



Revolutionize Customer Communication with **WhatsApp**

MRKT360





WhatsApp is a leading messaging platform, **connecting over 2 billion people across 180 countries**. Founded in 2009, WhatsApp has revolutionized the **way individuals communicate, share experiences, and stay connected**.

WhatsApp's **simplicity, security, and reliability** have made it an essential tool for personal and professional communication.

WhatsApp



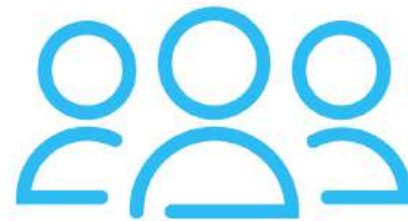
Why WhatsApp Stands Out for Business Communication



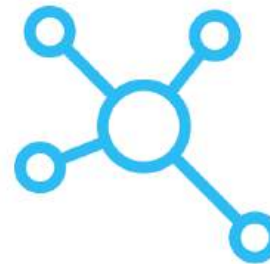
Global Reach
180 countries



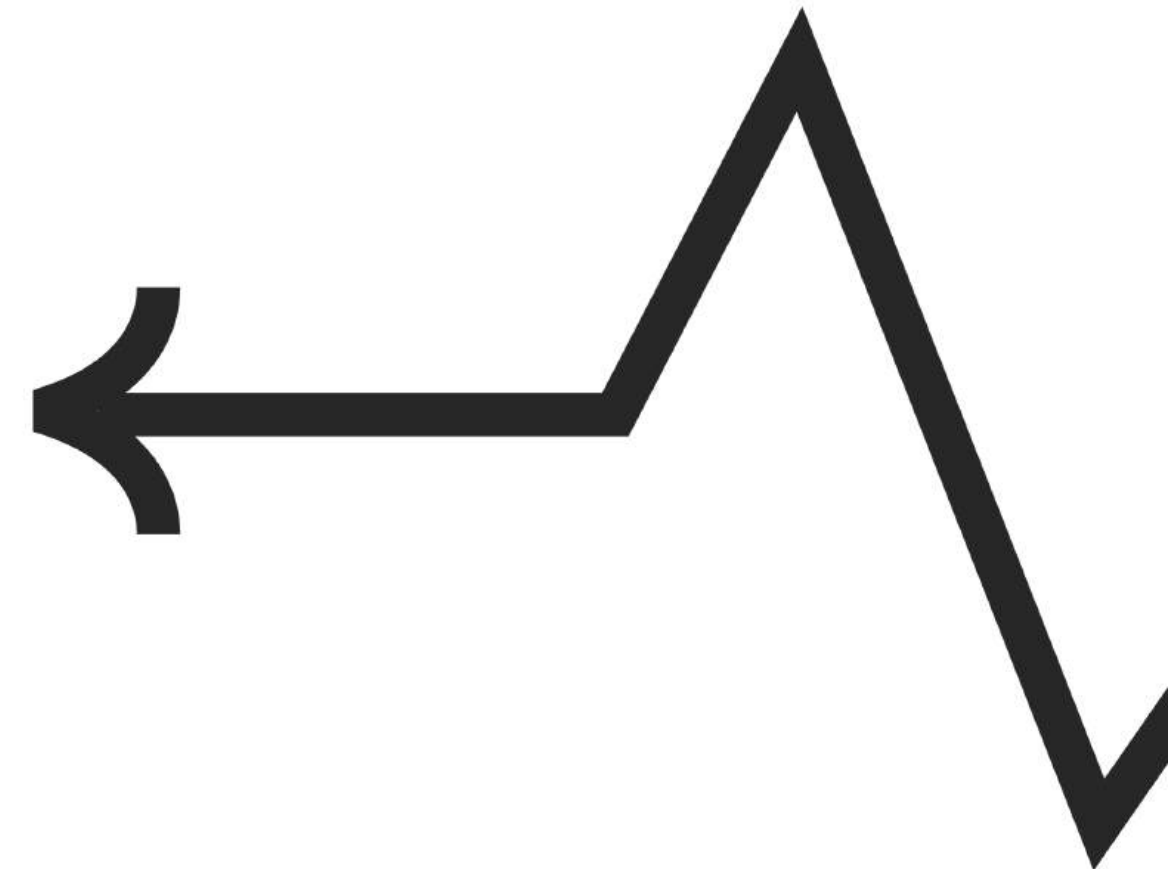
High Engagement
70% daily active users



Massive Scale
2B+ active users, 100M+ daily messages

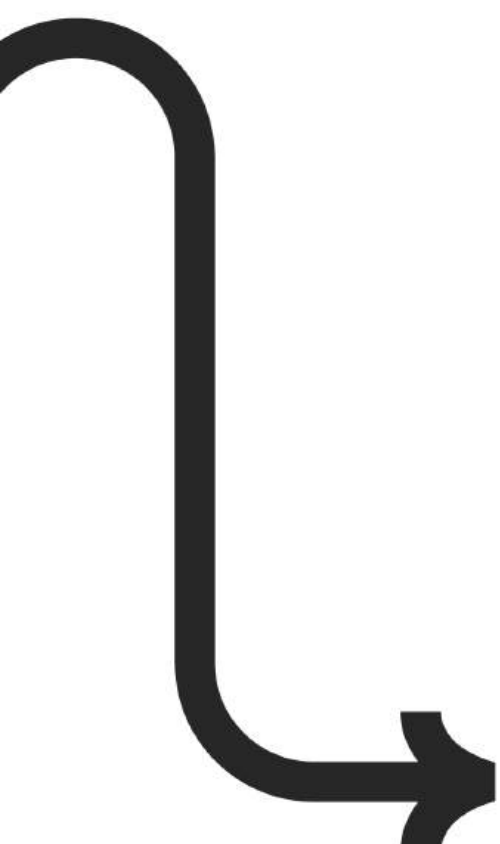


Meaningful Connections
175M daily business messages





Why People Prefer It

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- 01** One-on-One Conversations
 - 02** Conversational Experience
 - 03** Asynchronous Messaging
 - 04** Familiarity and Comfort

Why People Prefer It



One-on-One Conversations

WhatsApp provides a personalized and intimate space for customers to interact with businesses. **Similar to phone calls or emails, conversations are one-on-one, allowing customers to address specific queries or concerns.**

