

Streamline Your Business with Automation: A Complete Overview

Anantya.ai

Anantya.ai is the smartest engagement platform, built on top of Official WhatsApp Business APIs, partnered with Meta. We help businesses easily send WhatsApp broadcasts, automate notifications and reminders, provide live chat across multiple devices, and even integrate a chatbot for automating sales and customer support.

Table of content

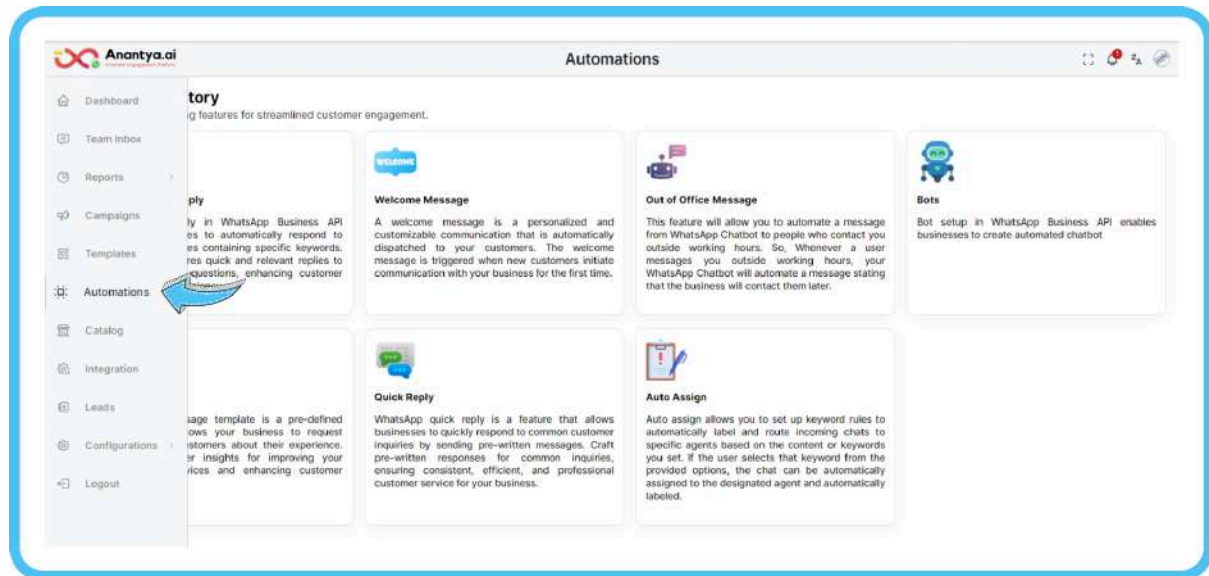
| | |
|--|-----------|
| A Step-by-Step Guide to Setting Up Chat Flow | 2 |
| Step 1 – Getting started: | 2 |
| Step 2 – Setup Bot: | 3 |
| Step 3 – Start building the chatflow: | 3 |
| 1) Start with a welcome message: | 4 |
| 2) Using lists and buttons: | 4 |
| Step 4 – Set up user responses: | 5 |
| Or handling unknown input responses: | 5 |
| Exploring interactive features within the Anantya Bot: | 6 |
| 1) List and buttons: | 6 |
| 2) Media Files: | 7 |
| 3) Cart and Catalogue Integration: | 8 |
| 4) Location Request: | 9 |
| 5) WhatsApp Flows: | 10 |
| 6) Setting User Response Type: | 11 |
| 7) Different Options in User Input: | 11 |
| How to Set Up a Welcome Message on Anantya Panel | 12 |
| 1. Navigate to 'Automation' on Anantya.ai Panel: | 12 |
| 2. Select the 'Welcome Message' option: | 13 |
| 3. Create a welcome message: | 13 |
| 4. Compose your message: | 14 |
| 5. Submit your message: | 14 |
| How to Set up an 'Away Message' Using Anantya WhatsApp Business API | 15 |
| 1. Log in and access automation: | 15 |
| 2. Add an 'Away Message': | 16 |
| 3. Configure your message: | 17 |
| 4. Save your settings: | 18 |
| Optimizing Conversations with Auto Assignment | 19 |
| What is Auto Assignment? | 19 |

| | |
|---|-----------|
| Why use Auto Assignment? | 19 |
| Step-by-Step Guide to Setting up Auto Assignment | 20 |
| 1. Log in and access automation: | 20 |
| 2. Navigate to the 'Auto Assign' section. | 20 |
| 3. Setting up Auto Assignment rules: | 21 |
| Example Scenario: | 22 |
| Benefits of Auto Assignment: | 22 |
| Setting Up Feedback Messages: A Step-by-Step Guide | 23 |
| 1. Log in to your Anantya panel and navigate to the Automation section. | 23 |
| 2. Select feedback messages: | 23 |
| 3. Add a feedback message: | 24 |
| 4. Create your message: | 24 |
| 5. Submit your message: | 24 |
| 6. Manage your feedback messages: | 25 |
| Creating Quick Reply Messages: A Step-by-Step Guide | 26 |
| 1. Log in to your Anantya panel and navigate to the Automation section. | 26 |
| 2. Select quick reply messages: | 26 |
| 3. Add a new quick reply message: | 27 |
| 4. Set up your quick reply: | 27 |
| 5. Submit your quick reply: | 27 |
| 6. Manage your quick reply messages: | 28 |
| 7. Use quick reply messages: | 28 |
| Benefits and uses of quick reply messages | 29 |

A Step-by-Step Guide to Setting Up Chat Flow

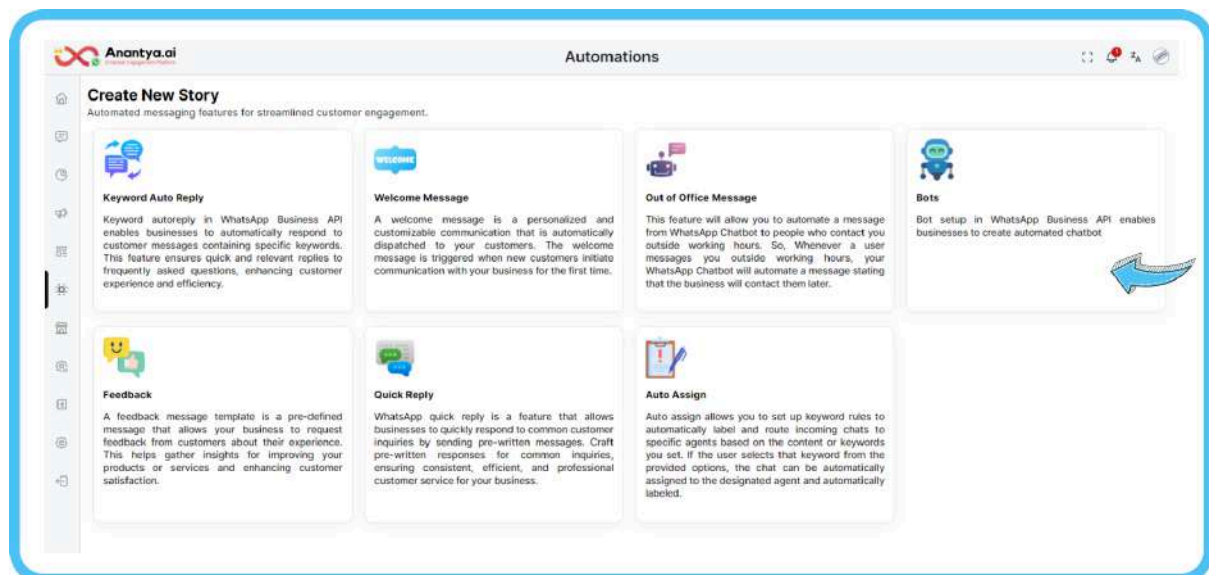
Step 1 – Getting started:

Navigate to the automation section in the left-side navigation menu of the panel and click on the "**Automation**" option.



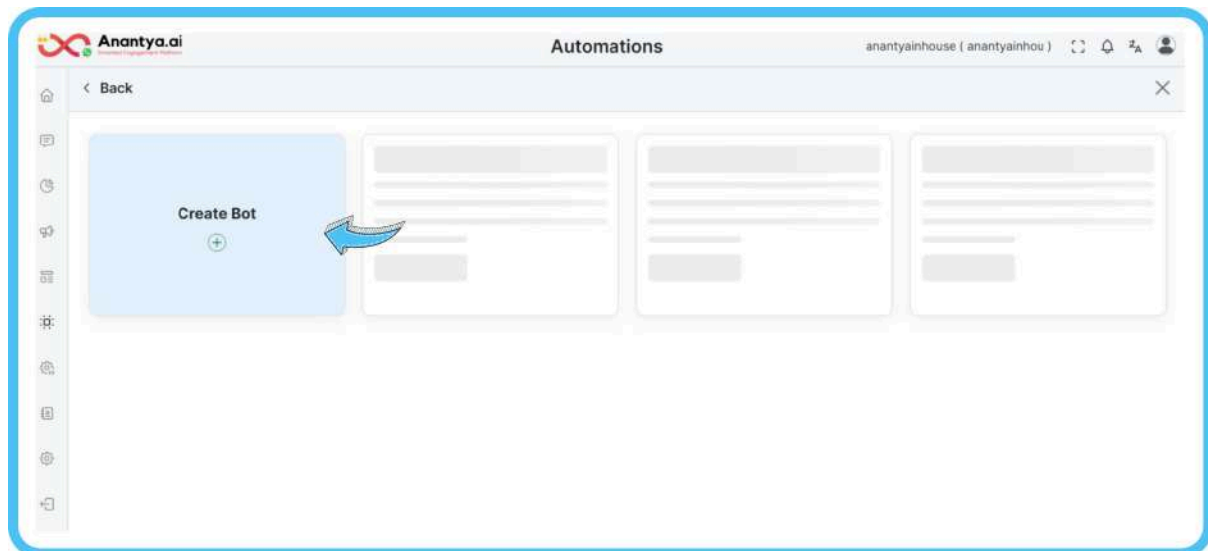
Step 2 – Setup Bot:

Click on "**Bot**" to easily create an automated chatbot for your business and streamline your customer interactions. Let technology do the heavy lifting for you!



Step 3 – Create a new chatbot:

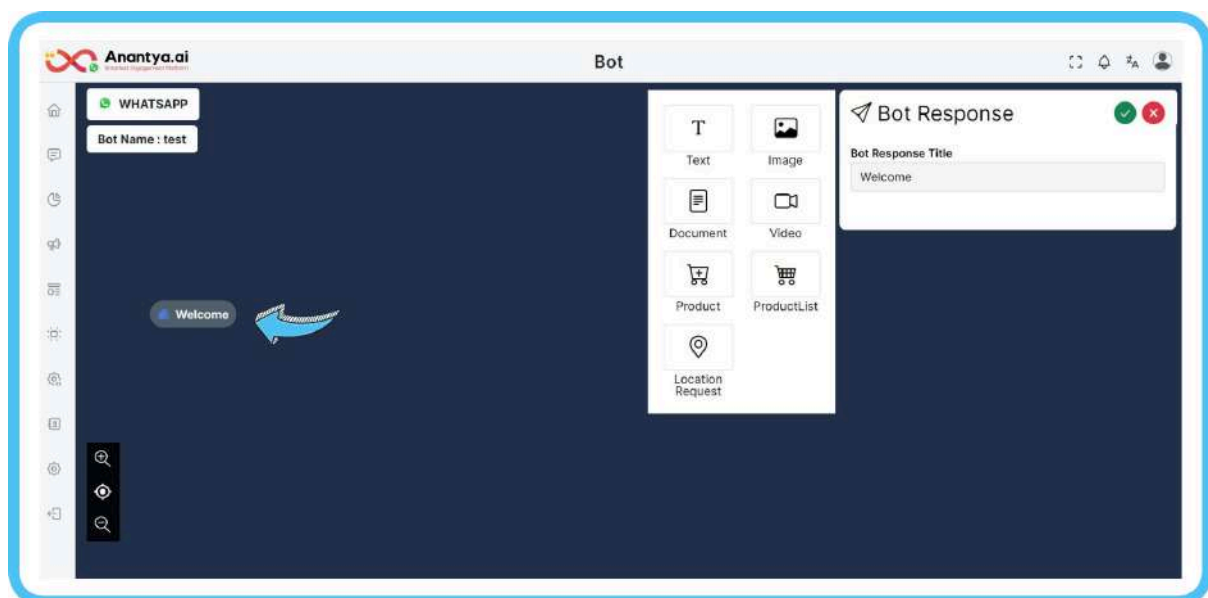
If you want to create a new chatbot for your business, click on the "**Create Bot**" button; all the listed chatbot templates will be displayed on your screen.



