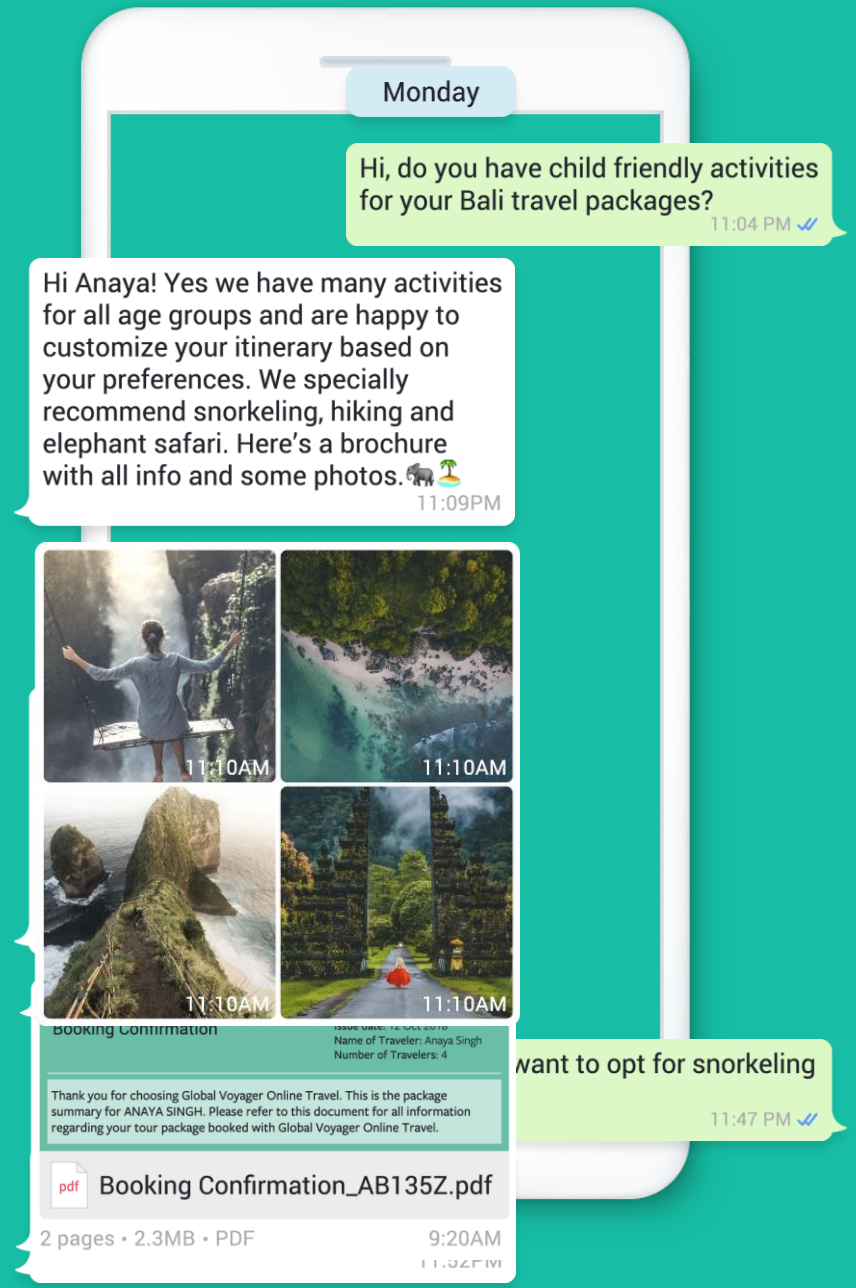
WhatsApp + netcore® Experience the Infinite

WhatsApp Business API

Reimagine personalization in the engagement economy



Chetan Kumar (WhatsApp)
Pradyut Hande (Netcore Solutions)