However, unlike phone calls, customers don't need to dial a number, and unlike emails, they don't need to search through an inbox.



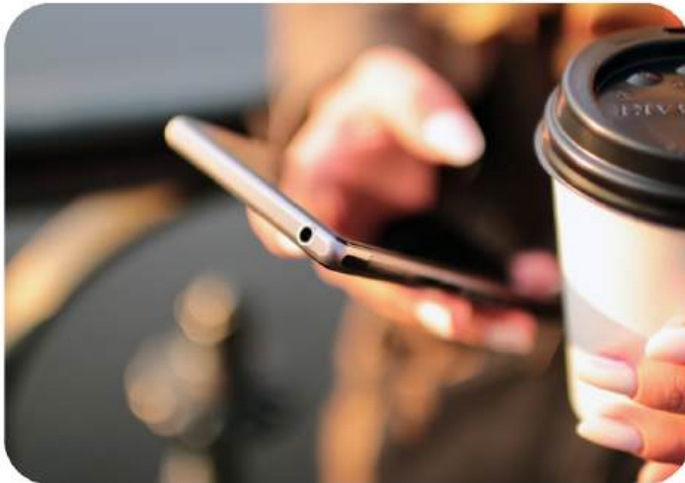
Conversational Experience

WhatsApp facilitates two-way, customer-centric conversations, mirroring the dynamics of a phone call. This enables customers to engage in natural, back-and-forth discussions with businesses, fostering a sense of connection and understanding.



Asynchronous Messaging

WhatsApp's messaging capability allows for both **immediate and delayed responses**. Customers can receive instant answers or respond at their convenience, providing flexibility and control over the conversation. This asynchronous nature helps alleviate the pressure of immediate responses, making interactions more relaxed.



Familiarity & Comfort

People already use WhatsApp to communicate with friends and family, making it a comfortable and familiar platform for business interactions. **This existing affinity reduces barriers to adoption and encourages customers to reach out to businesses through WhatsApp.**

Why People Prefer It





Business Benefits

➔ Reduce Costs

Leverage WhatsApp's bots and asynchronous messaging to minimize call center expenses.

Claroshop, a Mexican online marketplace, saw significant cost savings by introducing Clara, a WhatsApp digital assistant.

