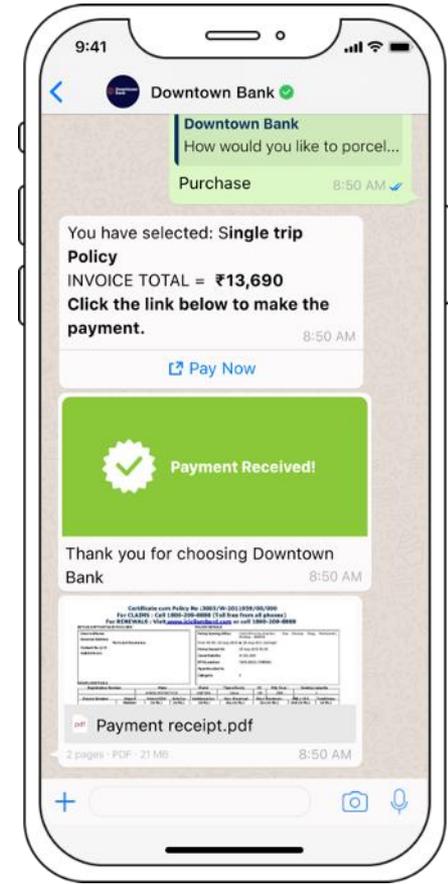
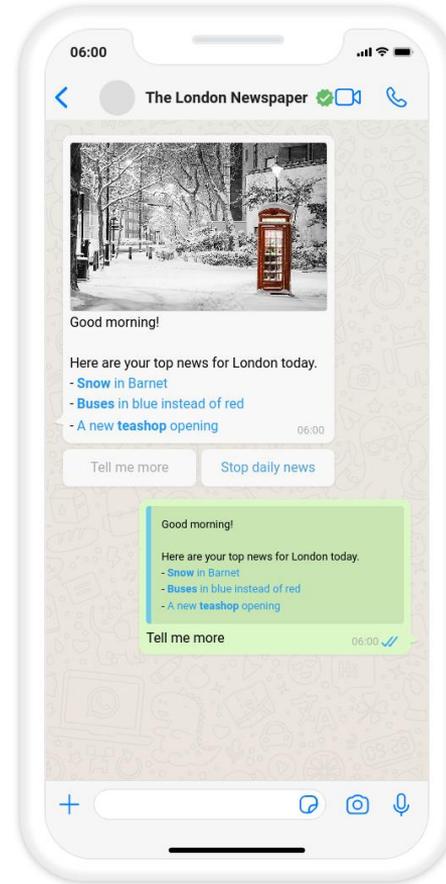
- Increase brand value to the customer by helping customers connect with experts easily and quickly
- Create a more valuable connection and help customers make better informed decisions
- Differentiate from 100% automated solutions and increase loyalty with one on one connections and contextual conversations



# Periodic News & Document Sharing

Build stronger relationships by reaching out to customers more often:

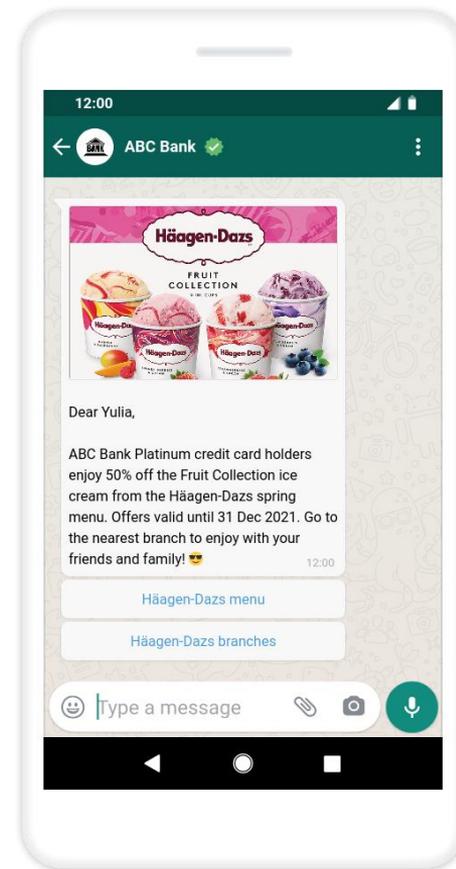
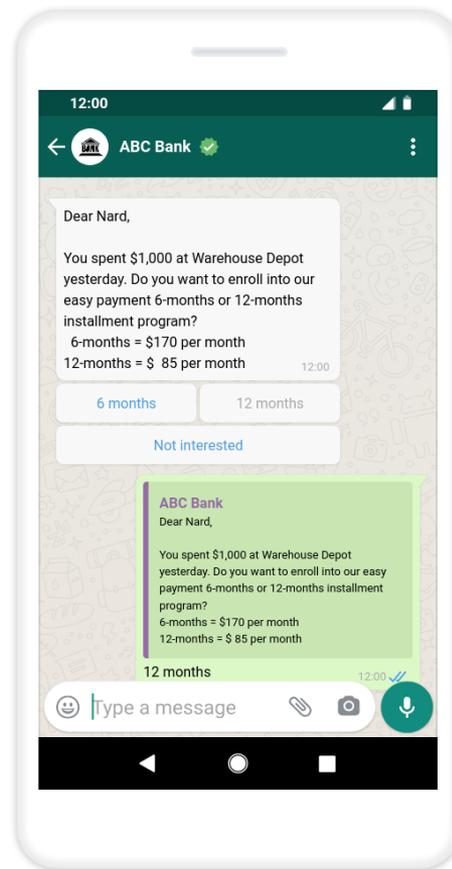
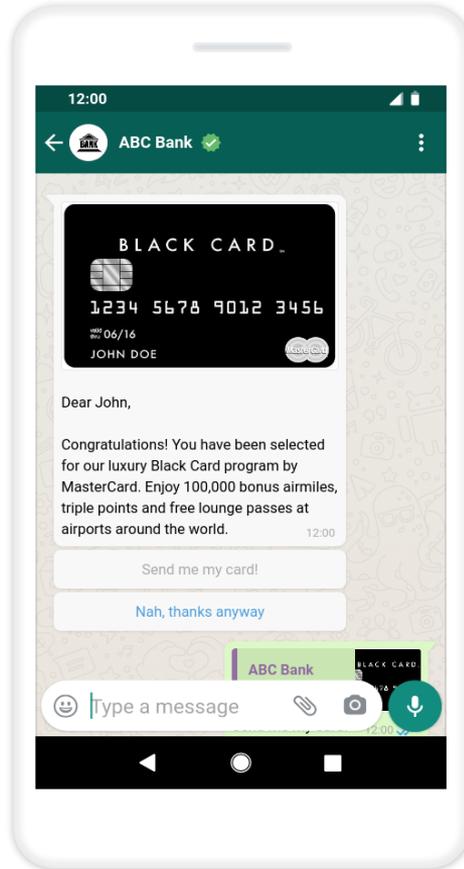
- Consistent cadence with customers so communication is expected, helping to reduce negative feedback
- Deliver clear value or have specific call to action to customer, helping to avoid message blocks or marketing fatigue
- Leverage other channels to drive additional value, links to external website for more context or great detail



# Personalised Offers

Tailor offers to specific audiences.

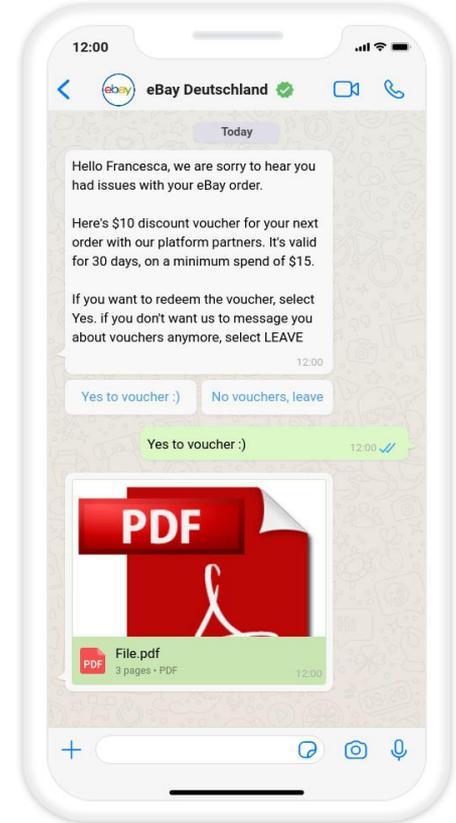
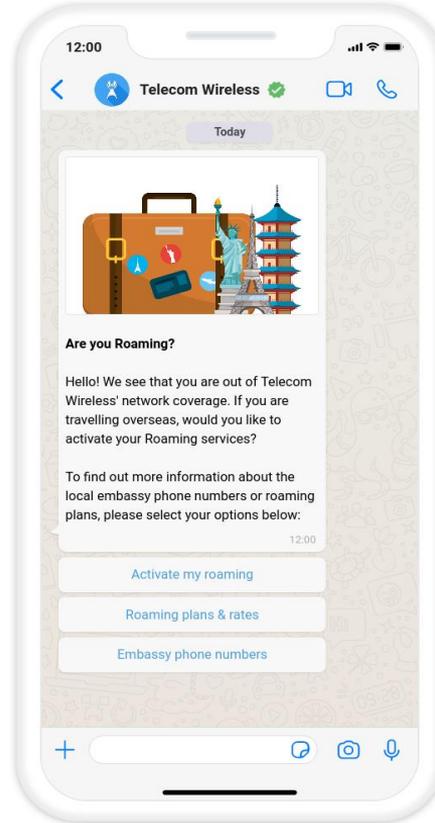
- Pre-selection and personalized messages help encourage a higher conversion rate.
- Personalised payment plans
- Promotional offers for credit card holders to enjoy, promote loyalty and higher usage of credit cards