Step 3 – Start building the chatflow:

Once you've selected the new chatbot, a blank canvas will be presented to your screen where you can design your chat flow according to your specific use case.

1) Start with a **welcome message**:

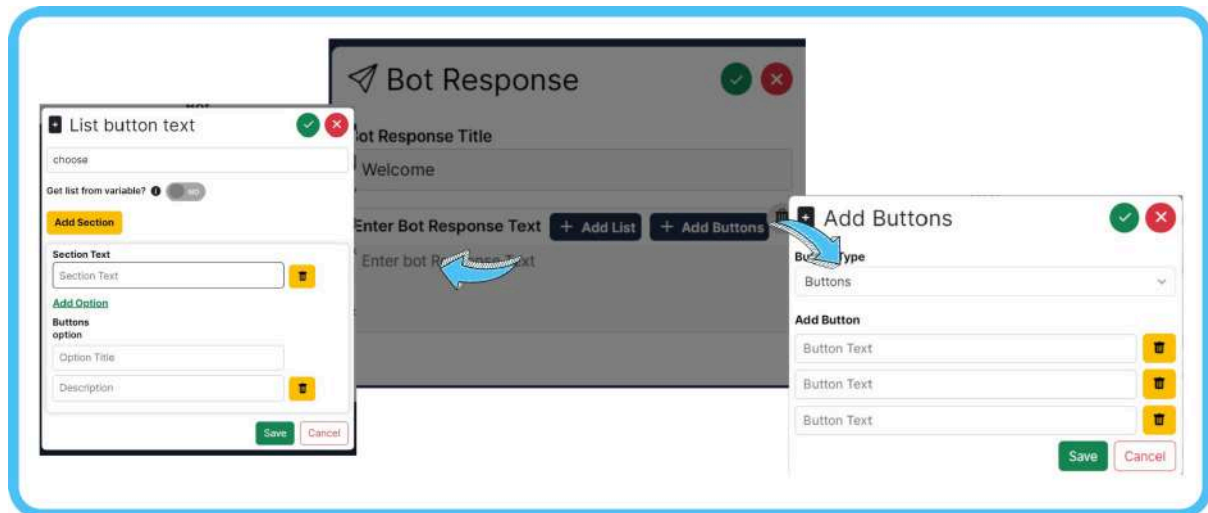


Start by drafting a welcome message that users will receive when they initiate a conversation. You can also provide options within the welcome message using lists or buttons.

2) Using **lists and buttons**:

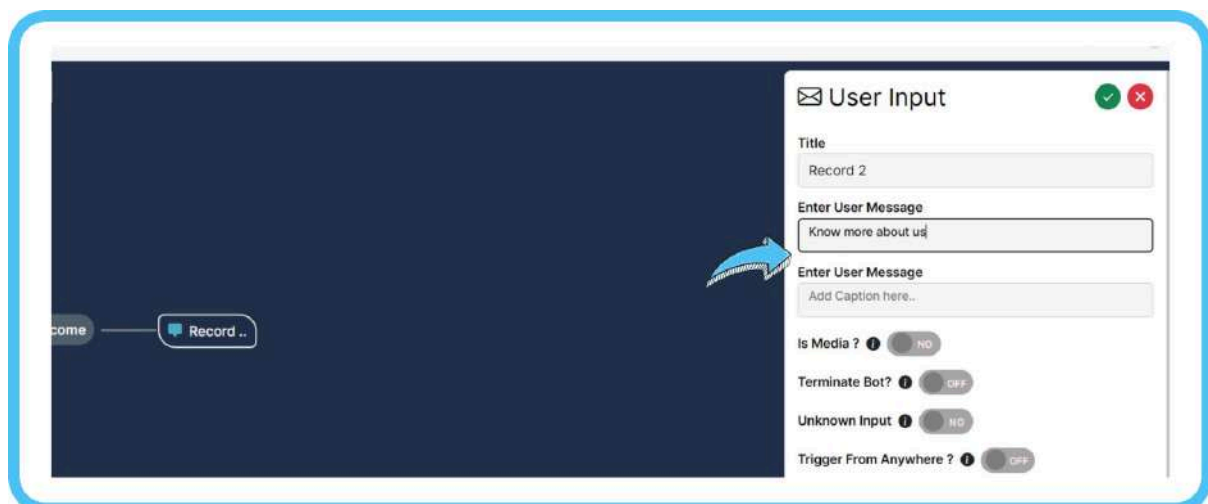
You could also include options presented as **buttons or lists**, depending on the number of choices you have, in the welcome message.

Lists are perfect for grouping options in cases where they fall into categories or subcategories, so as to provide a structured navigation experience for users.



Step 4 – Set up user responses:

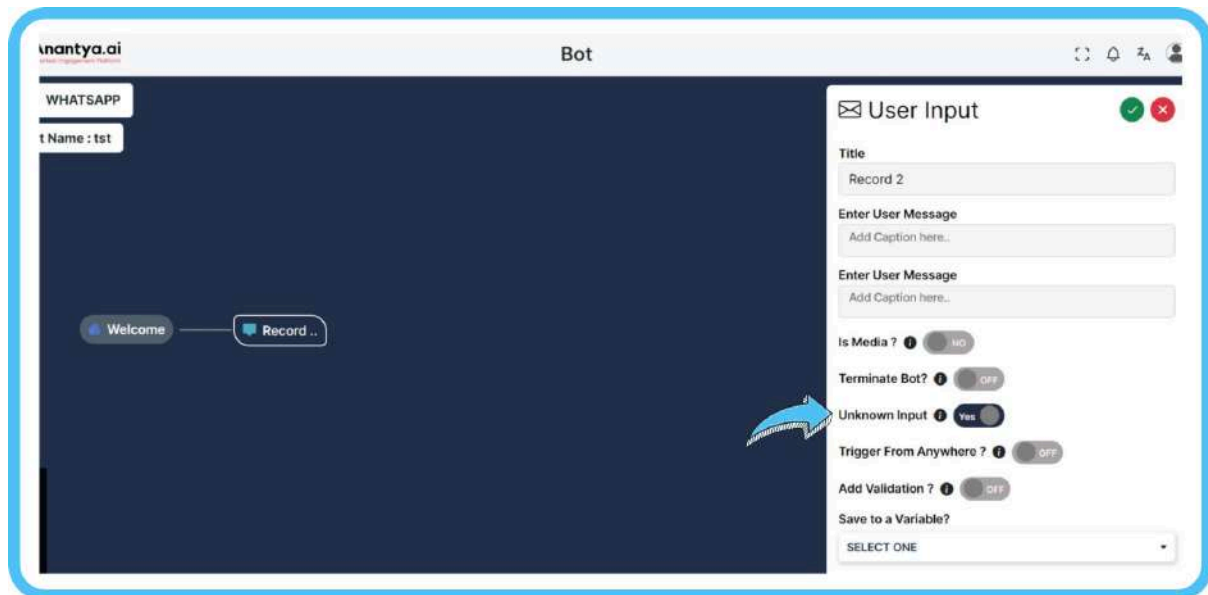
Now, define the user responses based on the options provided in the welcome message. For example, when a person decides that they would like to “know more about us,” then he/she should proceed with providing some details regarding this organization.



Or handling unknown input responses:

If the user's input does not match any predetermined options, the chatbot can be set up to reply accordingly by employing the 'unknown input response' feature so that a

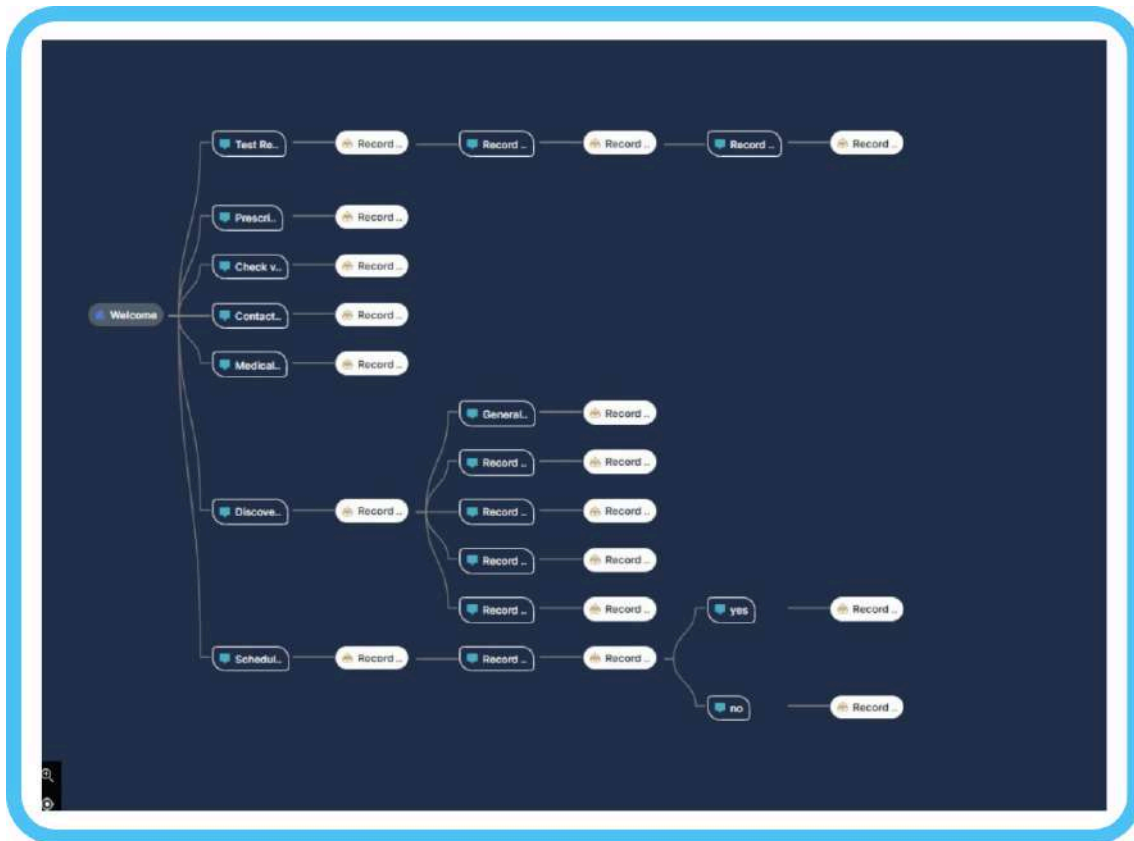
user always receives a useful reply regardless of whether their query falls under established headings.



Step 5 – Adding Responses to Chat Flow:

After you have decided on your chat flow's structure and written the welcome message, as well as gotten down what users can start with, the next step is providing more answers for a complete user experience that can be interacted with easily while maintaining conversation flow. It necessitates inserting answers from bots alongside input from people so that they steer dialogue meaningfully.

- **Bot Responses:** Develop responses that the chatbot will deliver to users based on their input or selections. These responses can include information, instructions, or further options to choose from.
- **User Responses:** Define the anticipated ways that different users might respond to questions asked by the chatbot. This will ensure a fluent dialogue and easy navigation within the chatbot's conversation tree.



