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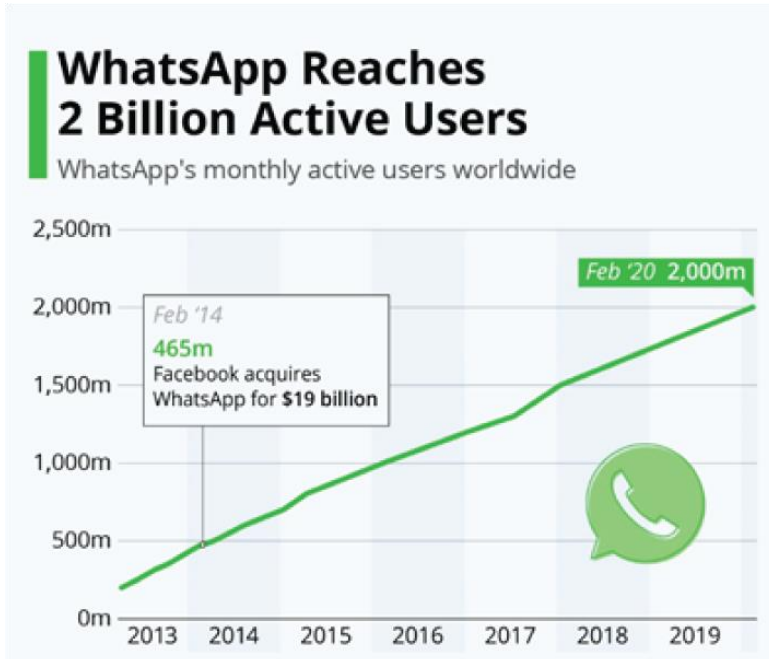
WhatsApp

FOR BUSINESS

What is the WhatsApp for Business API?

WhatsApp has become one of the most **prolific and popular** means of communication for people across the globe with the active user base having reached **2 billion** users as of February 2020.

With this massive penetration into the market, small to large enterprises have identified the need to incorporate WhatsApp into their communication strategies.



Source: <https://www.statista.com/chart/4245/whatsapp-user-growth/>



The WhatsApp for Business API is specifically designed for Enterprise customers that have a larger installed user base.

This allows the enterprise to improve and enhance the existing or future engagement with their customers, giving them the **freedom to communicate** with the company at any time and any place. Accessible from any location through mobile data or on WIFI, the enterprise is always available **24 hours a day and 365 days a year.**

This is further supported through **chat-bot services** which can drive up customer engagement while lowering staffing costs, and even **automating** common questions and interactions.

WhatsApp is **free to the end-user**, with a low barrier to entry to communicate with the business. Knowing this, WhatsApp and its parent, Facebook have launched the **WhatsApp for Business API**, allowing businesses and integrators to directly integrate WhatsApp into their workflows and business systems.



How does it compete against SMS and USSD?

WhatsApp is a **conversational medium**, offering the same kind of experience that SMS for single messages, and USSD for conversation have offered. SMS and USSD have been the most trusted way to reach consumers as they are available on almost every phone in use today, and unlike other communications methods, are the **most read methods**.

SMS is limited to the type of content provided. It is a **text only** service, limiting the amount of information delivered to the user. Despite this, SMS is still considered the **best method for one-way interactions** with consumers and is used extensively with One-Time-Passwords (OTP), 2-factor authentication (2FA) and other notification style communications.

USSD offers a more powerful interaction with the user. As a longer interaction can be driven through a simple menu structure, it is both **effective and fast** when used for simple transaction-based communication.

In conversational messaging the consumer is more often the initiator of the conversation – it is here that SMS loses its efficacy, and where WhatsApp has the higher user support. WhatsApp for Business creates the **ability for a conversation** to be had and gives both the business and the user the **quality engagement** that is lacking in older messaging solutions.

Furthermore, WhatsApp for Business delivers **feature and content rich messaging** allowing for images, video, and audio to be sent or received over the channel.

Finally, the **rapid worldwide growth and acceptance** of WhatsApp as a means of communication makes the adoption of WhatsApp as an alternative and supporting method all the more exciting!



How does it work?

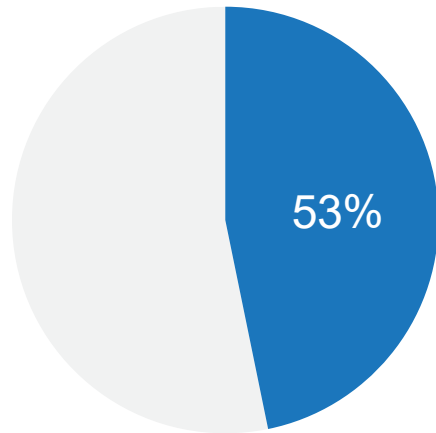
WhatsApp for Business delivers in two ways.

