

# Smartflo WhatsApp for Business Suite



# WhatsApp Business Platform Highlights



WhatsApp has  
2 billion active users  
worldwide



India has the highest  
WhatsApp monthly active  
users (557 million)



As of 2022, India has  
15mn+ WhatsApp for  
Business users

## COST EFFICIENCY

**5X**

Lower acquisition costs vs  
other digital channels

## RENEWALS

**30%**

for bank loans

## CONVERSION

**44%**

conversations lead  
to purchase

# Why WhatsApp Business Platform?

WhatsApp Business Platform empowers businesses to connect with their customers personally, at scale.



## WhatsApp is Everywhere

With more than two billion people using the platform around the world, it's how people everywhere connect with friends, family and now, businesses.



## Quality by Design

WhatsApp helps businesses focus on high-quality conversations. Built-in user feedback controls help ensure that engagement stays high over time.



## Intuitively Conversational

In a channel that invites dialogue, get closer to your customers with two-way conversations that deliver the intimacy of a phone call at the scale of email and SMS.



## Automate and Scale

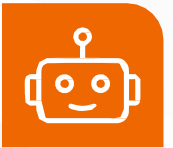
All with a flexible platform that lets you deliver consistent, personalized customer experiences at scale.



## Features for Richer Interactions

Go beyond the limitations of text and email with fully featured messaging to create consistently richer and more delightful experiences that help drive business outcomes across customer journey.

# Benefits of Smartflo WhatsApp for Business Platform



Chat Bot



Live Agent



24/7 Technical Support



Multi Language  
Support



Analytics



TTBS Trust and Service  
Assurance



API  
Integration



Rich  
Communication



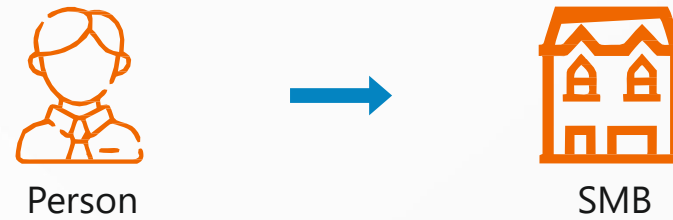
One-Stop Shop for Digital  
Technologies