Customers use Clara to track orders, pay bills, and make payments, resulting in:

- 35% decrease in order tracking calls
- 18% diversion of customer support calls to WhatsApp

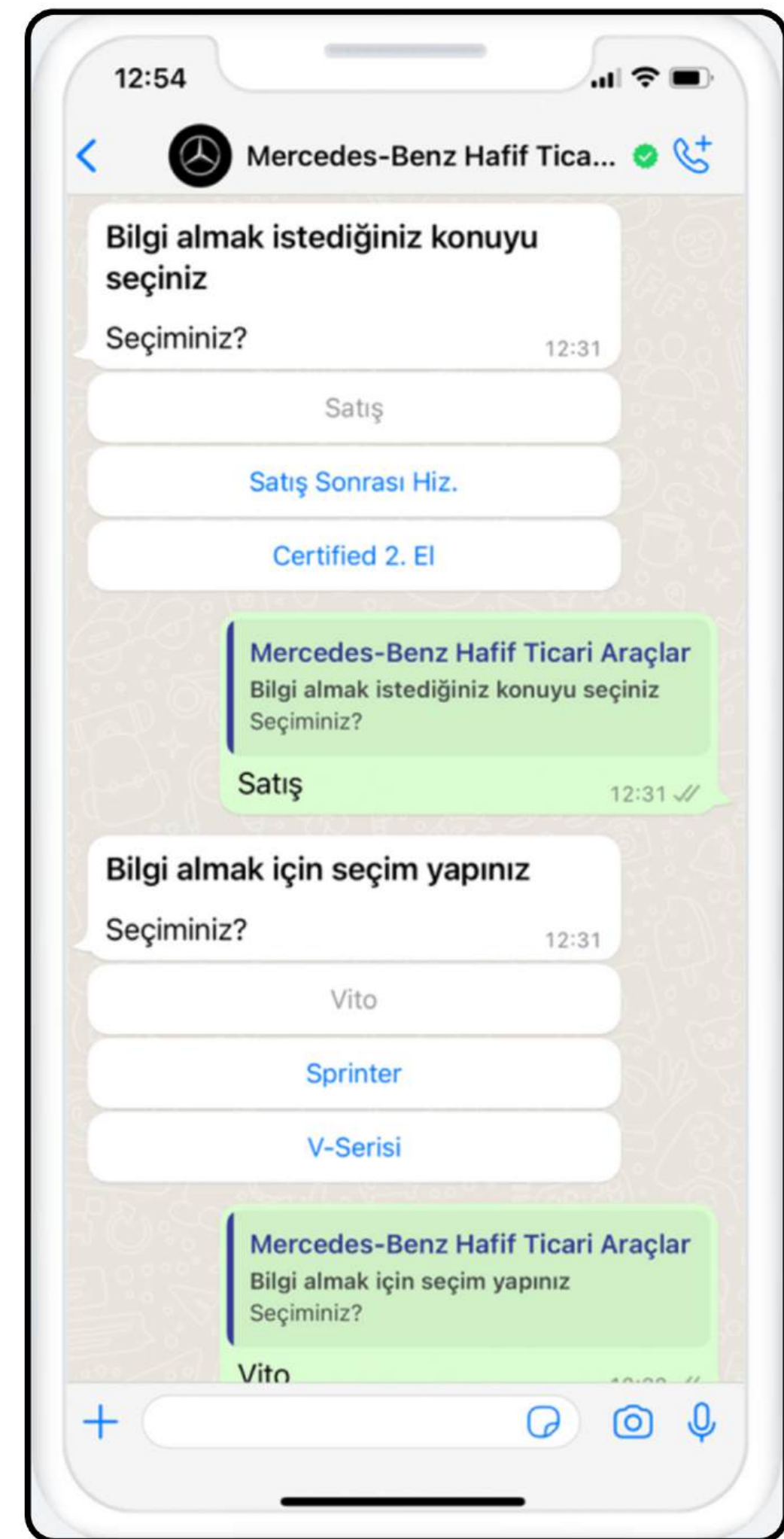
→ Increase Sales

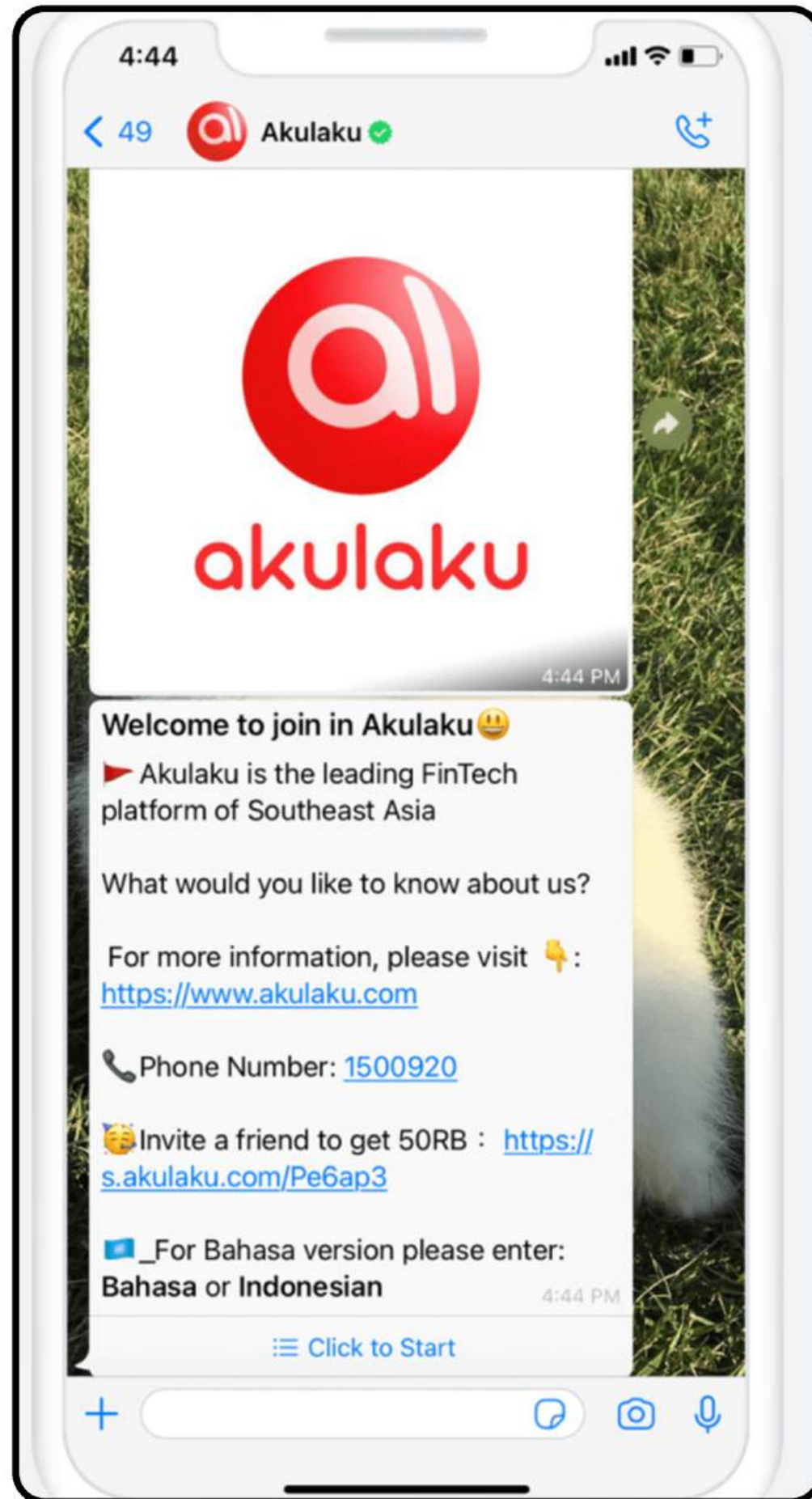
WhatsApp provides organic and paid entry points through Instagram, Facebook, and more to drive customers to make purchases or share contact information, leading to sales.

Mercedes-Benz Turkey exemplifies this success.

By implementing WhatsApp Business Platform for commercial van sales:

- Purchase process reduced from 2-3 days to near-instant
- 93% increase in sales
- 63% rise in customer leads





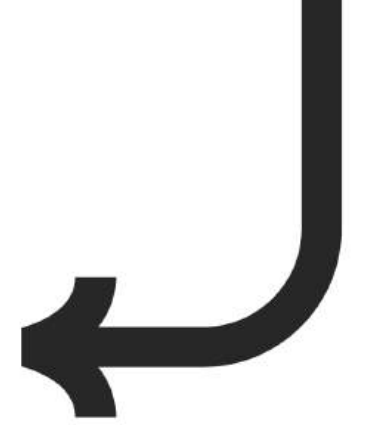
Improve Customer Experiences

Both user- and business-initiated messaging on WhatsApp enable faster, more reliable, and consistent communication with customers.

Akulaku, a Southeast Asian financial services platform, exemplifies this benefit. With WhatsApp Business Platform:

- Timely responses to FAQs on virtual credit cards, payment plans, and car loans
- 50% increase in customer satisfaction scores

WhatsApp Business Solutions



WhatsApp Business App (For Small Businesses)	WhatsApp Business Platform (For Large Businesses)
Free download on individual phones	Scalable, enterprise-grade API
Manual, one-on-one communication	Large-scale customer communication
Up to 4 users can respond to customer messages	<p>Features:</p> <ul style="list-style-type: none">▸ Access and management through company infrastructure▸ Programmatic and manual connection options▸ Thousands of employees/agents and bots can respond▸ Verification (green check mark)▸ Integration with CRM, marketing automation, and more

Convenient Customer Engagement

People can have personalized, asynchronous conversations with businesses on WhatsApp, a platform they already know and use.

