

WhatsApp on Phones

Main Differentiators

WhatsApp with INOVO



Segregated Applications

Agents have to deal with multiple applications just to service customers. This causes confusion and unproductive activities.



No Control over Received WhatsApp Messages

If WhatsApp messages are received on phones, you have no control over what happens to that message since there is only one end point to which it can be delivered.



No Database Access

An interaction on WhatsApp with a customer is completely separate to any databases or business applications.



No Visibility Whatsoever

Since WhatsApp messages are received completely separate to your contact centre, there is no visibility to know the performance of your agents responding to messages, or even the number of queries being dealt with per day.



No Supporting Functionality

Agents are not able to use supporting functions as is provided for other chat channels such as emails.



Consolidated View of All Channels

Since WhatsApp is simply a contact centre channel, agents have a single application where all WhatsApps, emails, webchats, voice calls etc. are dealt with, which increases simplicity and productivity.



WhatsApps are Queued

The same as every other channel, WhatsApp messages are queued to specific agents who are skilled in receiving WhatsApps. This routing can be configured so that the most suited agent deals with the query dependent on where it comes from.



Database and Business Application Integration

All interactions through the WhatsApp channel can be saved to databases, and integration into business applications can be utilized to better service your customers.



Real-time Reporting and Dashboards Provided

All interactions that go through the WhatsApp channel will be able to be reported on and displayed on dashboards in real-time. For example, the handling time per agent per interaction over WhatsApp.



Utilise Existing Contact Centre Functions

Any functions currently being used in your contact centre to support other text channels (emails, webchat etc.) can be provided to WhatsApp-skilled agents. This includes pre-defined responses to quicken the response time and improve quality of service.