Agenda

1. Why the WhatsApp Business API
2. How it works
3. Getting started

+

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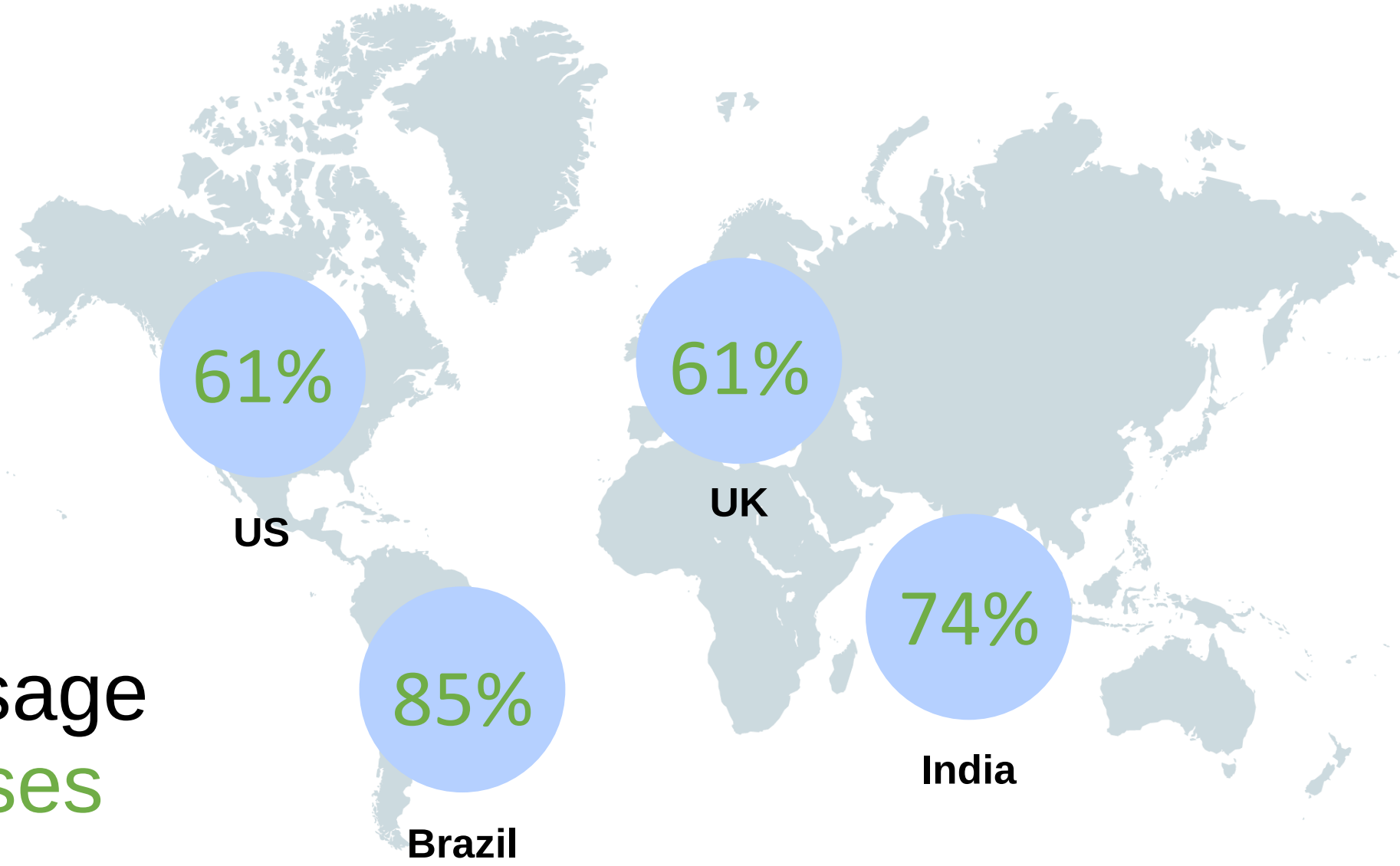
Experience the Infinite

Why the WhatsApp Business API

1

Across 4 markets surveyed globally, most people already message with businesses



Facebook IQ source: “Motivations, Mindsets and Emotional Experiences in Messaging (vs. Feed)” by Sentient Decision Science (Facebook-commissioned survey of 8,156 people in BR, GB, IN and the US), Jun2018. Research refers to people surveyed who use a messaging app daily and have messaged a business in the past three months using one of their most commonly used apps.

