

# **General Customer - General**

AI-powered customer service automation for banking  
Presentation

# Slide 1

- The golden journey helped MPL Boost App Downloads without additional burden on marketing teams
- ■ The Challenge MPL can't track or re-engage referred users until they log in, losing crucial early-stage data that hampered re-engagement, and high manual effort required for tracking and retargeting referred users
- ■ The Solution
- Products: CTWA, Campaign Manager, Personalize, Bot Studio
- Strategy: MPL implemented a WhatsApp-first referral strategy by integrating the WhatsApp with Personalize and Bot Studio, enabling immediate user data capture and automated, personalized nudges for app downloads
- ■ Boost in App Downloads
- 450K of 600K referred users downloaded the app via the automated campaigns
- ■ Zero Burden on Marketing Team
- Delivered a fully automated referral system, eliminating manual marketing team hours for tracking and retargeting
- ■ Richer 1st party database MPL captures referred user and referrer data, enabling more targeted and effective future engagement
- INTERNAL ONLY
- 75% of referred leads downloaded the MPL app

## Slide 2

- Delivering unprecedented customer participation, significant data acquisition, and enhanced brand visibility
- ■ The Challenge
- To effectively engage the youth and gamer demographic and drive both product sales and in-game engagement for Sting energy drink.
- ■ The Solution
- Products: Bot Studio Strategy: This highly engaging Sting x BGMI co-branded campaign, using QR codes and an interactive Pep Genie WhatsApp journey with in-game rewards, drove unprecedented participation, yielding over 105,000 active users and 6.2 lakh total messages, boosting engagement, data collection, and brand visibility
- ■ High engagement
- 2.28 lakh customer-initiated messages
- ■ Number of active users Reached around 105,000 active users during campaign duration
- INTERNAL ONLY

## Slide 3

- The golden journey helped Gupshup platform fee increase by ~50%
- ■ The Challenge
  - Scale engagement, build first party database for alcohol/beverages brands using events and other promotions
- ■ The Solution
  - Products: CTWA, Agent Assist, Personalize
  - Strategy: Self-serve platform with comprehensive training and multi-brand expansion approach.
- ■ Strong ROI
  - Q4 success led Jan- Feb investments and multi-brands signing up
- ■ Self-Serve
  - Training enabled Diageo team to scale up, create on their own
- ■ Multi-Brand
  - Rapid sub-brand adoption
  - Internal
  - For Internal use
  - Diageo's MAUs and CPC vs. Ad Spend. Strong ROI in 2024 led to more sub-brands joining, spiking MAUs from Feb 2025.
- '24
- '24
- '24
- '24
- '24
- '24
- '24
- '25
- '25
- '25
- -Year
- -Year

## Slide 4

- Customer Facing
- 75%
- App download conversion
- Data-Driven Growth: MPL Boosts App Downloads, Builds First Party Database & Cuts Costs with WhatsApp-First Referrals
- 700K
- First party users captured in first 2 months
- Pre-WhatsApp Strategy:
  - Referral link shares are untracked before app login
  - MPL lacks first-party data for pre-login referred users
  - Inability to re-engage users who drop off before logging in
- WhatsApp Strategy with Personalize
  - Instant data capture post: MPL immediately gets referred user and referrer data via WhatsApp for a richer first party database for referred leads
  - Proactive Nudges: Pending users receive up to personalized daily nudges for five days to encourage app download
  - Enhanced Engagement: No more lost leads; track and re-engage users before they even log in
- Reduced
- Marketing efforts

## Slide 5

- Send Flows directly in business-initiated messages, creating rich, intuitive app-like experiences within the chat window
- With Flows in business initiated messages, brands can
- Augment existing chatbot experiences with a streamlined, bespoke app-like interface
- Streamline the customer journey, reducing drop-offs by up to 20%\* and increasing Flows visibility from the first interaction
- Save users the inconvenience of downloading an app or toggling to web browser to complete a workflow
- Flexibly create flows in Facebook business manager and DIY the complete journey building experience
- Gupshup currently supports static flows in business-initiated conversations through Communicate.
- In 2 way journeys, both Static & Dynamic flows are supported in solutions mode
- \*Based on Gupshup customer data

## Slide 6

- Seamless Phygital Experience: Sting bottles with QR codes unlocked exclusive in-game rewards in BGMI, blending physical product with digital gaming for deeper engagement.
- WhatsApp-Powered Convenience: A quick QR scan led to PEPGenie on WhatsApp, instantly providing unique codes for in-game content, simplifying user access.
- In-Game Power-Up & Rewards: Sting wasn't just a drink; it became an in-game power-up, offering players exclusive missions and coveted digital collectibles, enhancing gameplay.
- New Benchmark for Brand Engagement: This campaign set a new standard, showing how beverage brands can powerfully connect with youth and gamers through immersive, integrated experiences.
- Customer Facing
  - Sting drives product promotion, engagement and a richer first party database through interactive campaigns on WhatsApp
  - ~100K
  - 2 Lakh
  - Customer initiated messages
  - Active users captured during campaign duration

## Slide 7

- Leading beverage company leverages Click-to-WhatsApp ads to create brand awareness and build a first-party database by promoting concerts and events across India
- Users enter the quiz journey by clicking on Meta Ads (Facebook or Instagram) promoting the event.
- Since this is an alcohol brand, users are required to provide an explicit opt-in to proceed.
- Once in the WhatsApp chat, users can:
- Select their preferred concert city and date
- Answer a short quiz related to the event for a chance to win free concert passes
- The top 5 participants were selected and contacted via WhatsApp.
- Customer Facing



