Revolutionizing Customer Interaction:
Unveiling Anantya.ai's Capabilities

The WhatsApp Business API provides businesses with a platform to communicate with their customers on WhatsApp, enabling them to engage with users in a more efficient and personalized manner.

Some of the key features of the WhatsApp Business API include:

WhatsApp Business API Setup and Verification:

- **WABA Setup and Number Configuration:** Configure WhatsApp Business API setup and manage associated phone numbers.
- **FBM Meta Verification:** Verify Facebook meta tags for businesses using the WhatsApp Business API.
- **Green Tick Verification:** Obtain verification badges (green ticks) for official business accounts.
- **Account Setup and Verification:** Manage account setup and verification processes for businesses on WhatsApp.

Admin Dashboard and Omni-Channel Inbox:

- **Admin Dashboard:** Access an administrative dashboard for managing account settings, analytics, and communication.
- **Team Inbox:** Collaboratively manage incoming messages and inquiries from customers with a team inbox feature.
- **Channels and Filters:** Organize and filter incoming messages based on channels and custom criteria.
- **Communication Filters:** Apply filters to manage and categorize incoming and outgoing messages efficiently.

Bot Setup and Automation:

- **Bot Setup and Keyword Configuration:** Configure chatbots and set up keywords for automated responses.
- **Multi Language Support:** Provide support for multiple languages in communication with customers.
- **Welcome Message:** Set up automated welcome messages to greet customers when they initiate a conversation.
- **Away Message:** Configure automated away messages to inform customers when agents are unavailable.
- **Feedback Message:** Collect feedback from customers with automated feedback messages.
- **Quick Replies:** Set up predefined quick reply options for efficient communication.
- **Conversation Flows:** Design and implement conversation flows for guided interactions with customers.
- **AI Bot Integration:** Integrate AI-powered chatbots for advanced conversation handling and natural language processing.
- **List and Button Integration**: Incorporate lists and buttons into chat flows for interactive and guided customer interactions.
- **Carousel Template with New Template Creation UI**: Introducing Carousel templates, allowing you to send a single text message accompanied by a set of carousel cards in a horizontally scrollable view. This feature offers a visually engaging way to showcase multiple items or options within a single message.
- **Template with CTA and Quick Replies Buttons:** You can now include both calls-to-action (CTA) and quick reply buttons in a single template, providing better engagement with your audience.
- **Increased Template Button Count:** The button count increased for both CTA and quick reply buttons, giving flexibility and compelling user experiences.

Campaign Management and Reporting:

- **Campaign Scheduling:** Schedule campaigns and messages for delivery at specific times.
- **Template Management and Synchronization:** Manage message templates and synchronize them across different communication channels.
- **Detailed Usage Reports:** Access detailed usage reports to track message delivery, open rates, and other metrics.
- **Multilingual Campaigns:** Create and manage campaigns in multiple languages to cater to diverse customer bases.
- **Dynamic and Static Campaigns:** Create dynamic and static campaigns for personalized and general communication purposes.
- **Multi-Category Campaigns:** Categorize campaigns based on different themes, products, or customer segments.
- **Rich Media Campaigns:** Incorporate rich media content such as images, videos, and documents into campaigns.
- **Scheduling Logs:** View logs of scheduled messages and campaigns for monitoring and optimization purposes.
- **Live Reports:** Generate live reports to track campaign performance and engagement metrics in real-time.

Cart & Catalog Management:

- **Product Setup:** Set up and manage up to 500 products within the catalog.
- **Catalog Profile:** Create and customize catalog profiles to showcase products and services.
- **E-Commerce Integration:** Integrate with payment systems to facilitate commerce transactions directly within WhatsApp.
- **Location Integration:** Incorporate location-based services for delivery tracking and store location sharing.
- **CRM Integration:** Integrate with Customer Relationship Management (CRM) systems to synchronize customer data and streamline sales processes.

Multi-Agent Management:

- **Manual Transfer:** Allow agents to manually transfer conversations between themselves for efficient handling.
- **Reports:** Generate reports on agent performance, conversation handling, and status updates.
- **Pickup and Round Robin Allocation:** Implement pickup and round-robin allocation systems for distributing incoming queries among agents.
- **Unique Login Credentials:** Assign unique login credentials to each agent for secure access and accountability

Integrations:

- **Social Media Integration:** Integrate with Facebook, Instagram, and Telegram for seamless communication across platforms.
- **SMS Integration:** Integrate with SMS services for broader reach and communication backup.
- **CRM/ERP Integrations:** Connect with Customer Relationship Management (CRM) and Enterprise Resource Planning (ERP) systems for data synchronization and workflow optimization.
- **Open APIs:** Provide open APIs for developers to build custom integrations and extend platform functionalities.

SMS Fallback:

- **Fallback Mechanism:** Implement SMS fallback functionality to ensure communication continuity in case of WhatsApp unavailability or limitations

Lead Management System (LMS):

- **Contact Base:** Maintain a contact base within the LMS for managing customer interactions and inquiries.
- **Export Functionality:** Export data from the LMS for analysis and reporting purposes

.Analytics:

- **User Reports:** Generate reports on user engagement, behavior, and preferences.
- **Agent Reports:** Analyze agent performance, response times, and conversation outcomes.
- **Campaign Reports:** Track the effectiveness of campaigns through detailed reporting on delivery rates, open rates, and conversions.
- **Label Reports:** Monitor the usage and effectiveness of labels for categorizing conversations and information.

Next Quarter's Feature Roadmap

Ticketing System:

Implement a ticketing system for clients to streamline support processes and track issues efficiently.

Chat GPT Integration:

Introduce AI chatbot capabilities for more advanced and intelligent interactions with customers.

New Channel Integration:

Integrate additional communication channels such as Twitter, Google Messages, Viber and Telegram for a broader reach and accessibility.