# The WhatsApp Business Platform Ecosystem...

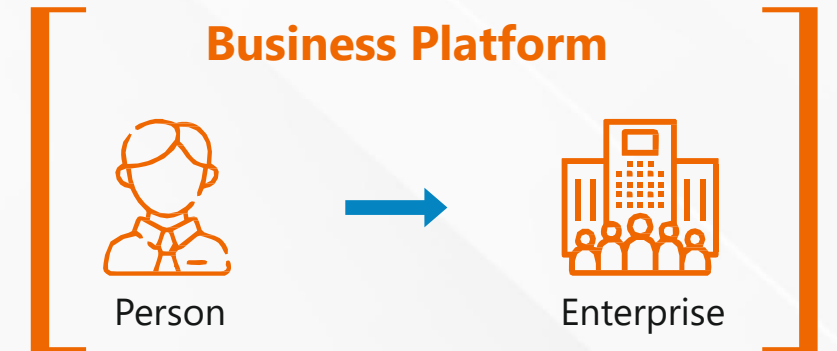
## Consumer App



## Small Business App



## Business Platform

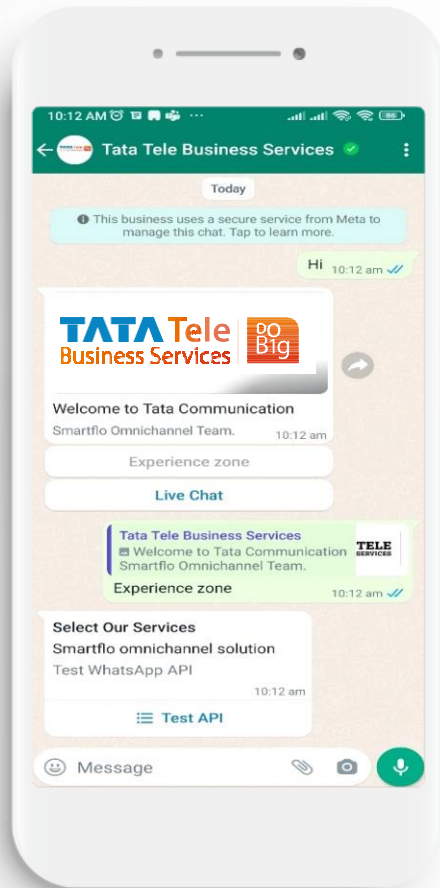


# How does Smartflo WhatsApp for Business Suite work?

WhatsApp Business Platform is designed for businesses to connect one-to-one with their customers, at scale. With an enterprise-grade API, companies can now send notifications and provide customer service through WhatsApp in a secure, reliable and customer-friendly way.

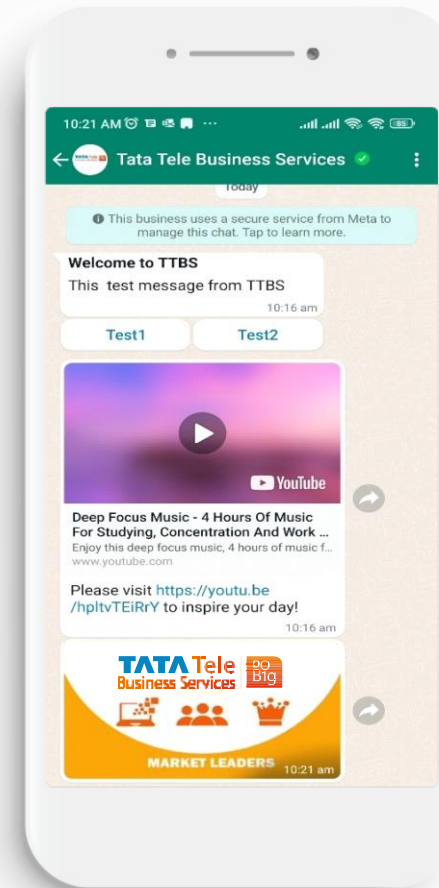


# Business Messaging on WhatsApp Business Platform



## User-initiated messages

- A conversation that initiates in response to a user message
- Conversations are measured in 24-hour increments or “sessions”
- Sessions start whenever the first message is delivered by the business



## Business-initiated messages

- A conversation that initiates from a business sending the user a message
- Requires a message template
- Priced as per 24-hour conversation sessions

# Pricing Guidelines

## Business Initiated Commercials

- Per business-initiated conversation, a fee based on terminating (Mobile Terminated (MT) messages) applicable
- There is no limit on the number of messages a business and a user can exchange in a single 24-hour conversation session
- The fee remains the same whether it's text or rich media and applies to all Mobile Terminated (MT) messages

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## Hybrid Communication

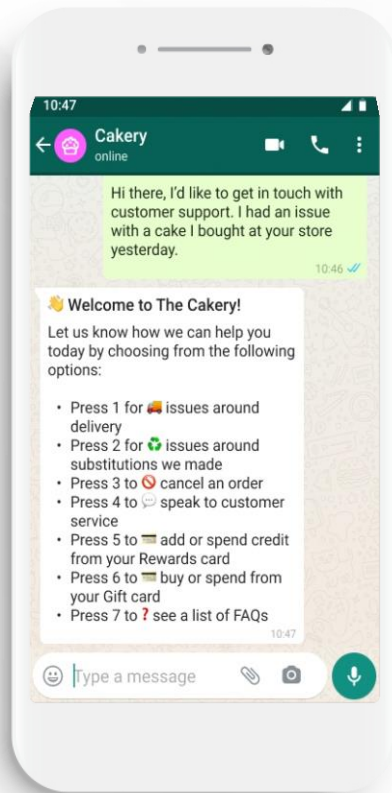
- Programmable Bots: One-time development, monthly recurring and usage
- Programmable Contact Centre: Setup and monthly license per agent





