

# WhatsApp Benefits



## Current Problem

### 1. Limited Customer Reach

South Africans are often difficult to reach via the typical voice, email and sms channels because of financials and unwillingness to engage over certain channels.

### 2. Sending Media Limited to Emails

If customers have to send media or supporting documentation, they have to do so over emails, to which many do not have access, or else customers take very long to send the emails containing required media or documentation.

### 3. No Self-Service

Many customer queries are repetitive and straight forward which takes time, effort and money to be dealt with by agents.



## Solution

### 1. Most Widely Used Channel

Most South Africans use WhatsApp on a day-to-day basis and often feel more comfortable using WhatsApp over calling. Also, it is very cheap if limited to text-based messages.

### 2. Richer Channel

WhatsApp can provide a channel through which customers can easily send any required media or documentation, for both customer service and/or acquisition processes. This can be done while interacting with an agent at the same time.

### 3. Provide Self-Service

A chatbot can be deployed on the WhatsApp channel which handles all FAQs as well as customer-specific queries as a later stage with immediate responses.



## Benefit

### 1. Broaden Your Reach

More customers will be reached and interacted with on a day-to-day basis. WhatsApp will also provide a better customer experience.

### 2. Higher Uptake

Because of the richness of the channel, more customers will interact with your company and required documents can more easily be sent to you. E.g. a customer can simply take a picture of his/her ID and send it over WhatsApp.

### 3. Add Value to Your Business

Not only does it increase the customer experience, but this allows for agents to spend more time on value-add tasks. This benefits the business in areas separate to the contact centre, and drives down costs, as well as being able to perform more outbound calls which increases sales.