# Special Offers

Event specific alerts or limited time offers:

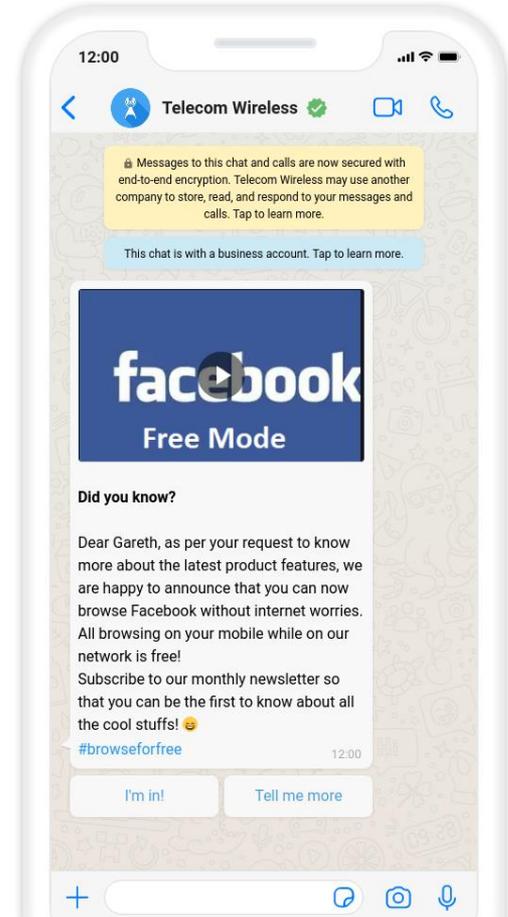
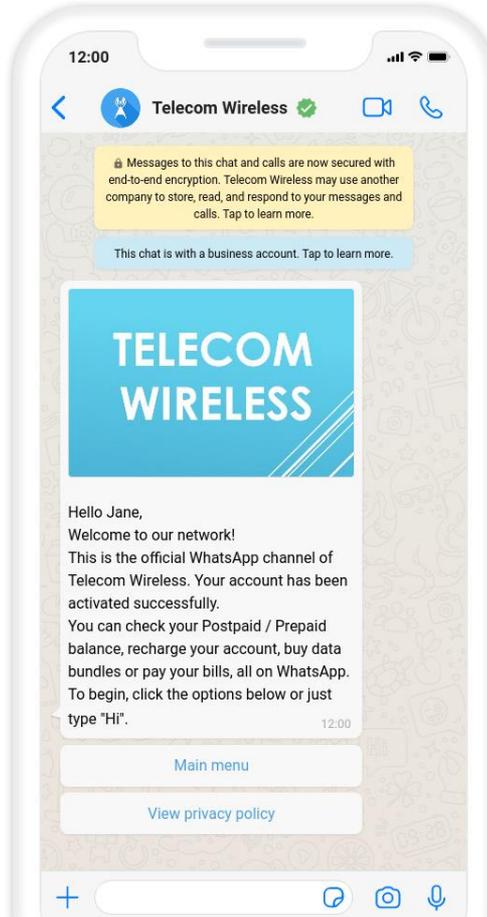
- Reactive messaging to situational can enhance perceived value to the customer (e.g. travel triggering foreign exchange rates or travel insurance notifications)
- New customers are the most likely to recommend a new product or brand, referral schemes with mutual benefits can encourage viral activity



# Education

Obtain customer opt-in/consent during onboarding.

- Welcome message on WhatsApp will introduce channel to subscribers.
- Educate subscribers on how to use WhatsApp for their needs, or how to use other business tools.
- Educating customers on your latest products will increase their usage.