Why businesses depend on WhatsApp

Reach

1.5B

people send messages everyday to businesses around the world

Engagement

64%

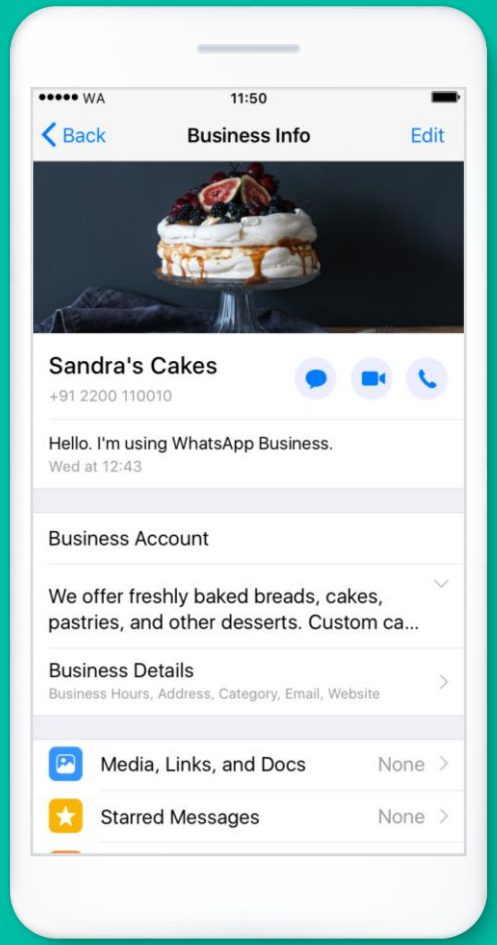
of WhatsApp users agreed that WhatsApp fostered a personal connection to businesses

Preference

68%

of WhatsApp users agreed that WhatsApp is the easiest way to connect with a business

Source: “Motivations and Mindsets in Messaging” by Sentient Decision Science (Facebook-commissioned study of 8,157 people who use Messenger, WhatsApp and/or Instagram Direct on a daily basis), ages 18+ in the US, UK, BR and IN, June 2018.