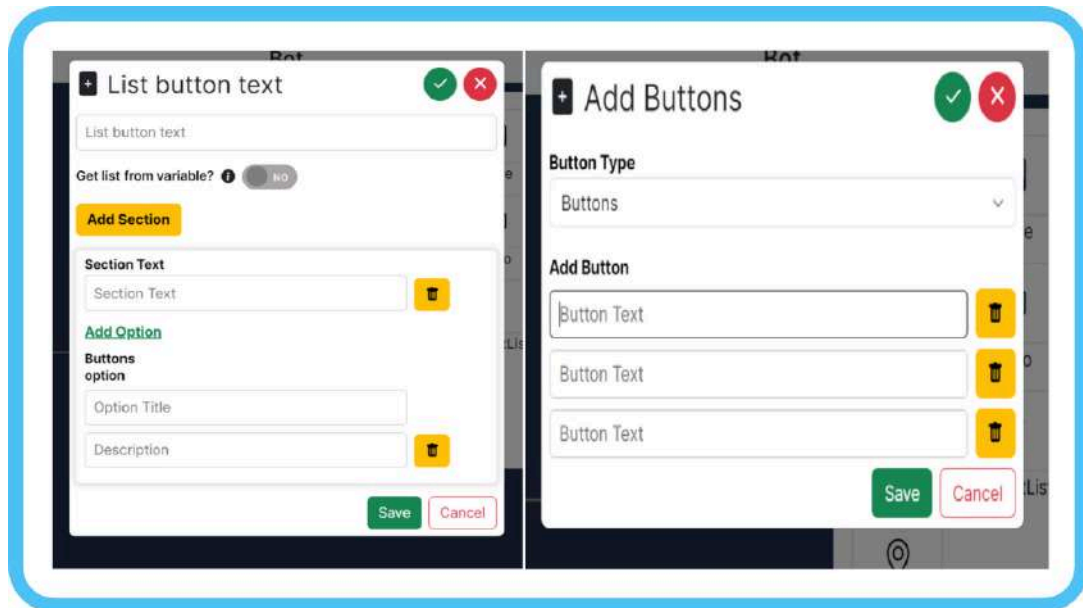
Exploring interactive features within the Anantya Bot:

1) List and buttons:

Anantya's chatbots leverage lists and buttons within the chat flow to enhance interactivity and user engagement. Lists present users with multiple options, while buttons enable users to make selections with a simple tap, resulting in a seamless and intuitive user experience.

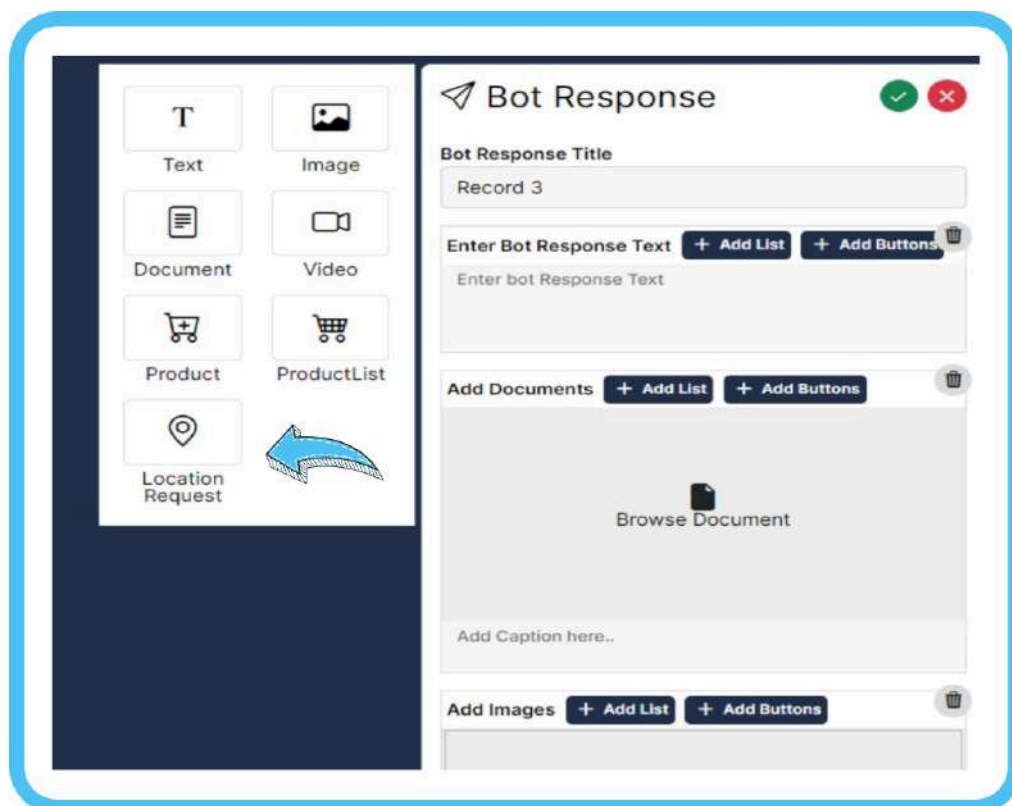
Example:

Imagine a scenario where a customer interacts with an e-commerce chatbot to explore product options. The chatbot presents the user with a list of product categories, such as electronics, clothing, and accessories. The user can then select a category by tapping on the corresponding button. Once a category is selected, the chatbot can further narrow down the options by presenting a list of subcategories or specific products, allowing the user to browse and select items effortlessly.



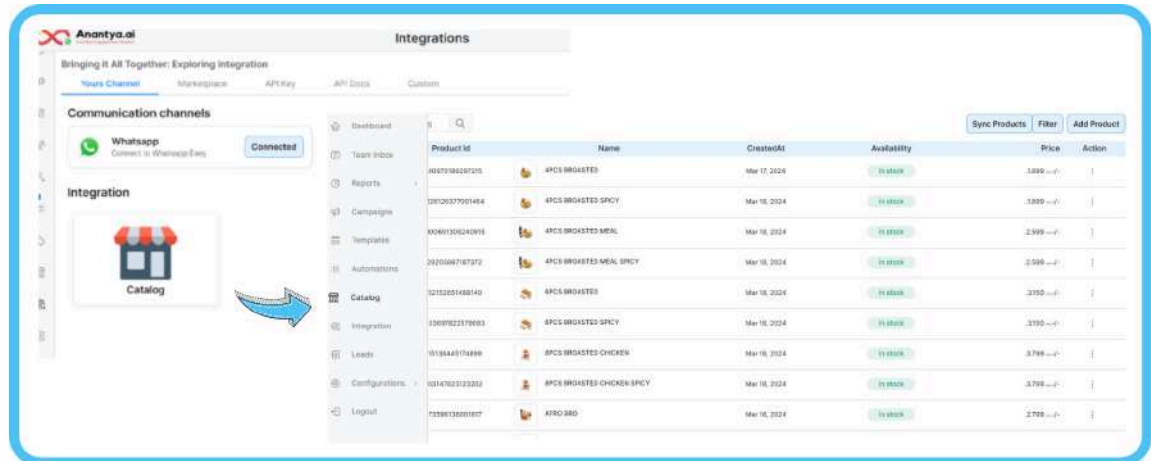
2) Media Files:

Our chatbots have the capability to send various media files, including images, videos, and documents, as part of bot responses. This feature enhances the visual appeal of the conversation and provides users with rich content to engage with.

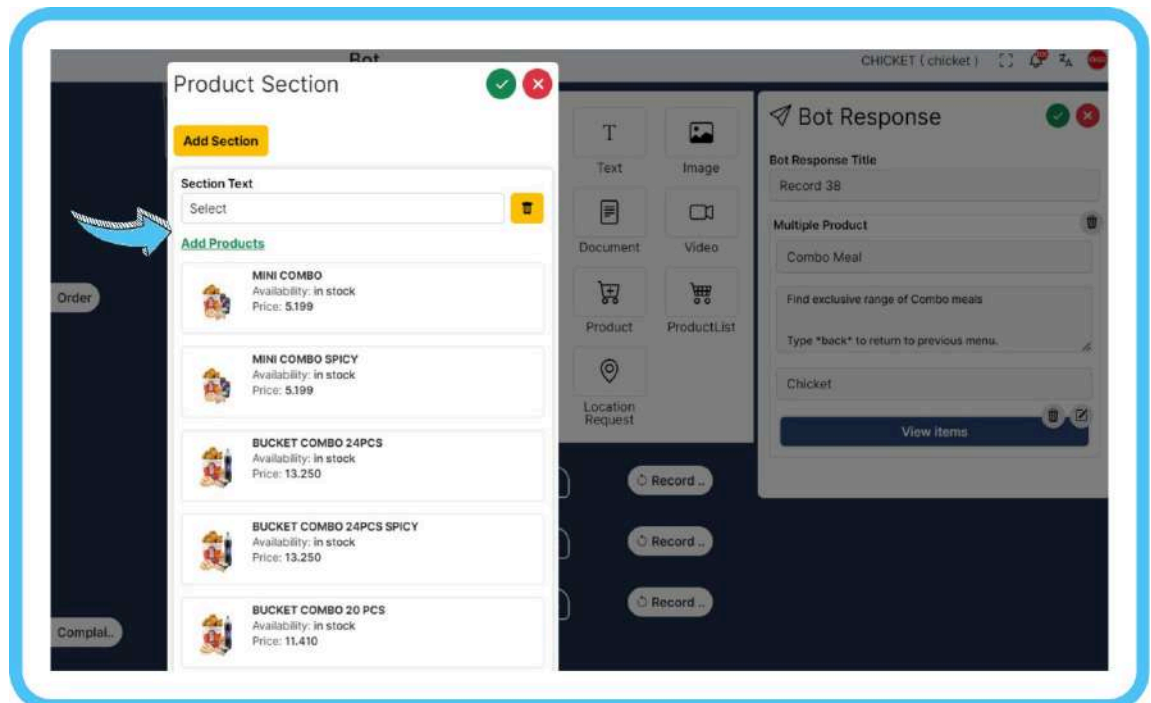


3) Cart and Catalogue Integration:

Anantya's chatbots seamlessly integrate product catalogues and shopping carts directly into the chat flow, enabling customers to browse products and make purchases without leaving the conversation. This integration enhances convenience and streamlines the shopping experience, ultimately leading to increased conversion rates.



Businesses have the flexibility to add individual products or share their entire product catalogue within the chat flow. This allows users to view product details, add items to their cart, and complete purchases within the chat interface, maximizing convenience and efficiency.

