

CASE STUDY

WhatsApp for Business API



THE BACKGROUND

A subsidiary of a large telecommunications group, the CSP is one of the largest communications and messaging service providers in South Africa. The CSP currently delivers over 500 million messages a month in the banking, insurance and enterprise sectors. The company is a market leader in Value Added Solutions including call centre, location and document management systems.

THE CHALLENGE

Competition from OTT (Over-The-Top) players for example Telegram, Viber and other data driven communication tools is bringing higher demand from businesses to provide alternative methods to traditional SMS and USSD. The business needed a method to excite and retain existing customers as well as attract new customers.

THE SOLUTION

Two opportunities presented itself, WhatsApp for Business API integration by Facebook and Rich Communications Suite driven by the GSMA. WhatsApp was selected due to its large global footprint and over 1.5 billion active users. Due to the size and reach of WhatsApp, end-users are comfortable with the system and runs on the majority of iOS and Android devices.

WhatsApp for Business offers simple API integration which the CSP made use of to extend their call centre and live chat solution by adding WhatsApp as an alternative communication medium to SMS and email.

WHY WHATSAPP FOR BUSINESS?

Facebook and WhatsApp developed WhatsApp for Business API to strengthen their existing consumer application. Ensuring that consumers can continue to use their existing installations on their phones, WhatsApp for Business extends a business's engagement with their customers to grow the business and enhance customer interaction.

WhatsApp for Business improves on traditional SMS by offering:

- verified sender confirmation,
- end-to-end encryption of all messages,
- full mixed-media content, and
- read receipts.

WhatsApp for Business delivers valuable benefits when used in ticketing, booking & reservation and sales support systems among others.

"We chose Cellfind to be our WhatsApp for Business partner, due to their extensive experience delivering high quality communications tools. Adding WhatsApp for Business to our existing SMS and USSD bearers, has increased our response rates 5 fold" -- Product Manager, CSP