**WhatsApp Business API Services**

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| Service | Key Functionality | Your Potential Offering |
| Chat Bot and Automation | * Handling customer inquiries, providing personalized support, and resolving issues via WhatsApp. * Sending targeted promotional messages, managing campaigns, and analyzing results. | * Self-service options through interactive menus and FAQs * 24/7 Availability * Personalized support * Direct Messaging, * Rich media messages, * Multilingual support, * Appointment Scheduling, * Feedback and Surveys, * Document Sharing, * Product information and recommendations, * Order tracking and updates, * Promotional campaigns and lead generation, * Customer feedback and surveys * Location Sharing * Url links * Buttons |
| Account Setup & Management | Assisting with obtaining WhatsApp Business API access, account verification, and ongoing management. | * Streamlined onboarding process, * Dedicated account manager, * Proactive support. |
| Marketing & Campaigns | Sending targeted promotional messages, managing campaigns, and analyzing results | * Personalized message templates, * Scheduling tools, * Advanced analytics dashboard, * Announcements |
| API Integration & Development | Integrating the API with your existing systems and building custom functionalities. | * API development expertise, * Flexible APIs, * pre-built connectors, * Easy-to-use SDKs. * Pre-built chatbots |
| **Security & Compliance** | Ensuring data security and compliance with WhatsApp's regulations. | * Multi-layered security protocols, * data encryption, * Regulatory compliance expertise. |