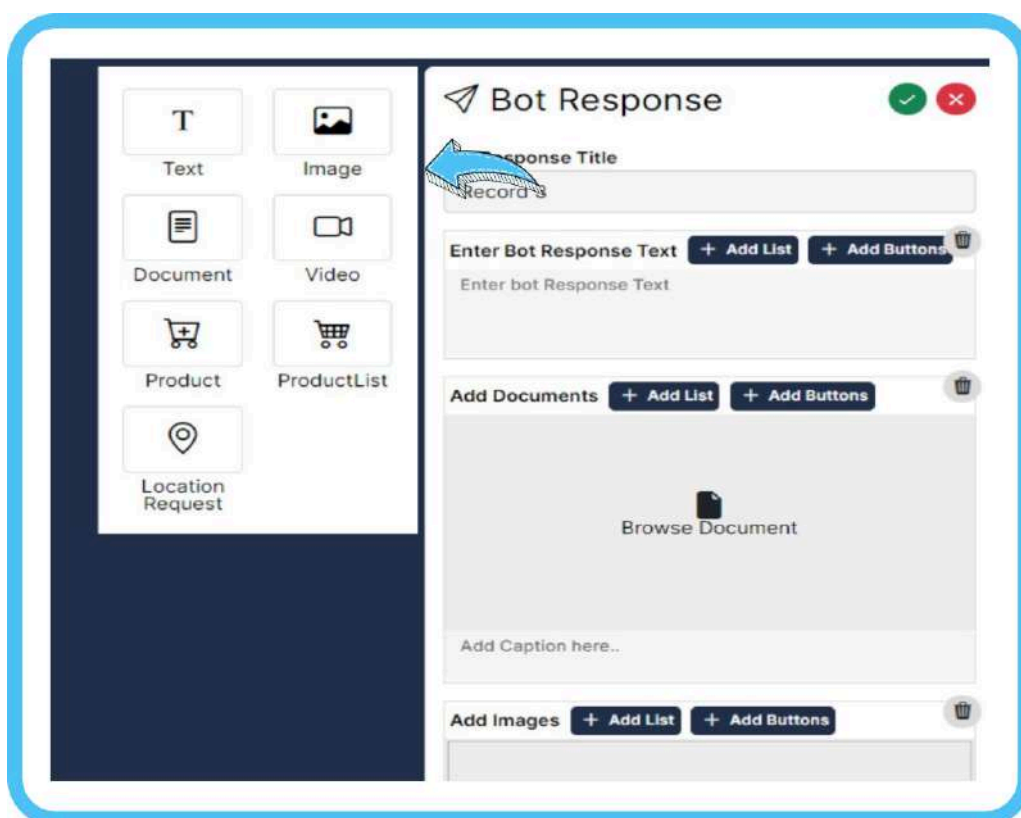


4) Location Request:

Anantya's chatbots empower businesses to request users share their location, enhancing the scope of interactions and user convenience. Moreover, our platform stores the user's previously shared location, allowing for seamless access in subsequent interactions.

Example:

Let's say a food delivery service implements a chatbot to streamline order placements. When a user initiates a conversation to place an order, the chatbot can request the user's location to determine delivery options. If the user shares their location, the chatbot stores this information for future reference. The next time the user interacts with the chatbot, they can choose from their previously shared locations, eliminating the need to input the location repeatedly and expediting the ordering process

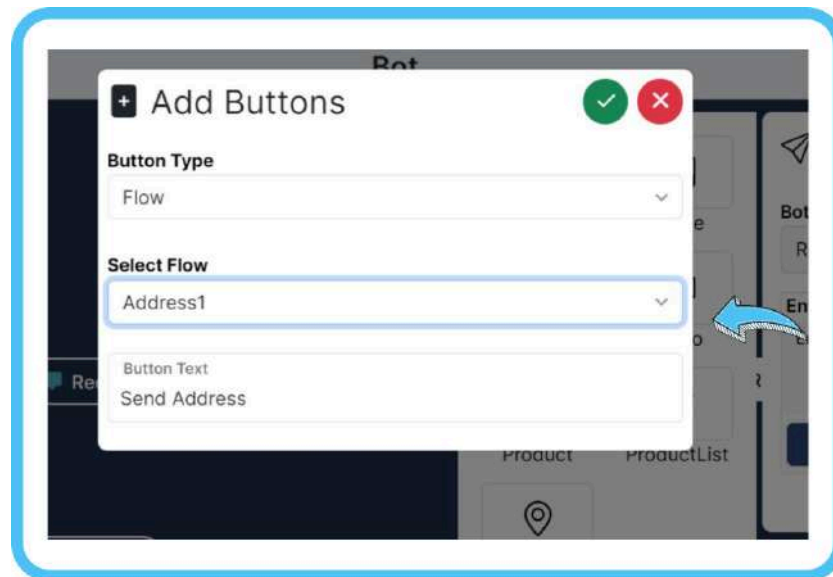


5) WhatsApp Flows:

Anantya's platform offers WhatsApp Flows, enabling businesses to create structured conversational flows for various purposes such as appointment bookings, order placements, or customer support inquiries. WhatsApp Flows provide a form-like interface to gather data stealthily during interactions, offering insights into customers' preferences.

Example:

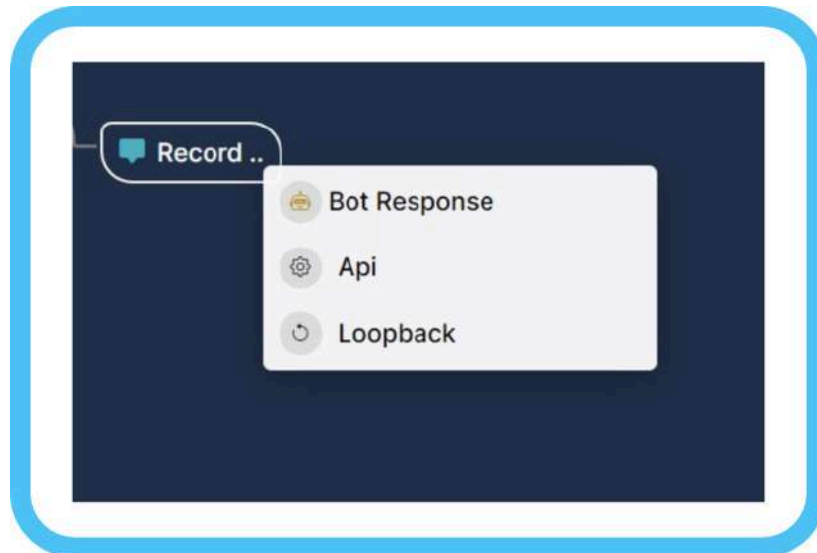
Consider a scenario where a healthcare provider deploys a chatbot for appointment bookings. The chatbot guides users through a predefined flow, prompting them to provide details such as their preferred date and time, type of appointment, and any specific requirements. Based on the user's inputs, the chatbot navigates through the flow to facilitate a seamless appointment booking process.



6) Setting User Response Type:

Anantya's platform allows businesses to customize the type of response users receive:

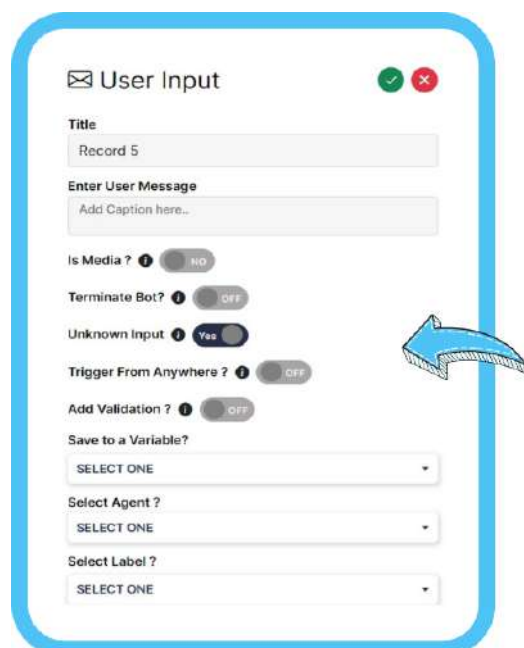
- **Bot Response:** The chatbot provides the response based on predefined logic within the chat flow.
- **API Integration:** Businesses can connect to external APIs to fetch and present information from their own databases or CRM systems.
- **Loopback Option:** Enables the chat flow to loop back to any previous node, allowing users to revisit and continue from a specific point in the conversation.



7) Different Options in User Input:

Anantya's platform offers various options to manage user input efficiently:

- **Terminate Bot:** Allows users to stop the chatbot's functioning if they choose this option.
- **Unknown Input On:** Enables the chatbot to handle unknown user inputs by providing appropriate responses.
- **Trigger from Anywhere:** Automatically triggers the next response when users select a specific keyword or option, regardless of their current position in the chat flow.
- **Add Validation:** Businesses can add validation to user responses, ensuring that the information provided meets specified criteria. For instance, validating user input such as name or contact details to ensure accuracy and completeness.



User Input

Title
Record 5

Enter User Message
Add Caption here..

Is Media ? ☐ NO

Terminate Bot ? ☐ OFF

Unknown Input ? ☒ YES

Trigger From Anywhere ? ☐ OFF

Add Validation ? ☐ OFF

Save to a Variable?
SELECT ONE

Select Agent ?
SELECT ONE

Select Label ?
SELECT ONE

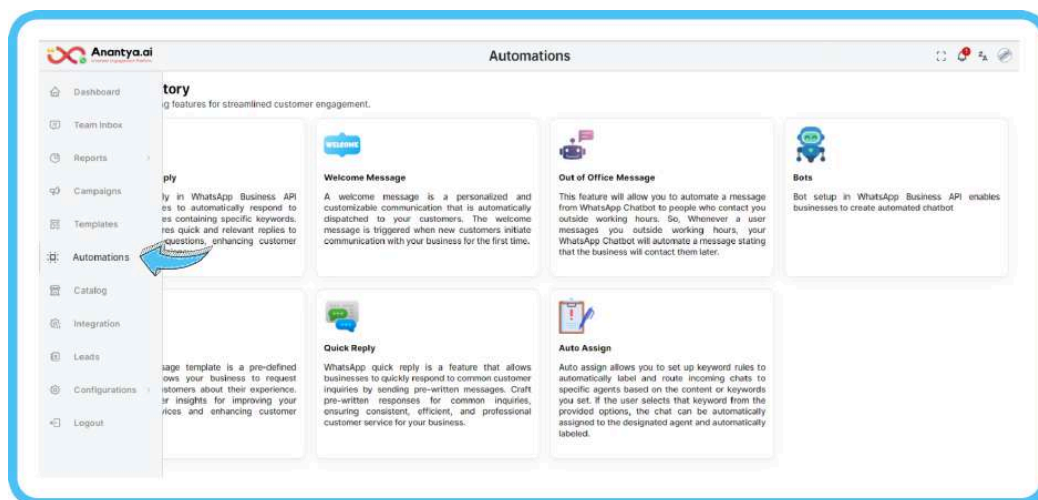
How to Set Up a **Welcome Message** on Anantya Panel

First, let's understand why a Welcome Message is important. A Welcome Message is often the first interaction a customer has with your business, making it a crucial opportunity to make a positive first impression. It provides essential information, like your business's name, services, and contact details, helping customers quickly understand what you offer. A Welcome Message can also engage customers by inviting them to explore your products or services.

Now, let's dive into the steps for setting up a Welcome Message.

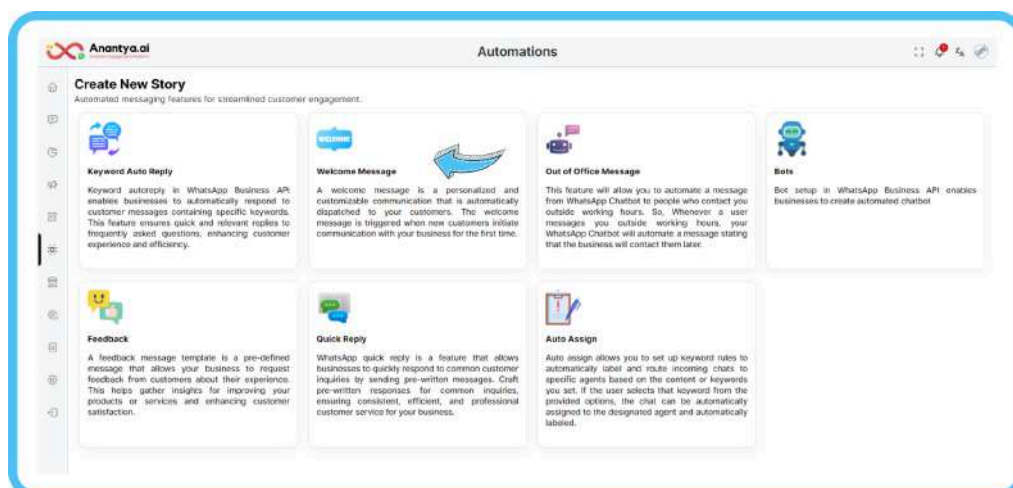
1. Navigate to '**Automation**' on Anantya.ai Panel:

Start by navigating to the **Automation** section on your Anantya.ai Panel. This is where you will see all the automated messaging features.