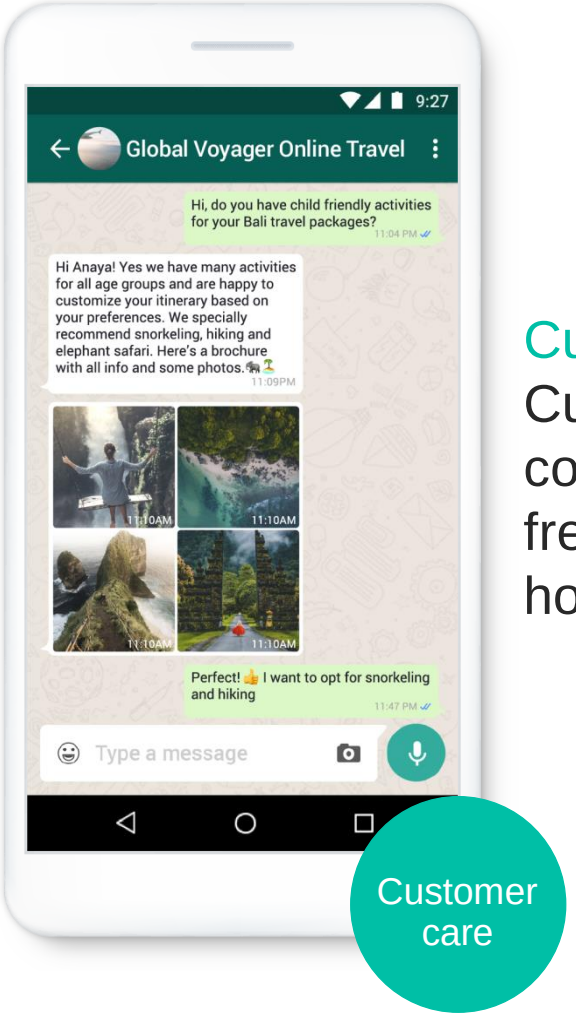
Establish your presence on WhatsApp

Small businesses can interact with customers easily by using tools to automate, sort and quickly respond to messages on the WhatsApp Business app.

Medium and large businesses can communicate with customers at scale with the WhatsApp Business API.

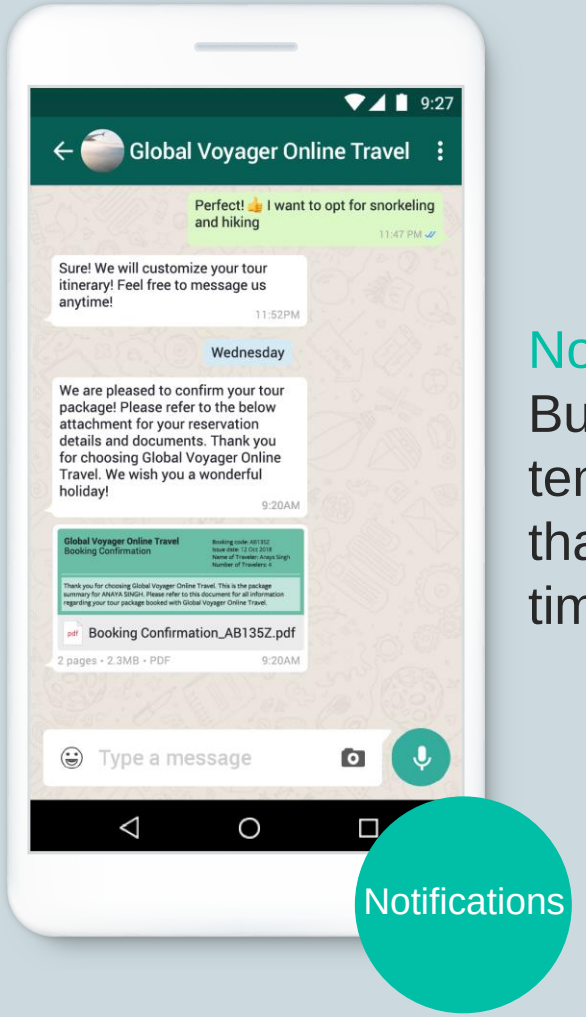
How it works

Two ways to use the API



Customer care

Customer initiated conversations that are free of cost within 24 hours



Notifications

Business initiated, templated messages that can be sent any time

Note: Promotional messages are currently not allowed to be sent via the WhatsApp Business API

How pricing works on the WhatsApp Business API

CUSTOMER CARE

Responses to customer-initiated conversations are not charged if you send replies within 24 hours of a customer's message