Business Benefits

WhatsApp drives business success through:

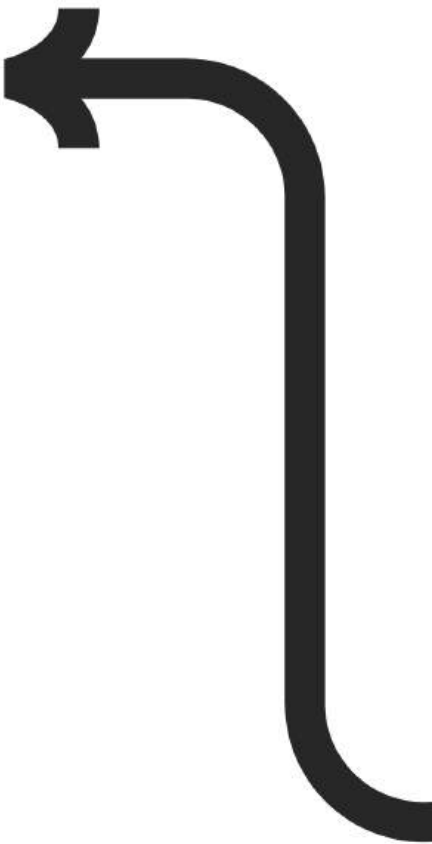
- Increased sales
- Enhanced customer service efficiency
- Reduced costs

WhatsApp Business Platform

A powerful, programmable interface enabling businesses to:

- Send and receive WhatsApp messages at scale
- Automate customer interactions
- Integrate with existing systems for seamless communication

Key Takeaways



Need expert help integrating WhatsApp automations with Meta Ads and your CRM?

Connect with us.

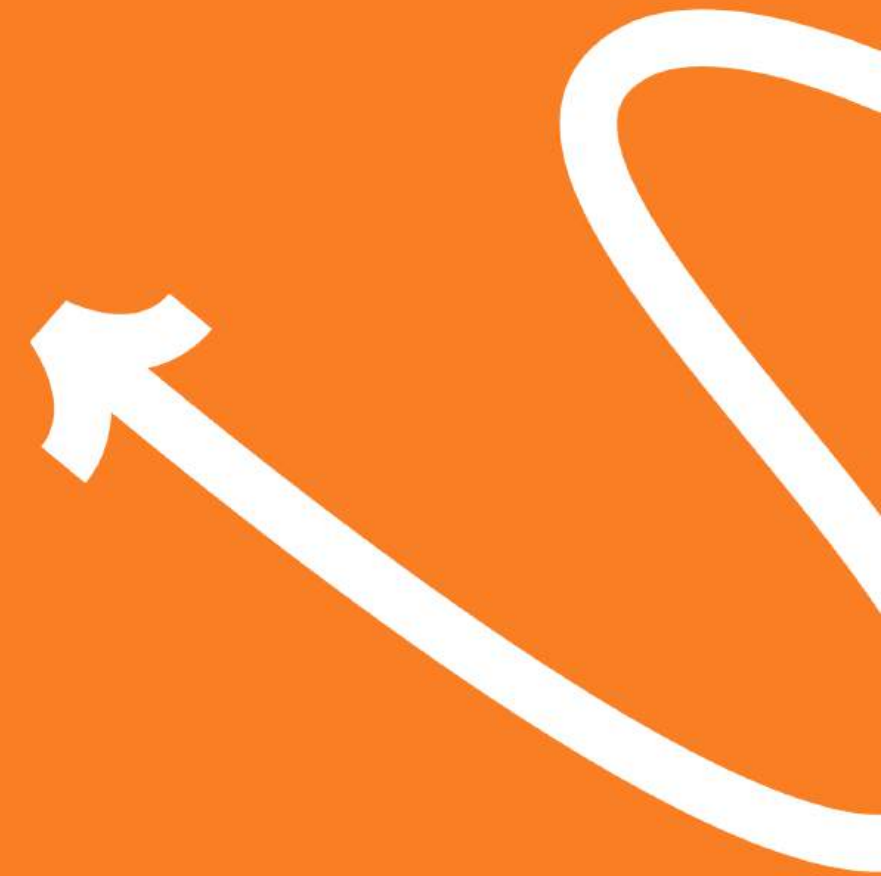


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Resources

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