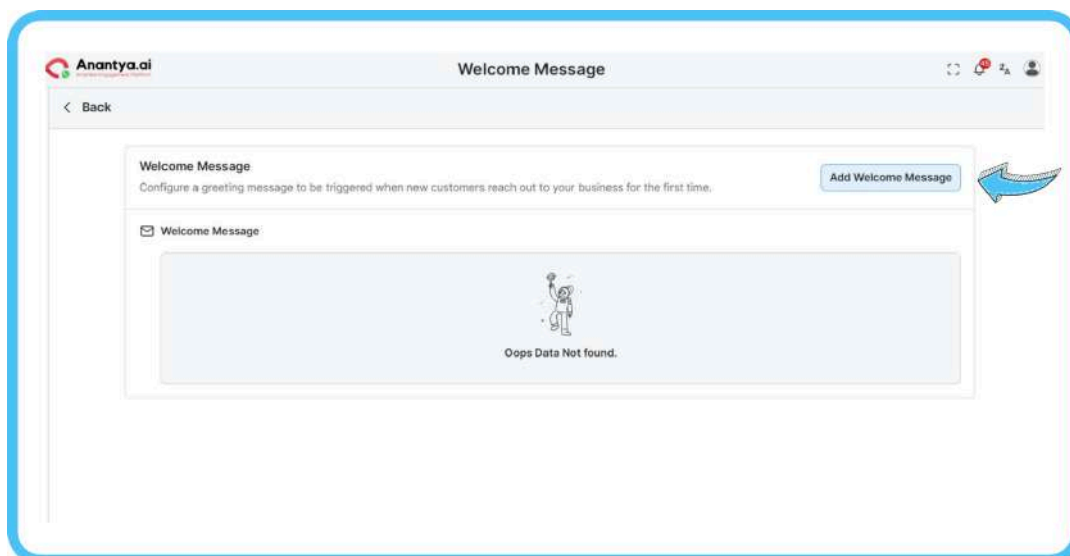
2. Select the '**Welcome Message**' option:

Within 'Automations,' click on '**Welcome Message**.' This is where you'll configure your welcome message settings.



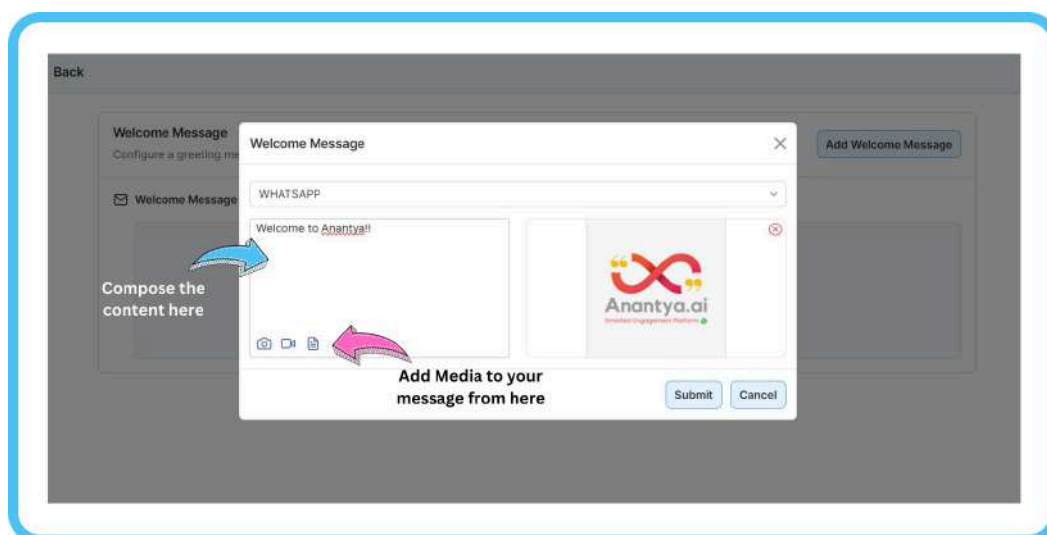
3. Create a welcome message:

Click on the '**Add Welcome Message**' button to proceed. Depending on your preference, you can set up a regular text message, add an image or video file as part of your welcome greeting.



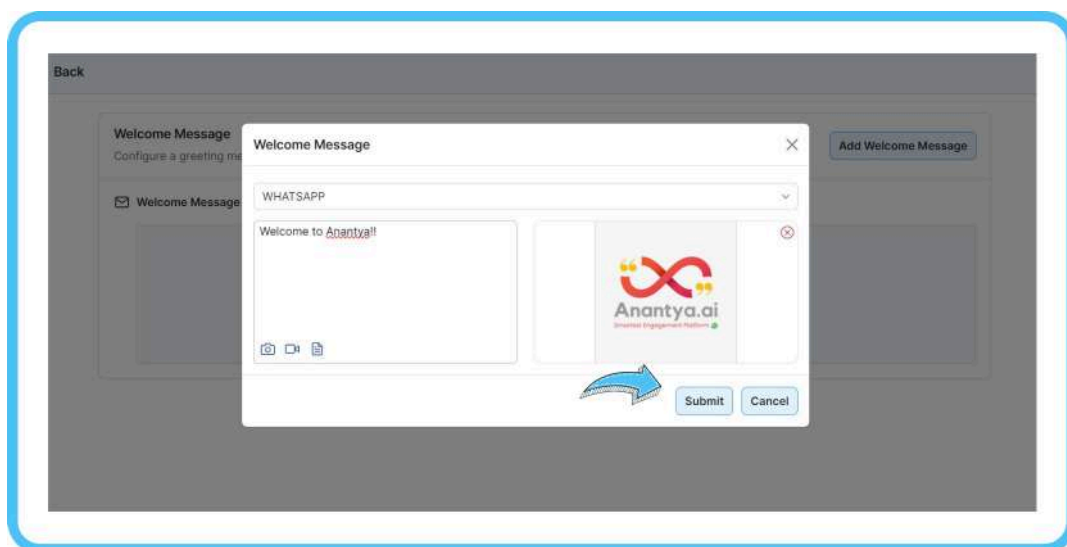
4. Compose your message:

Compose the content of your welcome message. If you're choosing a text message, write a warm and engaging greeting that connects with your audience. For media messages like images, videos, or files, ensure they reflect your brand's identity and message. **Note that for images, the maximum file size allowed is 2MB.**



5. Submit your message:

Once you're satisfied with your welcome message, click the '**Submit**' button to save your settings and activate the welcome message feature.



Now, you have the flexibility to manage your welcome messages. You can change your message anytime to keep things fresh, and you can hide messages you no longer need. In short, a welcome message is a friendly way to greet new people and make them feel welcome. With these easy steps, you can create one and bring a smile to your users' faces when they join.

How to Set up an '**Away Message**' Using Anantya WhatsApp Business API

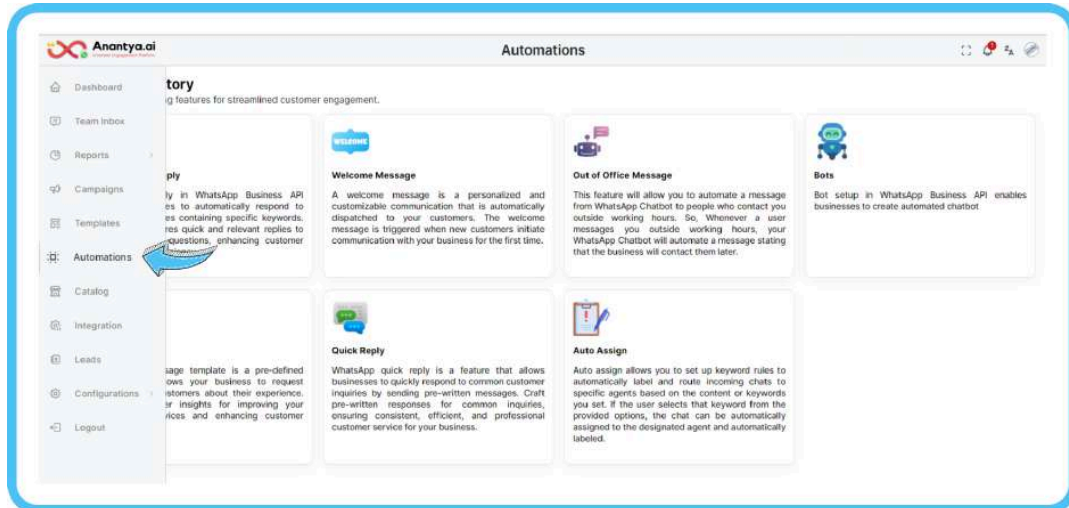
Welcome to our tutorial on how to set up an 'Away Message' using Anantya WhatsApp Business API. An 'Away Message' is not just a feature; it's your virtual assistant that ensures your customers receive the attention they deserve even when your team is unavailable.

Before we get into the steps, let's dive deeper into why an 'Away Message' matters. Imagine a scenario where your business is closed for the day, or your team is enjoying a well-deserved break. Your customers, however, might still have questions or needs. An 'Away Message' steps in, providing them with a helpful response and alternative contact information.

Now, let's explore how to set up your own 'Away Message.'

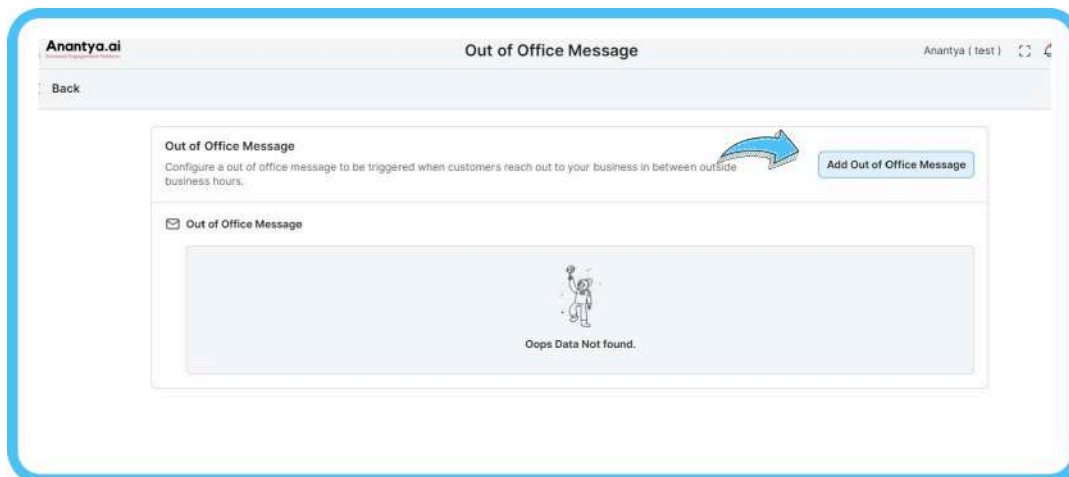
1. Log in and access automation:

Start by logging into your Anantya Panel. Navigate to the '**Automation**' section, where you will find all automated messaging features. Locate the 'Away Message' section within this menu.