# Smartflo WhatsApp for Business Suite Advance Features

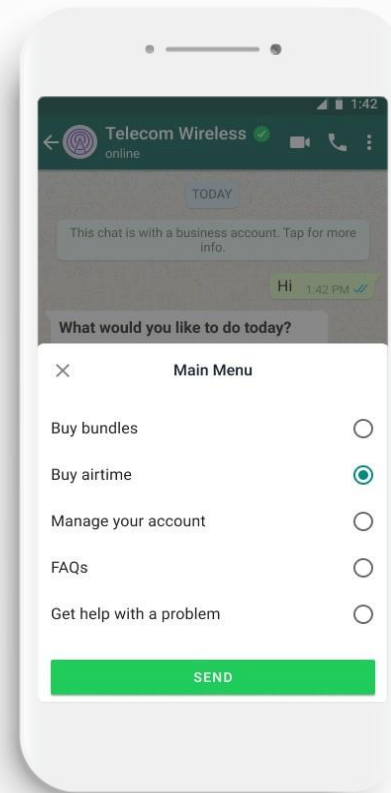
## Text Messages



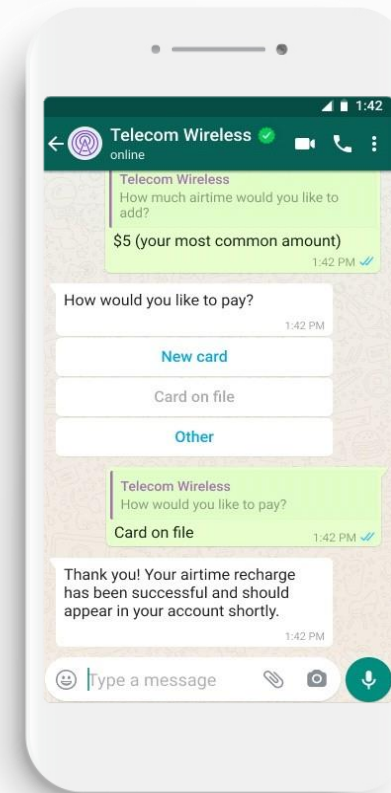
## Text message vs list message, reply and CTA button

List messages and reply buttons are new messaging features that give people a simpler way to make a selection when speaking with a business' chatbot on WhatsApp