Firstly, and most effectively is in the creation of a **2-way conversation** between business and consumer. With pre-configured access numbers that are verified and approved by WhatsApp, the consumer can connect with businesses in the same way as they would converse with friends or family.

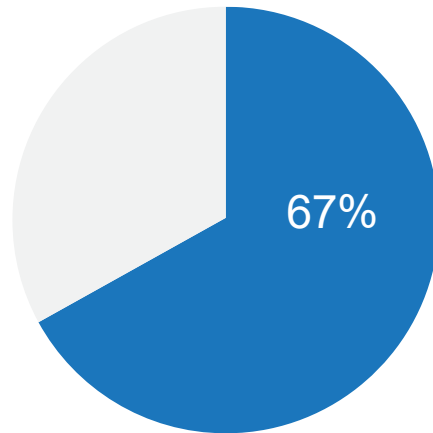
Secondly, WhatsApp for Business is further **supported by existing safety features** already available within the WhatsApp app, giving end-to-end encryption and read receipts.

In recent research it is seen that 53% of those polled would choose a business that allows users to message them over other means of communication, and a further 67% would increase their interactions with businesses through messaging.

Users Who Message Business



will message more
over the next 2 years



are more likely to
engage via chat

<https://insights.fb.com/morethanamessage/>



WhatsApp for Business supports this thinking by offering two message types.

The first and common is the **Session Message** which is a **user-initiated** conversational message. Free to both the user and the business a single conversation session can be maintained for as long as 24 hours.

The second message type is the **Template Notification** which are **business-initiated** messages. These are useful to deliver reminders, confirmation messages, and any other non-marketing related message. As the only message type that incurs a cost to the company, these messages would normally only be used as transactional messages for specific direct purposes.

WhatsApp for Business has very strict rules for use. Because of this WhatsApp cannot be used as a **bulk message** or **direct marketing** tool. It also has a set of prohibited categories for example drugs or alcohol and many more as specified in the **WhatsApp Commerce Policy**

[\(https://www.whatsapp.com/policies/commerce-policy/\)](https://www.whatsapp.com/policies/commerce-policy/)



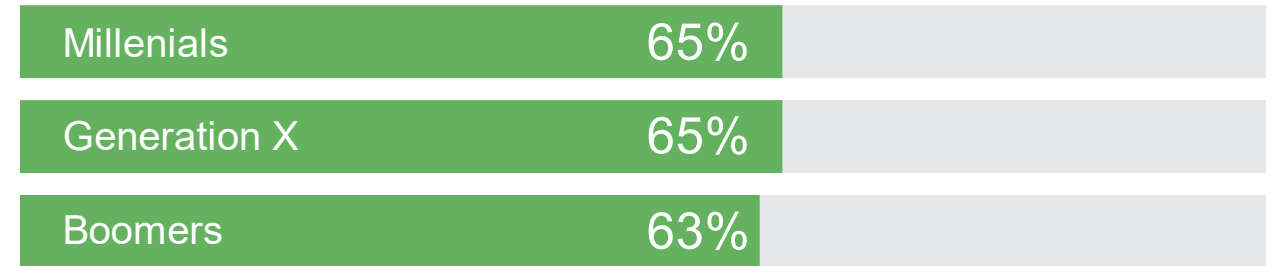
What can you do with WhatsApp for Business?

Messaging in all forms is growing continuously with **over 60% of users** now choosing a messaging medium over other traditional communication methods. With this rapid growth in the industry it is easy to see how messaging and WhatsApp for Business can be used to **improve on the engagement** between the customer and business.

INDUSTRY SECTOR	USE CASES
Hospitality	Reservation Management Concierge Services Room Service
Entertainment	Ticket Sales Ticket Delivery
Travel and Tourism	Airline Reservations Boarding Pass Delivery
FinTech	Account Balances Customer Service
Other	Product Sales Abandoned Cart Recovery Shipping Updates

<https://insights.fb.com/morethanamessage/>

PEOPLE'S PREFERENCES FOR MESSAGING TO CALL OR EM



The **interactivity** that WhatsApp offers lends itself perfectly for use in many service industries, from hospitality, travel and tourism, entertainment, sport, FinTech, healthcare and many others.

How much does it cost?

WhatsApp for Business session messages, which are end-user initiated, are free to the end-user and the business. On the other hand, WhatsApp Template Messages, are brand or company-initiated messages used for notification purposes or to deliver specific transaction content to the user (e.g. ticket confirmations, airline boarding passes, 2 factor authentication tokens etc) incur a message cost as defined by the WhatsApp worldwide pricing schedules found on <https://developers.facebook.com/docs/whatsapp/pricing>.

For more detail on the WhatsApp Template Message pricing and other costs contact your account manager or sales person with the QR Code below or on the following contact details





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