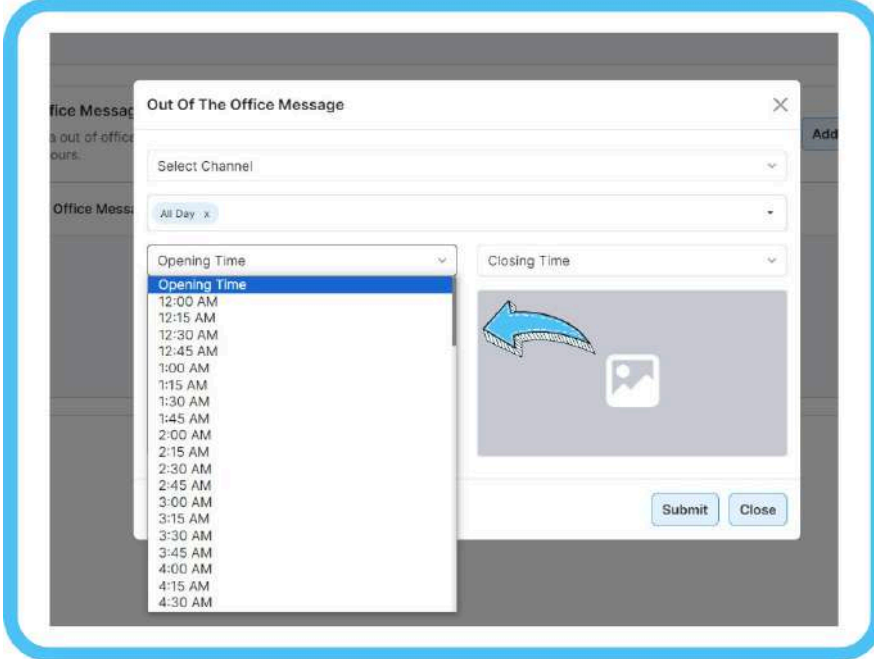


2. Add an 'Away Message':

Click on the option to add an '**Away Message**'.



Here, you'll be prompted to specify the timings of your office hours.



The screenshot shows the 'Out Of The Office Message' form. The 'Opening Time' dropdown menu is open, displaying a list of times from 12:00 AM to 4:30 AM in 15-minute increments. A blue arrow points to the 'Closing Time' field, which is currently empty. The form includes a 'Select Channel' dropdown, an 'All Day' toggle, and 'Submit' and 'Close' buttons at the bottom right.

3. Configure your message:

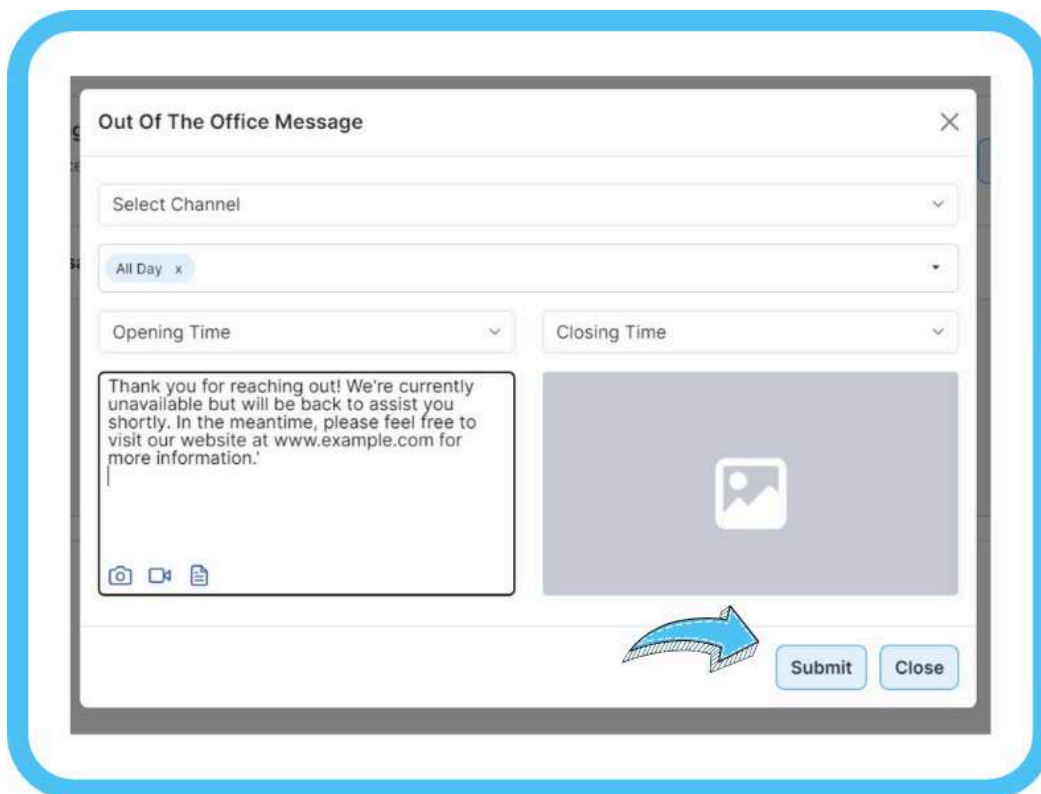
Now, let's configure your message. Consider something like this: 'Thank you for reaching out! We're currently unavailable but will be back to assist you shortly. In the meantime, please feel free to visit our website at www.example.com for more information.'



The screenshot shows the 'Out Of The Office Message' form with the message text entered in the text area. The text is: 'Thank you for reaching out! We're currently unavailable but will be back to assist you shortly. In the meantime, please feel free to visit our website at www.example.com for more information.' A blue arrow points to the 'Closing Time' field, which is currently empty. The form includes a 'Select Channel' dropdown, an 'All Day' toggle, and 'Submit' and 'Close' buttons at the bottom right.

4. Save your settings:

Once you're satisfied with your message and time settings, click 'Save' to apply your 'Away Message.' This message will be sent automatically whenever a customer messages you during your specified offline hours.



And there you have it! You've successfully set up an '**Away Message**' to keep your customers informed and engaged, even when your team is unavailable. Remember, it's all about providing exceptional service around the clock. Thank you for watching, and stay tuned for more WhatsApp Business API tips and tricks with Anantya.

Optimizing Conversations with **Auto Assignment**

Welcome to another insightful tutorial on optimizing your WhatsApp Business API experience at Anantya. Today, we're diving into a powerful feature called 'Auto Assignment.'

Imagine a bustling customer support environment where messages flood in continuously. How do you ensure each message reaches the right agent promptly, without causing delays or confusion? That's where Auto Assignment comes in.

What is Auto Assignment?

Auto Assignment is a feature designed to streamline conversation management by automatically directing incoming chats to specific agents based on predefined criteria. Not only does it assign chats, but it also applies labels to categorize and organize conversations effectively.

Why use Auto Assignment?

Efficiency: With Auto Assignment, you can ensure that each chat is promptly routed to the most suitable agent, minimizing response times and enhancing customer satisfaction.

Organization: By automatically applying labels to conversations, Auto Assignment helps you categorize and filter chats, making it easier to prioritize and manage your workload.

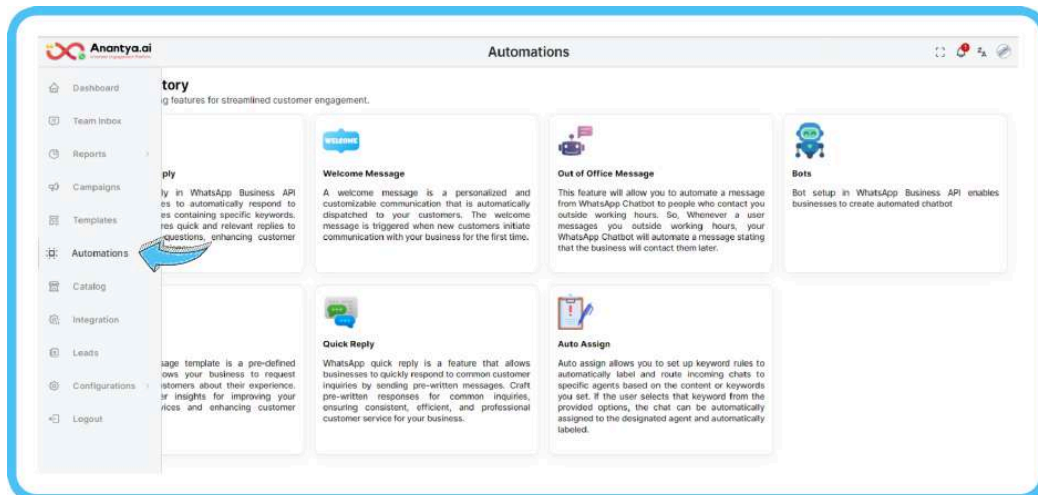
Now, let's explore how to set up Auto Assignment on your Anantya dashboard.

Step-by-Step Guide to Setting up Auto Assignment

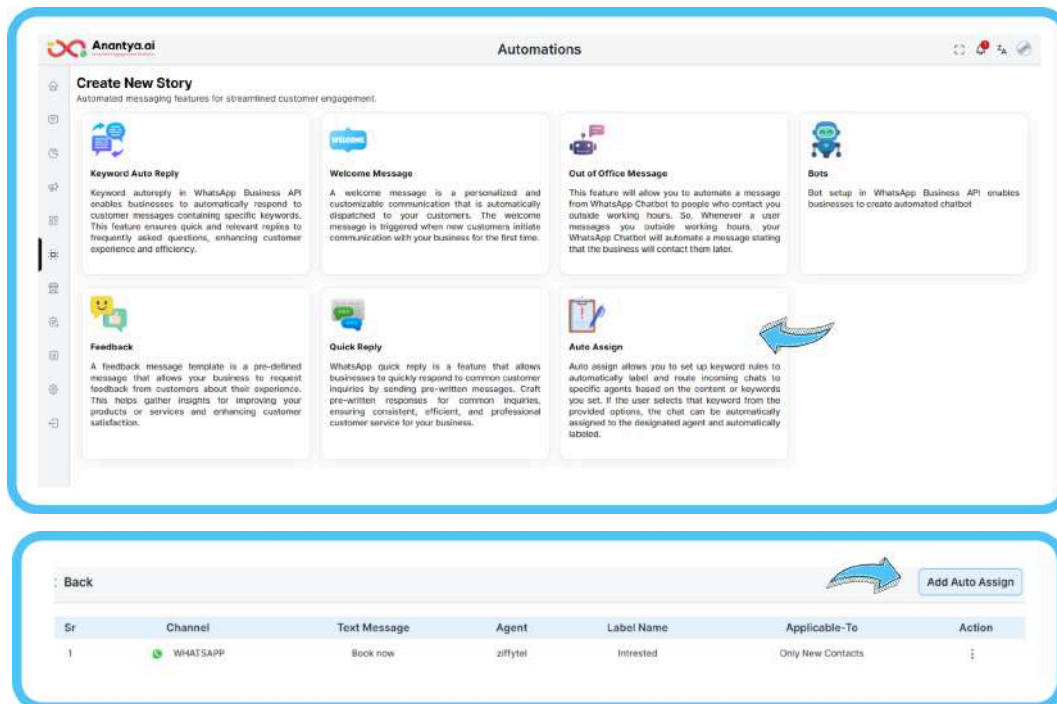
Accessing Auto Assignment:

1. Log in and access automation:

Start by logging into your Anantya Panel. Navigate to the 'Automation' section, where you will find all automated messaging features




2. Navigate to the 'Auto Assign' section.



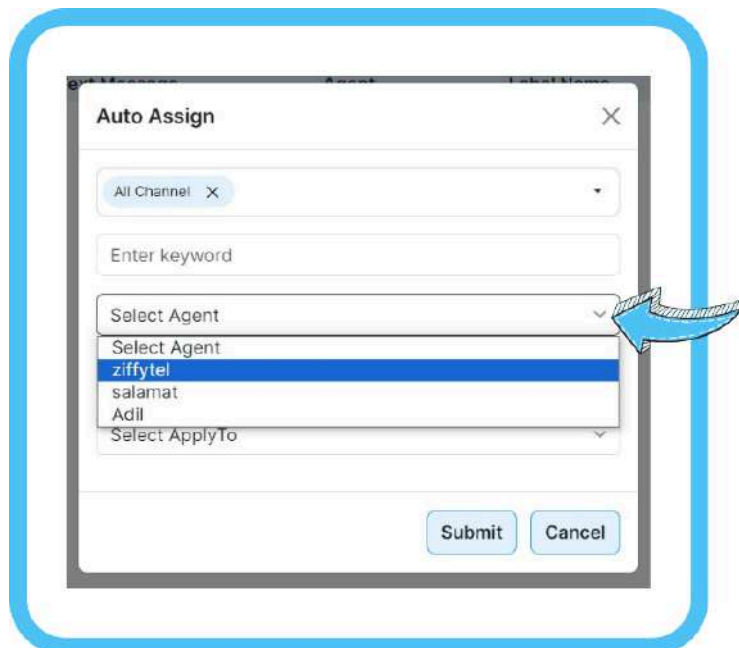
3. Setting up Auto Assignment rules:

- **Add a keyword:** Define a keyword that will trigger the auto-assignment. This could be a specific word or phrase that you expect in incoming messages.