Responses after 24 hours are charged as notifications

NOTIFICATIONS

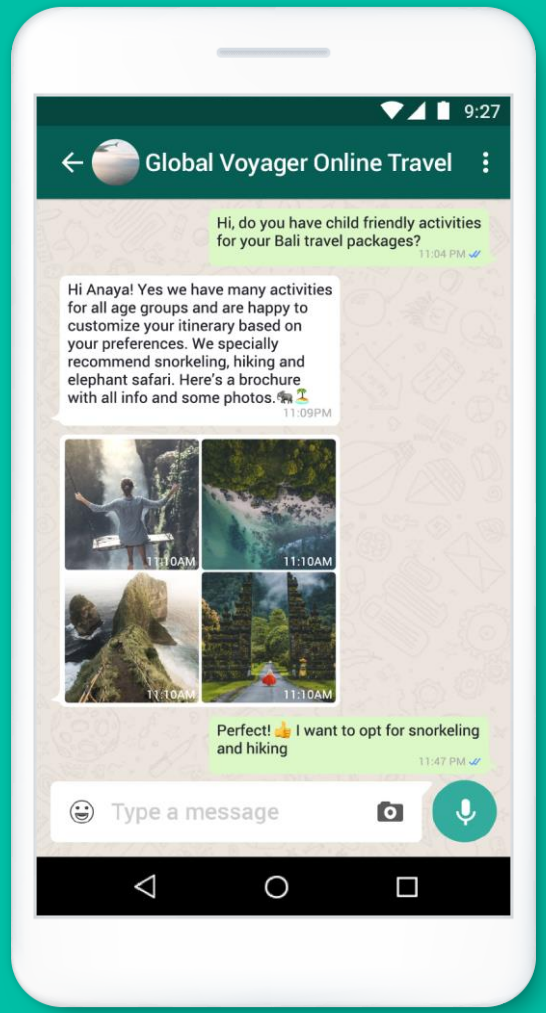
Pay per delivered message. Messages are priced based on how many notifications businesses send within each market

Pay progressively lower prices as message volume increases

Customer care

Customer care messages are responses to customer-initiated conversations on WhatsApp. They enable you to:

- Resolve issues one-on-one with private conversations
- Connect with your customers instantly
- Communicate with your customers on the channel they prefer



Customer care operational flow

ENTRY POINTS

Build WhatsApp channel awareness

- Phone
- Web
- Ema
- Click to WA Ads

DRIVE MESSAGING EFFICIENCY

How do you manage the business to customer conversation thread?

- NLP
- Routing/Escalatio
- Live Agent vs.