AWARENESS

**20k**

new enquiries

ACQUISITION

**+30%**

Accounts opened

COST

**5X**

Lower acquisition costs

CONVERSION

**44%**

lead to purchase

EFFICIENCY

**-35%**

call center cost

AUTOMATION

**75%**

issues bot deflected

RENEWALS

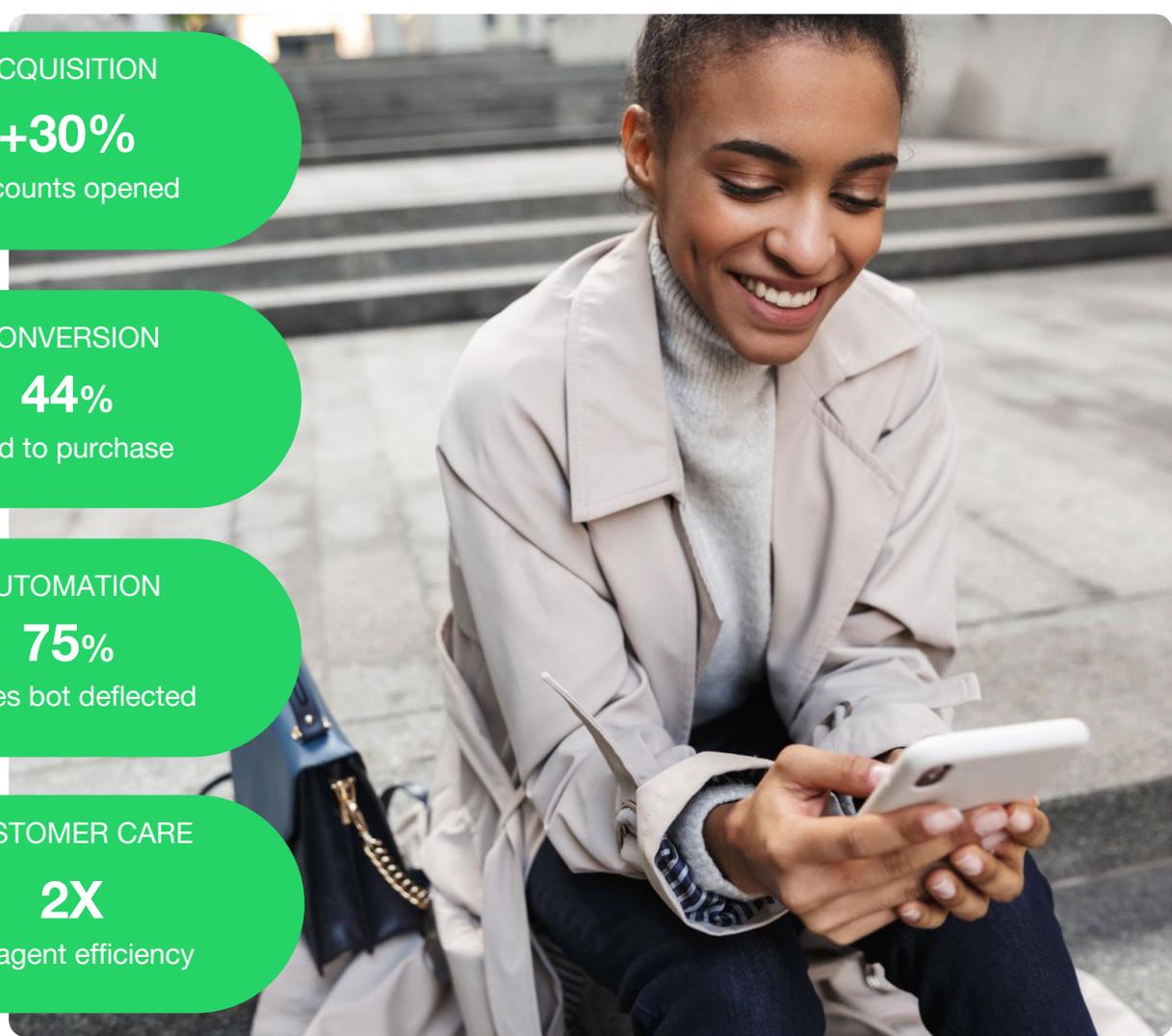
**+30%**

Annually

CUSTOMER CARE

**2X**

CS agent efficiency





# Meet customers where they are

- Increase engagement across all channels
- Evolution not Revolution
- We are here to help you understand the art of the possible
- Reach out for help