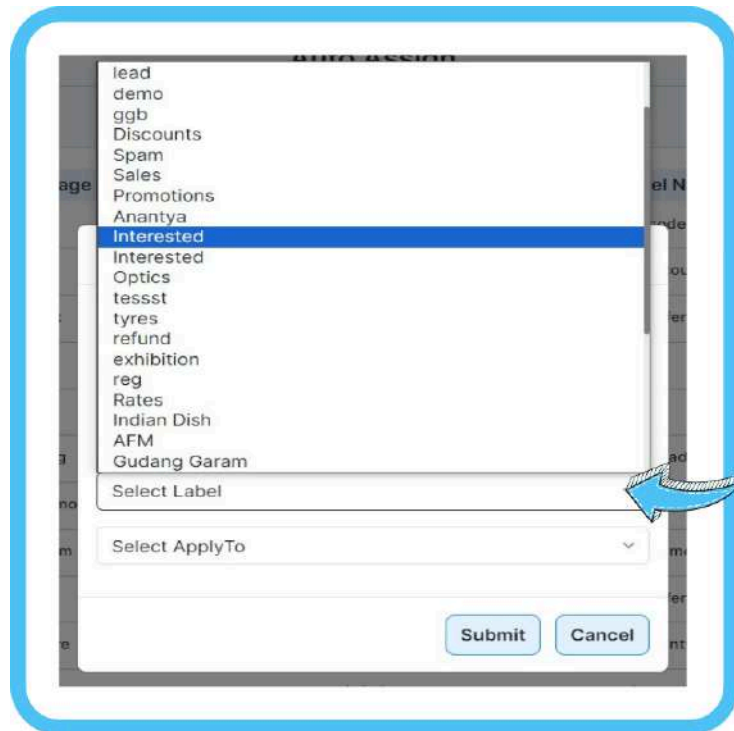
The screenshot shows the 'Auto Assign' dialog box. It has a title bar with a close button (X). Below the title bar, there is a dropdown menu for 'All Channel' with an 'X' icon. Below that is a text input field labeled 'Enter keyword'. Below the text input field is a dropdown menu labeled 'Select Agent'. Below that is a dropdown menu labeled 'Select Label'. Below that is a dropdown menu labeled 'Select ApplyTo'. At the bottom right, there are two buttons: 'Submit' and 'Cancel'. A blue arrow points to the 'Enter keyword' field.

- **Select the agent:** Choose the agent you want to assign these conversations to when the keyword is detected.



The screenshot shows the 'Auto Assign' dialog box with the 'Select Agent' dropdown menu open. The dropdown menu displays a list of agents: 'ziffytel', 'salamat', and 'Adil'. The 'ziffytel' agent is highlighted in blue. The 'Enter keyword' field is empty. The 'All Channel' dropdown menu is set to 'All Channel'. The 'Submit' and 'Cancel' buttons are at the bottom right. A blue arrow points to the 'ziffytel' agent in the dropdown menu.

- **Define the label:** Specify the label you want to automatically apply to these conversations. This label helps you categorize and organize conversations effectively.



Example Scenario:

Let's say you want to assign conversations containing the keyword 'discount' to a specific agent and label them as 'offer.'

- First, add the keyword 'discount.'
- Next, select the agent you want to assign these conversations to and choose the label 'offer.'

Once your criteria are set, click 'Submit' to activate the auto-assignment rule.

Benefits of Auto Assignment:

Efficient Routing: Ensure that each chat reaches the right agent promptly, reducing response times and improving customer service.

Streamlined Workflow: Automatically categorize and organize conversations with labels, making it easier to manage your workload and prioritize tasks.

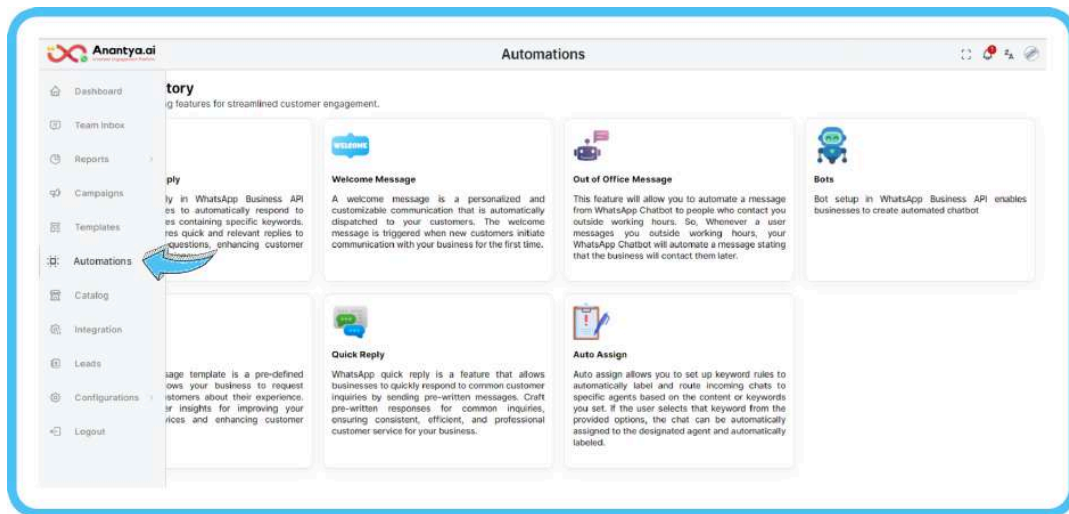
And there you have it! Auto Assignment is a valuable tool for optimizing conversation management in your WhatsApp Business API setup. Stay tuned for more tips and tricks to master the WhatsApp Business API with Anantya.

Setting Up Feedback Messages: A Step-by-Step Guide

Feedback messages are crucial for understanding customer satisfaction and gathering valuable insights. With Anantya's platform, setting up feedback messages is quick and easy. Follow this step-by-step guide to get started:

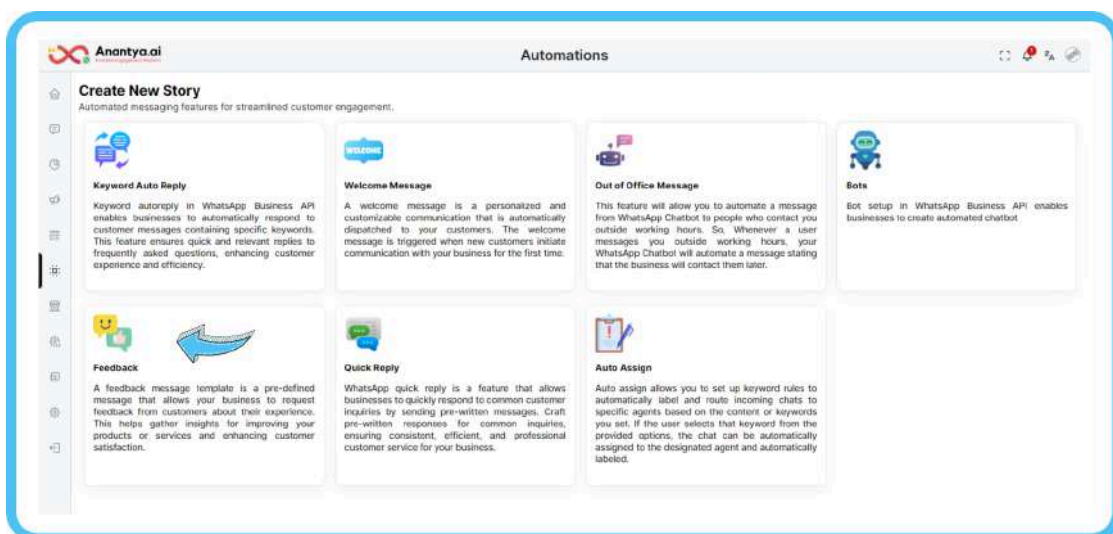
Accessing the Automation Section:

1. Log in to your Anantya panel and navigate to the Automation section.



2. Select feedback messages:

Within the Automation section, locate the option for Feedback Messages and click on it.



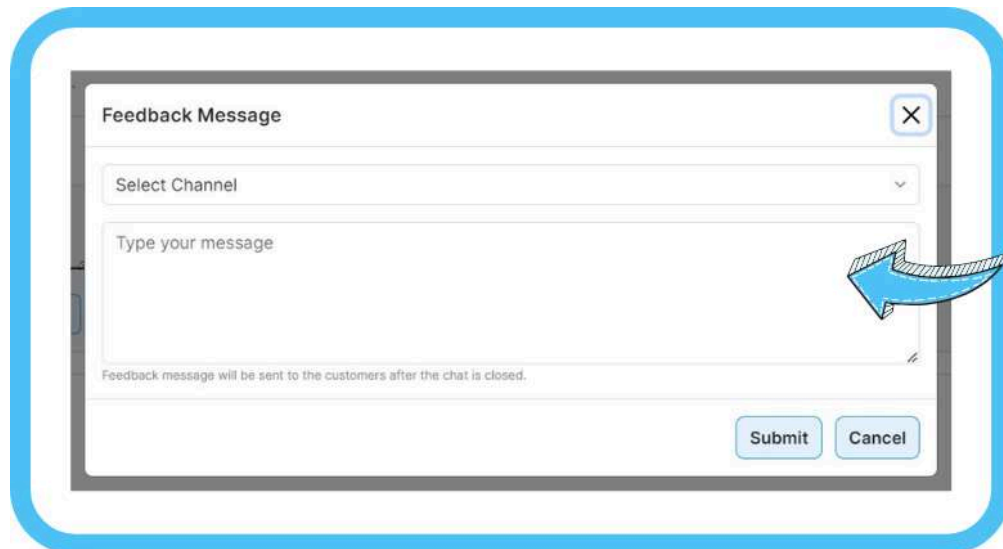
3. Add a feedback message:

Once you're in the Feedback Messages section, look for the option to add a new feedback message and click on it.



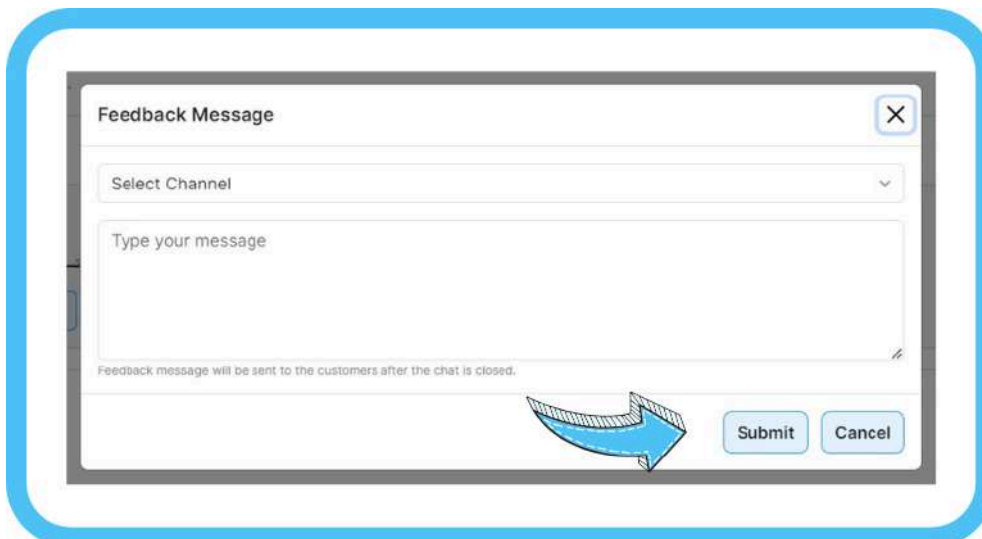
4. Create your message:

You'll now be presented with a text box where you can compose your feedback message. Write a concise and clear message that invites users to provide feedback on their experience with your service or product.



