



WhatsApp Business Solutions



Overview

Our company aims to leverage WhatsApp Business to enhance customer engagement, streamline operations, and improve service delivery. The following proposal outlines the key features and implementation strategies to achieve these goals.

1. WhatsApp Business Verification

Objective:

Verify the business account with Meta and obtain the green check of verification.



Actions:

- Application Process: Submit the necessary documentation to Meta for business verification.
- Compliance: Ensure compliance with Meta's business policies and guidelines.
- Verification Badge: Secure the green check mark, enhancing customer trust and credibility.

Benefits:

- Increased customer confidence.
- Enhanced brand authenticity.



2. Broadcast Messages

Objective:

Send marketing and promotional messages about services, new offers, and events.

Actions:

- Content Creation: Develop engaging and informative content for marketing campaigns.
- Segmentation: Segment the customer base for targeted messaging.
- Scheduling: Plan and schedule messages for optimal engagement.



Benefits:

- Higher reach and engagement.
- Increased awareness of services and offers.

3. Interactive Messages

Objective:

Use messages with buttons and forms to enhance customer interaction.

Actions:

- Template Design: Create templates with interactive elements such as buttons and forms.
- Use Cases: Implement for various use cases like order confirmations, surveys, and feedback collection.
- Integration: Ensure seamless integration with backend systems for real-time updates.



Benefits:

- Improved customer experience.
- Efficient data collection.

4. 24/7 AI Chatbot Assistance

Objective:

Implement a chatbot to handle common customer inquiries such as refunds, delivery areas, and operational hours.

Actions:

- Chatbot Development: Design and develop an AI-powered chatbot.
- Knowledge Base: Build a comprehensive knowledge base to address common queries.
- Testing: Conduct thorough testing to ensure accuracy and reliability.



Benefits:

- Round-the-clock customer support.
- Reduced workload for human agents.

Benefits:

- Valuable customer insights.
- Continuous service improvement.

6. Notifications and Integration

Objective:

Integrate the system to provide notifications about orders and services.

Actions:

- System Integration: Integrate WhatsApp with existing order management and CRM systems.
- Automated Notifications: Set up automated notifications for order updates, delivery status, and service alerts.
- Customization: Customize notifications based on customer preferences and behaviour's.



Benefits:

- Timely and relevant customer updates.
- Improved operational efficiency.



Duration

The entire implementation of WhatsApp Business Solutions will be delivered to the clients within 2 weeks. This expedited timeline ensures that your business can quickly integrate and start leveraging the powerful features of WhatsApp automation, enhancing customer engagement and streamlining operations without significant delays. Our efficient project management and dedicated team guarantee that all aspects of the implementation, from business verification to system integration, are completed promptly, allowing you to begin reaping the benefits in a short period.

Conclusion

By implementing these WhatsApp Business solutions, our company will significantly enhance customer engagement, streamline operations, and improve overall service delivery. This comprehensive approach will ensure that we stay ahead of the competition and continue to meet our customers' evolving needs.

This proposal outlines the steps and benefits of each feature, providing a clear roadmap for implementation.





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