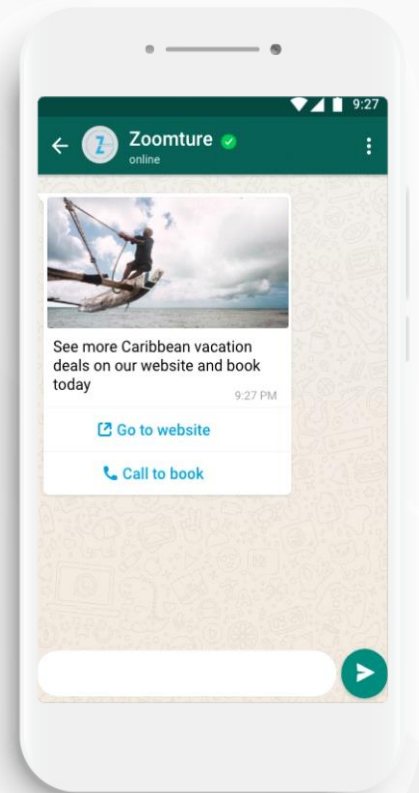
## List Messages



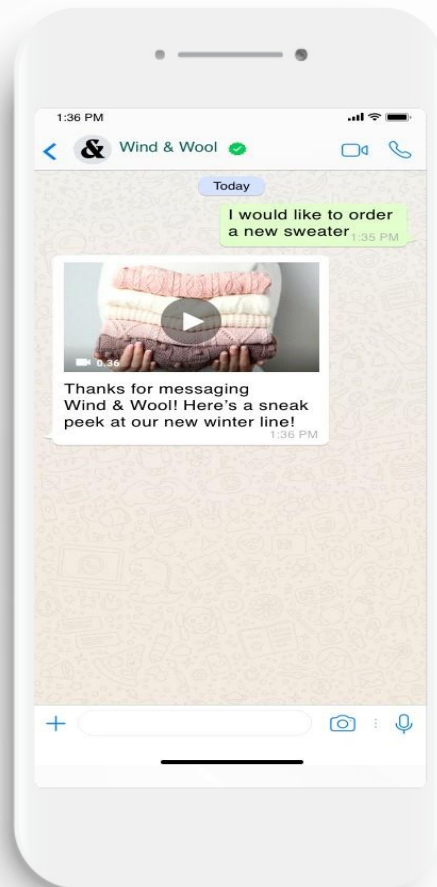
## Reply Button



## CTA Button

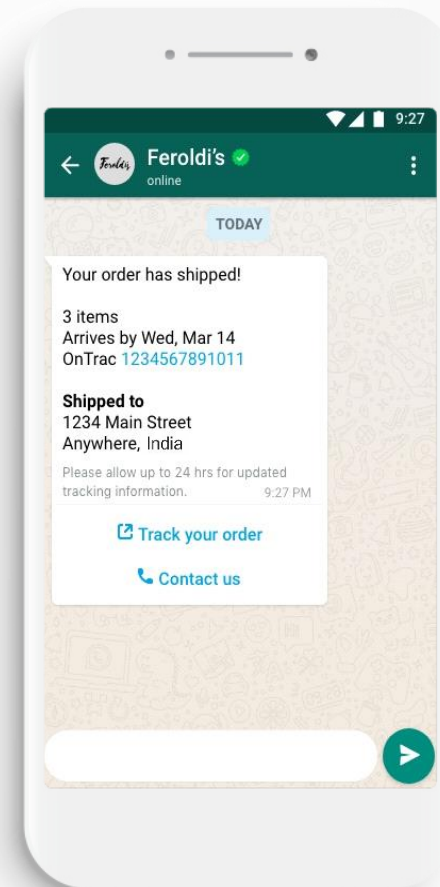


# Retail and e-Commerce Use Cases



## User-initiated

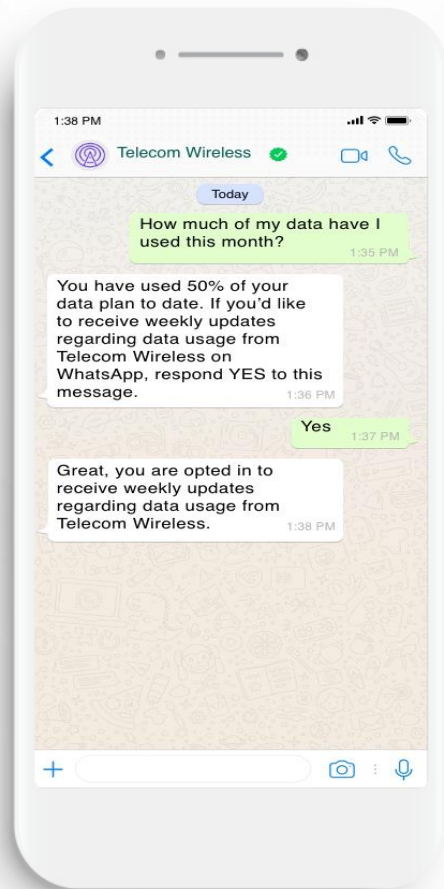
- Return or refund request
- Order update or change
- Product availability request
- Billing or product service inquiry