5. Submit your message:

After composing your feedback message, click on the submit button to save your settings and activate the feedback message feature.



6. Manage your feedback messages:

Once your feedback message is set up, you have the flexibility to edit, delete, or disable it as needed. Simply navigate back to the Feedback Messages section, locate your message, and choose the appropriate action.



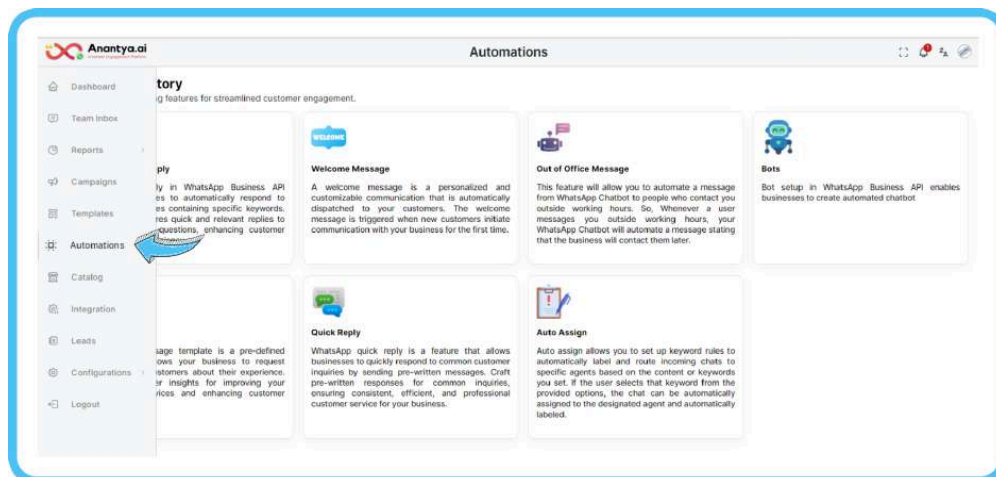
By following these simple steps, you can effectively harness the power of feedback messages to enhance customer engagement, gather valuable insights, and drive business growth. Remember, listening to your customers is key to building lasting relationships and delivering exceptional experiences.

Creating Quick Reply Messages: A Step-by-Step Guide

Quick reply messages are a convenient way to respond to common inquiries or messages with predefined responses. With Anantya's platform, setting up quick reply messages is straightforward. Follow these steps to get started:

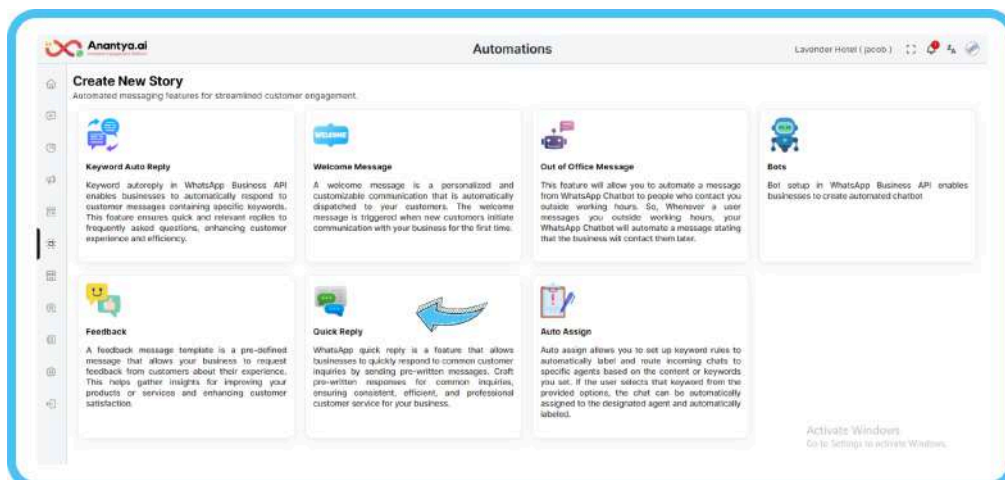
Accessing the Automation Section:

1. Log in to your Anantya panel and navigate to the Automation section.



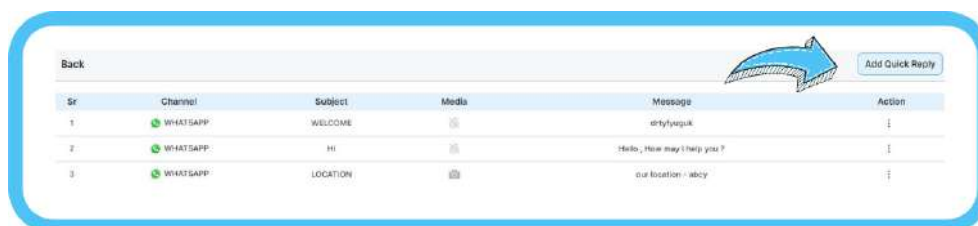
2. Select quick reply messages:

Within the Automation section, locate the option for Quick Reply Messages and click on it.



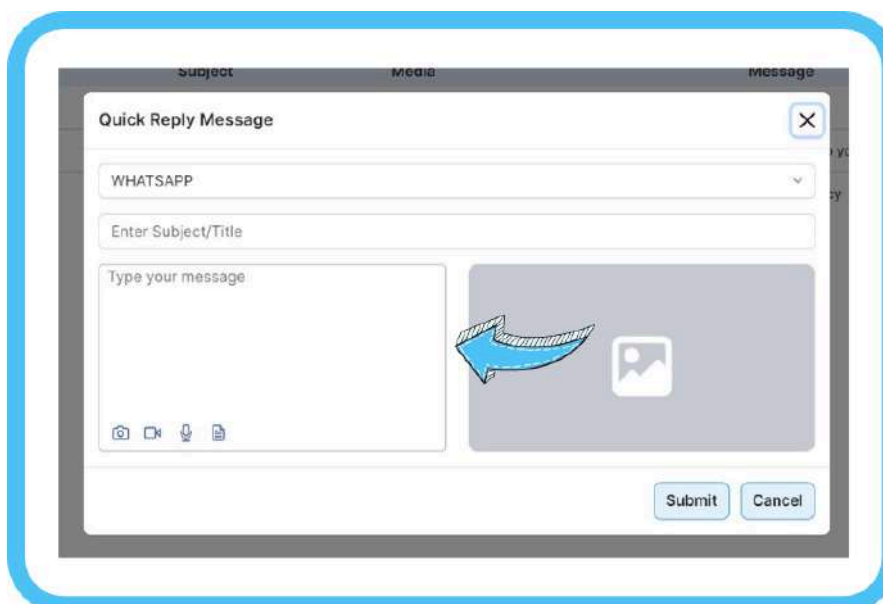
3. Add a new quick reply message:

If you wish to add a new quick reply message, click on the "Add Quick Reply" button.



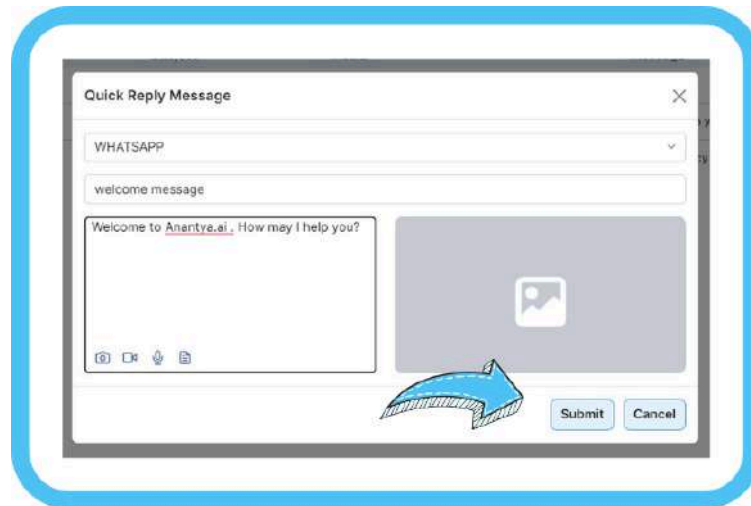
4. Set up your quick reply:

Provide a title or subject for your quick reply message to easily identify it later. Then, compose your quick reply message in the designated text box.



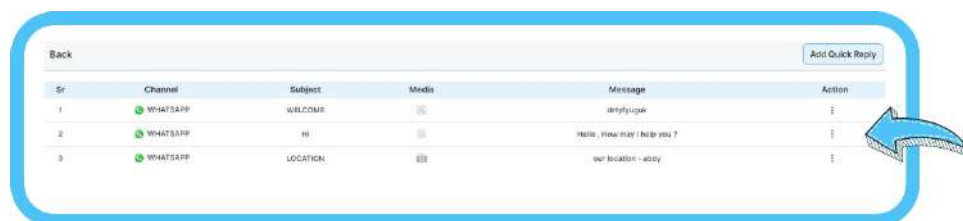
5. Submit your quick reply:

After composing your message, click on the submit button to save your quick reply settings.



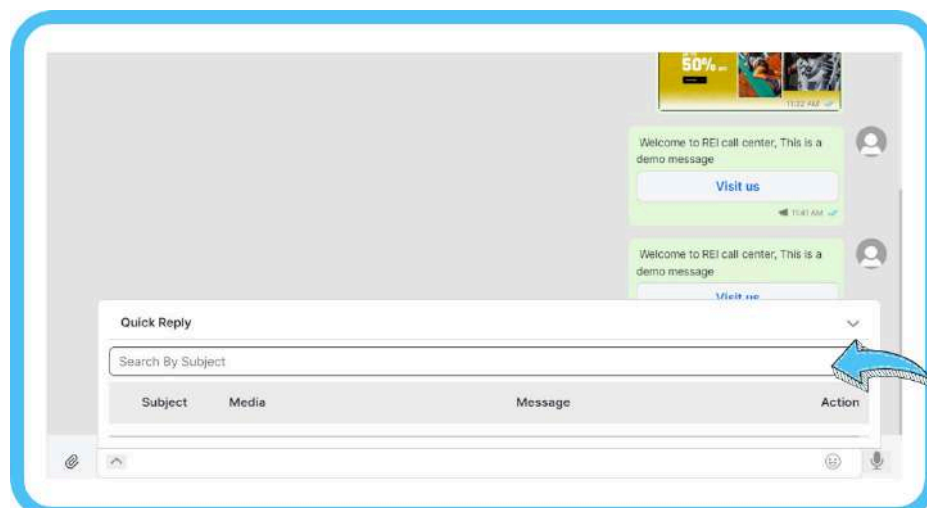
6. Manage your quick reply messages:

Once your quick reply message is set up, you can manage it by editing or deleting it as needed. Simply navigate back to the Quick Reply Messages section, locate your message, and choose the appropriate action.



7. Use quick reply messages:

To use your quick reply messages, go to the inbox section of your Anantya platform. You'll find the quick reply messages available at the bottom of the message composition box. Select the appropriate quick reply message to send it quickly in response to incoming inquiries.



Benefits and uses of quick reply messages

1. **Time Efficiency:** Quick reply messages save time by allowing you to respond swiftly to common inquiries without typing out responses repeatedly.
2. **Consistency:** By using predefined quick reply messages, you ensure consistency in your responses, maintaining professionalism and clarity in communication.
3. **Improved Customer Service:** Rapid responses to customer inquiries lead to enhanced customer satisfaction, demonstrating responsiveness and attentiveness to their needs.
4. **Streamlined Communication:** Quick reply messages streamline communication workflows, making it easier to manage incoming messages and provide timely responses.

By following these simple steps, you can set up and use quick reply messages efficiently on the Anantya platform, saving time and improving responsiveness to customer inquiries.