## Slide 8

- ‹#›
- Book Appointment/ Reservations
- Retail/QSR
- 49%-327% increase in bookings\*
- 72% increase in average revenue/order\*
- 94% said that booking an appointment was easier with Flows\*
- \*Impact seen by Meta with customers till H1 2024

## Slide 9

- Customers click on an ad (promoting new property launches) which directly initiates a WhatsApp conversation. The high click-to-WhatsApp ratio (above 40%) suggests effective ad creatives and targeted niche audience segmentation.
- Upon entering the WhatsApp chat, customers are guided through a 2-way journey designed to pre-qualify leads, provide information on new properties.
- The qualified leads and their segmented data are then fed into Danube's CRM, which are picked up by their sales teams to intervene for further interaction and conversion.
- Customer Facing
- 22%
- ~24%
- Reduced CPL
- Growth in leads captured month-on-month
- Danube Properties leverages Click to Chat Ads for better lead qualification and nurture
- ~44%
- Lead to qualified lead ratio

# Slide 10

- The golden journey helped Danube achieve a Lead > Qualified Lead Ratio of ~44%, a 25% increase to industry standards

- ■ The Challenge

- Danube faced the challenge of effectively generating and qualifying leads, aiming to optimize their new WhatsApp campaigns for quality and scale amidst frequent property launches, while also enhancing personalization

- ■ The Solution

- Products: CTWA, Campaign Manager, Bot Studio

- Strategy: The strategy involved leveraging Click-to-WhatsApp ads with an automated conversational journey for rapid lead pre-qualification, then integrating these leads into their CRM for eventual human follow-up.

- ■ Reduced CPL

- Experienced a significant reduction, decreasing from an initial dh73.94 to a more efficient dh56.16.

- ■ Strong CTWA>Qualified Lead Ratio Achieved a significant 7.39% qualified leads from CTWA and qualification journeys

- INTERNAL ONLY

- Achieved substantial 24% reduction in CPL with better targeting

# Slide 11

- ‹#›
- Sign Up & Lead Generation
- All Verticals
- 10x Better conversions\*
- \*Impact seen by Meta with customers till H1 2024

# Slide 12

- ‹#›
- Customer Feedback/ Reviews
- All Verticals
- 89% customers said that completing a survey was easier with Flows\*
- \*Impact seen by Meta with customers till H1 2024

# Slide 13

- ‹#›
- Capture Customer Requirements/ Schedule Call back
- FS/Fintech
- 100% said that filling out a lead generation form was easier with Flows\*
- \*Impact seen by Meta with customers till H1 2024

## Slide 14

- Canara Bank aimed to engage its young customers and better understand their savings needs.
- To maximize responses, the bank partnered with Gupshup to send business-initiated messages prompting customers to participate in a survey.
- The survey, designed with WhatsApp flows, featured multiple questions to gather valuable insights.

# Slide 15

- ‹#›
- Every Conversation Matters
- Streamline experiences with WhatsApp Flows in business-initiated conversations



## **Slide 16**

- High-ROI Journeys Identified by the Growth Team Definition of High ROI:
- Drives an increase in platform fees through customer renegotiation
- Contributes to growth in profiles or cMAUs, resulting in overages
- For Internal use

## Slide 17

- For the accounts you've identified:
- Use only the customer-facing slides (marked in green).
- It's best to make a copy of this deck and keep only the relevant slides.
- Remember to delete the "Customer Facing" label/tab from the slides before sharing.
- For Internal use

# Slide 18

- Golden Journeys: Driving Meaningful Customer Conversations
- MARKETING
- COMMERCE & GROWTH
- SUPPORT
- Lead Gen:
  - - CTWA quizzes proved great for product discovery and generating event buzz
  - - Click to Chat Ads for better lead qualification
  - Service Reminders: - Increased wallet share
  - -WhatsApp loyalty onboarding
  - - Data-driven cross/up-selling
  - - Unified customer insights across verticals
  - Renewals: Seamless renewals and subscription management boost customer retention and cut churn
  - Referrals: New user acquisition via WhatsApp referrals Product promotion: Interactive campaigns boost engagement and first-party data
  - Automated RTO Management: -
  - -Automated address verification
  - -Real-time tracking - Proactive customer communication
- 3X Lower CPL
- ~24% Reduced CPL
- 75% App Download Rate
- 24X Return on Spends
- ~40X ROI
- 100K Active Users
- 7.3X ROI
- ~32% Reduced Cost Per Renewal

# Slide 19

- ‹#›
- Lead Generation and Profiling Customers for Targeted Sales
- FS/Fintech
- Targeted Marketing campaigns
- Assisted Sales on Chat/in-person
- Segment Customer

## Slide 20

- For their marketing campaigns with property recommendations for customers, Housing.com relied earlier on 1-way blasts that led to a website/app landing page on click
- Instead of leading to an external page, they redesigned the campaign to include buttons that customers could click and respond to show interest in the property shared or view another property
- This led to
- Drop in lead generation cost:
- Better user experience: personalized, frictionless, real-time recommendations.
- Customer Facing
- ~10 X
- Higher Conversion
- Housing.com transitions from 1 way blasts to 2-way marketing journeys and unlocks more value per message
- Old format
- New format

# Thank You

Questions & Discussion

General Customer - General