## Business-initiated

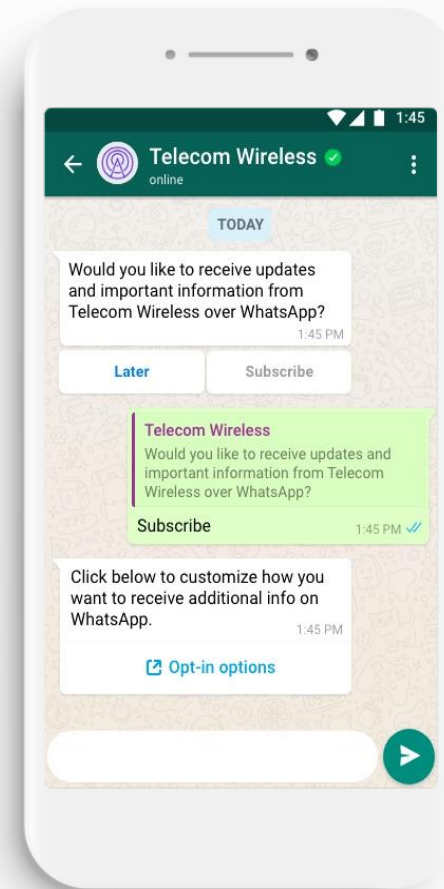
- Order confirmations
- Purchase receipts
- Delivery notifications
- Delivery tracking

# IT& ITES Use Cases



## User-initiated

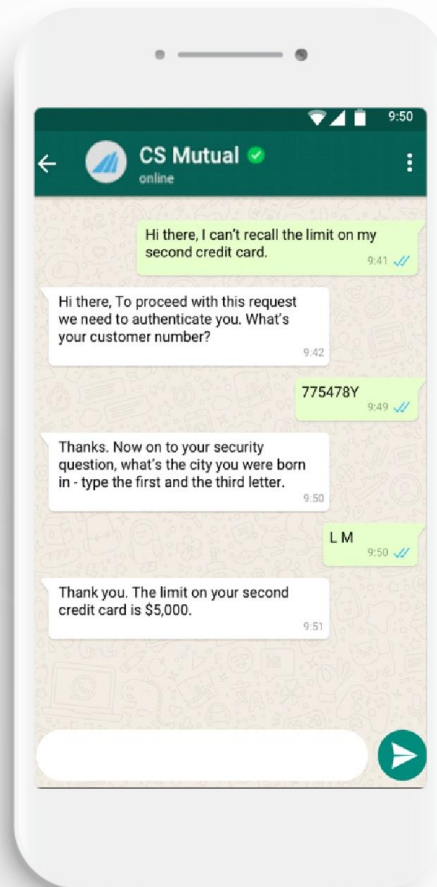
- Account balance request
- Plan upgrade or downgrade
- Plan inquiry
- Order change
- Delivery inquiry



## Business-initiated

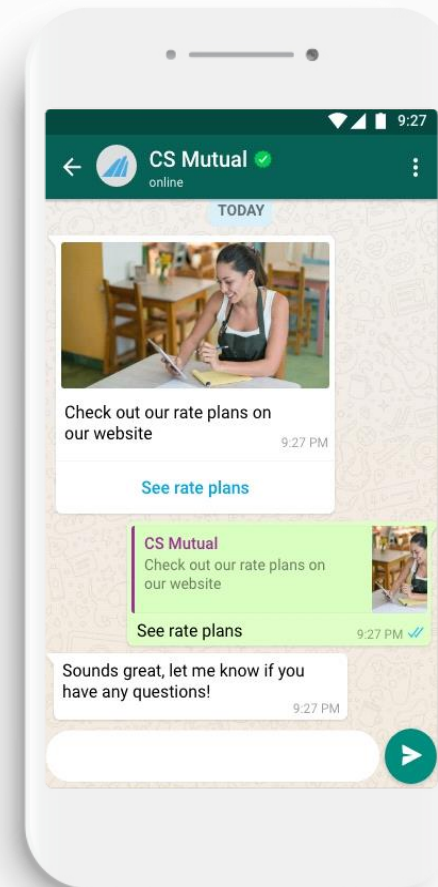
- Appointment reminder
- Order confirmation
- Late payment notice
- Two-factor authentication

