Product Features

**Product Name and brief description**

Bank Alfalah WhatsApp Banking Channel in its endeavor to provide state of the art solutions to customer through Whatsapp for Customer Services. More than 1 billion people in over 180 countries use WhatsApp to stay in touch with friends and family, anytime and anywhere. It is the most popular messaging app in the world with almost 2 billion active users. BankAlfalah use WhatsApp as a mode of Customer Service where customer has a convenience to reach to our customer representative without any Global restrictions, this services is highly beneficial for RDA Account holder where as local Whatsapp Users can access also with ease and accessibility.

BankAlfalah WhatsApp Banking Channel is another step towards customer convenience, whereby, using WhatsApp platform customer can get information  through Ruled Base BOT related  to existing and new product offering by simply messaging on BankAlfalah WhatsApp Number 021-111-225-111. BankAlfalah WhatsApp BOT enhance your experience with instant response which leads you towards next level of Customer Satisfaction. This Amicable BOT helps  you to get yourself with a personal attention and a gratitude towards your requirements.

Delightful UI/UX  design of the WhatsApp BOT is a key feature  for customers to have ease in using the Services without any hassle

**Product Feature and Benefits**

* Convenience for Global Customer Reach
* Swift Response without waiting in que’s.
* Customer Service Improvement via new channel
* Query Management for General Queries & Inquiries via Agent based model
* Agent response ‘Customer Support’ Portal/Interface for agents
* Reporting & Information Record for Data Collection & Insights
* Product Information through Rule Base BOT

Bank Alfalah BOT will provide following information at WhatsApp Banking Channel:

1. Banking Services;
2. Roshan Digital Account (RDA);
3. Premier Banking;
4. Loans;
5. Digital Banking;
6. Offers & Discounts;
7. Find Us; and
8. Chat with Live Agent

Product Types

General Information about all the product available in BankAlfalah which can be shared through customer services

Target Market

Mostly WhatsApp Banking is being used as a messaging platform for people using Internet Chat, for families and friends to reach out to each other, to discuss personal things, BankAlfalah WhatsApp banking Channel business can fit into these conversations so that Consumer can easily access Customer support and have instance responses against their query and have user friendly customer experience.

FAQs

**Q1) why do I need BankAlfalh WhatsApp Banking Channel?**

**Ans-** WhatsApp ensures easy banking anytime, anywhere without Global boundaries. Within WhatApp all message are end to end secured.

**Q2) how can I use BankAlfalah WhatsApp Banking Channel?**

**Ans-**You can use WhatsApp Banking Channel by simply reaching through Contact us (021)111-225-111.

**Q3) Do I need to have register number for BankAlfalh WhatsApp Banking Channel?**

**Ans-**No, Any customer without registration can reach BankAlfalah WhatsApp Banking Channel.

**Q4)  Can I send Video note to the Agent?**

**Ans-**No, Video notes are not allowed