# BFSI Use Cases



## User-initiated

- Statement request
- Loan balance inquiry
- Credit limit inquiry
- Lost/stolen card reporting
- Account-related service request



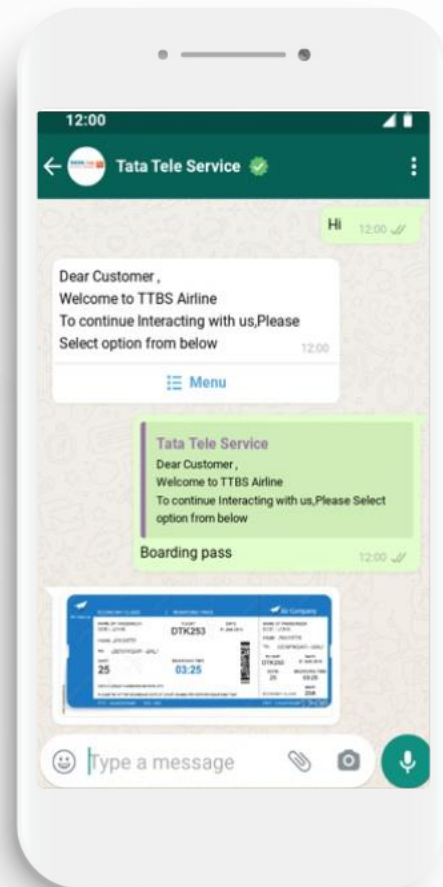
## Business-initiated

- Fee notice
- Reaching credit limit alert
- Two-factor authentication
- Appointment reminder
- Transaction approval
- Policy change

# Travel and Hospitality Use Cases

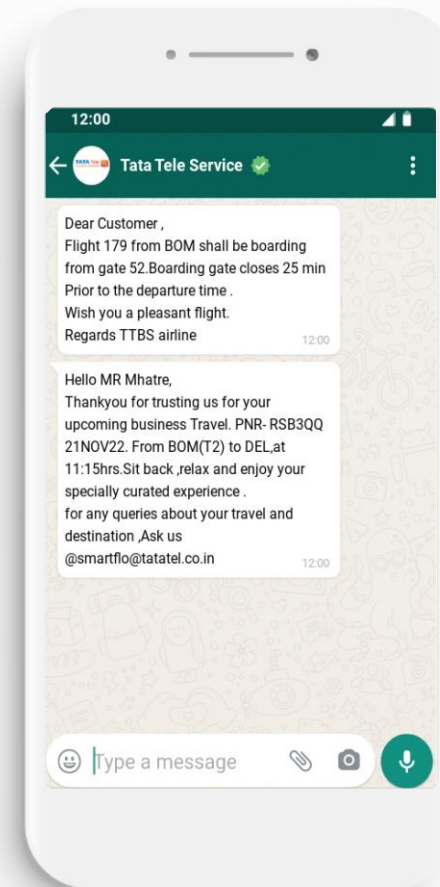
## User-initiated

- Web Check-in
- Seat selection
- Cabin upgrades
- Payment / billing
- Itinerary changes
- Reward points
- Product service inquiries
- Re-share tickets
- Customer resolution: Ticket changes or cancellations



## Business-initiated

- Flight scheduling
- Gate change notifications
- Check-in notifications
- Customer KYC
- Purchase confirmation



# Guidance for WhatsApp Business Platform Messages

Your WhatsApp phone number quality rating shows the message quality your customers received in past 24 hours. Low quality ratings can limit your ability to send messages on the platform.



Make sure messages follow the WhatsApp business policy



Only send messages to users who have opted into receiving messages



Be mindful of messaging frequency; avoid sending customers too many messages



Make the messages highly personalized and useful to users. Avoid sending open-ended welcome or introductory messages

## Messaging Limits Guide\*

### Tier 1

Allows your business to send messages to 1K unique customers in a rolling 24-hour period.

### Tier 2

Allows your business to send messages to 10K unique customers in a rolling 24-hour period.

### Tier 3

Allows you to send messages to 100K unique customers in a rolling 24-hour period.

### Tier 4

Allows you to send messages to unlimited unique customers in a rolling 24-hour period.

- \*A business starts in Tier 1 when it registers its phone number.
- Tiers are decided by WhatsApp

# Guidance for Opt-in Process

## By SMS

Customer request opt-in via SMS.

## Website

Create an opt-in signup form on your website's homepage, dedicated landing page, or at key touch points during the purchase process.

## In a WhatsApp Thread

Request opt-in during a user-initiated thread.

## Sample Opt-in Page

The image shows a sample opt-in page for WhatsApp banking registration. The page has a green header with the text "Introducing, Banking on WhatsApp". Below the header, there is a paragraph of text: "Get banking done on chat, as we introduce banking on WhatsApp, the latest addition to our OnTheGo Social Banking offering. It lets you engage with us round the clock, enabling you to bank on the go!". The main content area is a white box with a green border. It starts with "Register Now:" followed by "Subscribe to important alerts on WhatsApp". Below this, there is a dropdown menu for "Select the product to register" with "Customer/Saving Account" selected. Then, there are input fields for "Registered Mobile Number:" (with "91" in a small box) and "PAN Number:". To the right of the PAN field is "OR Date of Birth/Incorporation:" with a date input field (DD/MM/YYYY) and a calendar icon. At the bottom, there is a checkbox for "I agree to the terms and conditions." and a yellow "SUBMIT" button.

## By Phone

Create an interactive voice response (IVR) flow.

## Missed call

An opt-in message can be sent to a caller who hangs up before the business answers (unless returning calls is standard practice).

## In Person/On Paper

Customers can sign a physical document to opt in.

# FAQs

## Q. What is WhatsApp Business Platform API?

A. The WhatsApp Business API enables businesses to chat with their customers in the same way they chat with their friends and family – with fast, simple, and secure messaging. Enterprises of all sizes can use their current customer engagement platforms to integrate with WhatsApp through the API and reply to their customers promptly with messages, notifications, shipping confirmations, appointment reminders or event tickets.

## Q. How to use WhatsApp Business Platform for your business?

A. WhatsApp is the most popular chat application currently. Now businesses can also chat with their customers on WhatsApp to provide them support and send notifications. There are two ways for business to do this. **WhatsApp Business Application** - This is suitable for small businesses. Here, the business can download free WhatsApp Business App to interact with customers easily by using tools to automate, sort, and quickly respond to messages. **WhatsApp Business APIs (or Chatbots)** - This is suitable for medium scale businesses and enterprises to send messages to customers efficiently and at scale. After creating a profile, the business can provide responsive customer care and send personalized notifications in a timely manner.

## Q. How long does it take to create an account with TTBS?

A. With TTBS, new account creation will just take a few hours.

## Q. Can I Migrate an Existing WhatsApp Number to a Business Account?

A. You can use a phone number that is already registered with the WhatsApp Messenger or the WhatsApp Business App. Once you migrate a phone number to the WhatsApp Business Platform you can no longer use that number on the WhatsApp Business App.

## Q. What will it cost me to avail WhatsApp Business Platform services?

A. WhatsApp Business services work on per message fee charges. Meta also charges fees per 24-hour window for each conversation which are passed on to you by TTBS. There are two types of conversations: Business-initiated conversations and user-initiated conversations.



# Start your WhatsApp Business Journey Now

Thank You

**#TimeToDoBig**

[www.tatatelebusiness.com](http://www.tatatelebusiness.com)