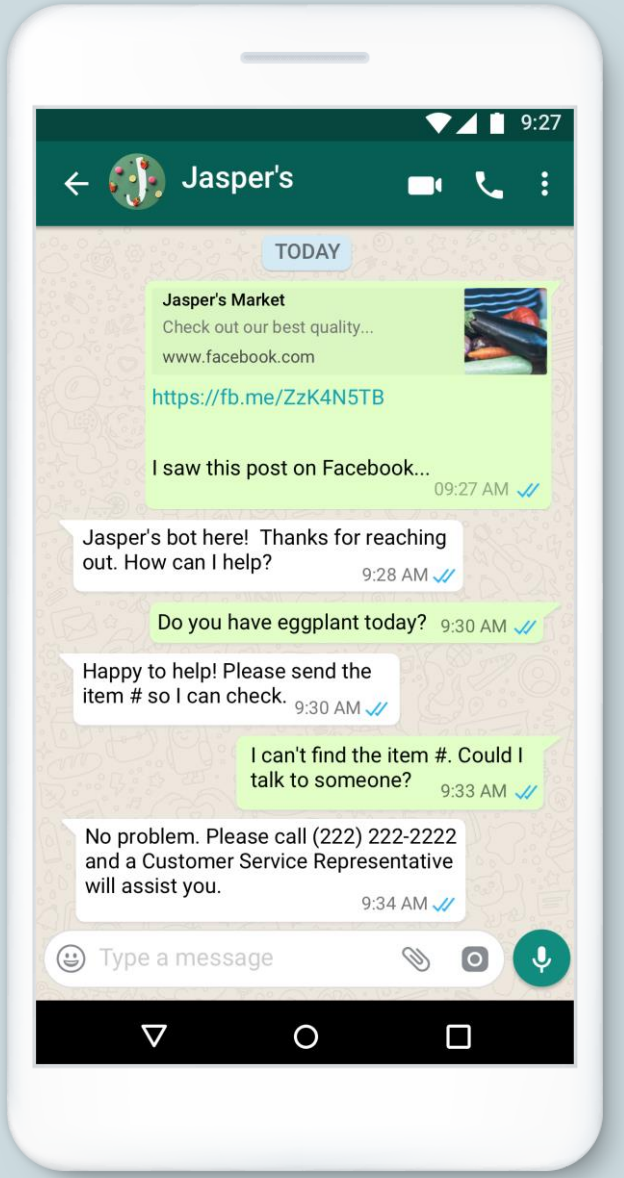
EXIT POINTS

How to you integrate your back-end sales and service systems?

- Knowledge Base
- Ticketing System
- CRM

If you choose to use automation in your customer conversations, a clear and direct path to human escalation is required.

Examples include human agent handoff, phone number, email, web support form, and prompting in-store visits.



Customer care

Results you can achieve

Increase in customer satisfaction or net promoter score

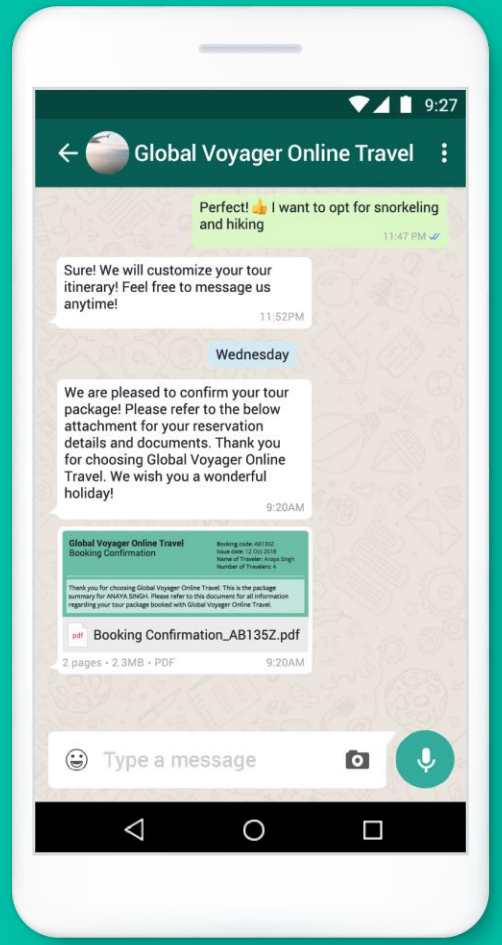
Increase in customer service operational efficiency

Increase in customer lifetime value

Notifications

Notifications are business initiated, templated messages that can be sent any time. They enable you to:

- Deliver important, timely messages during your customer's path to purchase
- Continue the conversation with customers who respond to your notifications
- Choose from 10 message template categories



The WhatsApp Business API supports 10 message template categories

- Issue Resolution
- Reservation Update
- Ticket Update
- Alert Update
- Appointment Update
- Personal Finance Update
- Shipping Update
- Account Update
- Payment Update
- Transportation Update

All notifications require customer opt-in

Customers must *explicitly* opt-in to notifications

Obtaining user consent must be completed outside of WhatsApp

Ads that click to WhatsApp cannot be used to obtain opt-in

How it works: All 3 are required for opt-in

1

User Action

Must be triggered by a customer action

EXAMPLES

Entering a phone number, checking an ‘I agree’ box

2

Explicit Language

I agree to receive [noun], [logo and name], on [number]"

EXAMPLES

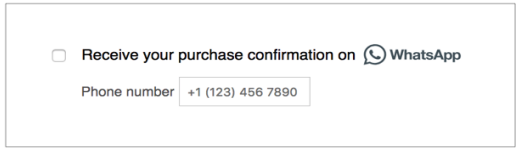
“I consent to receive order updates from Fresh Produce on my WhatsApp number ”

3

Visual Indication

A visual element shown next to the WhatsApp name and logo

EXAMPLES



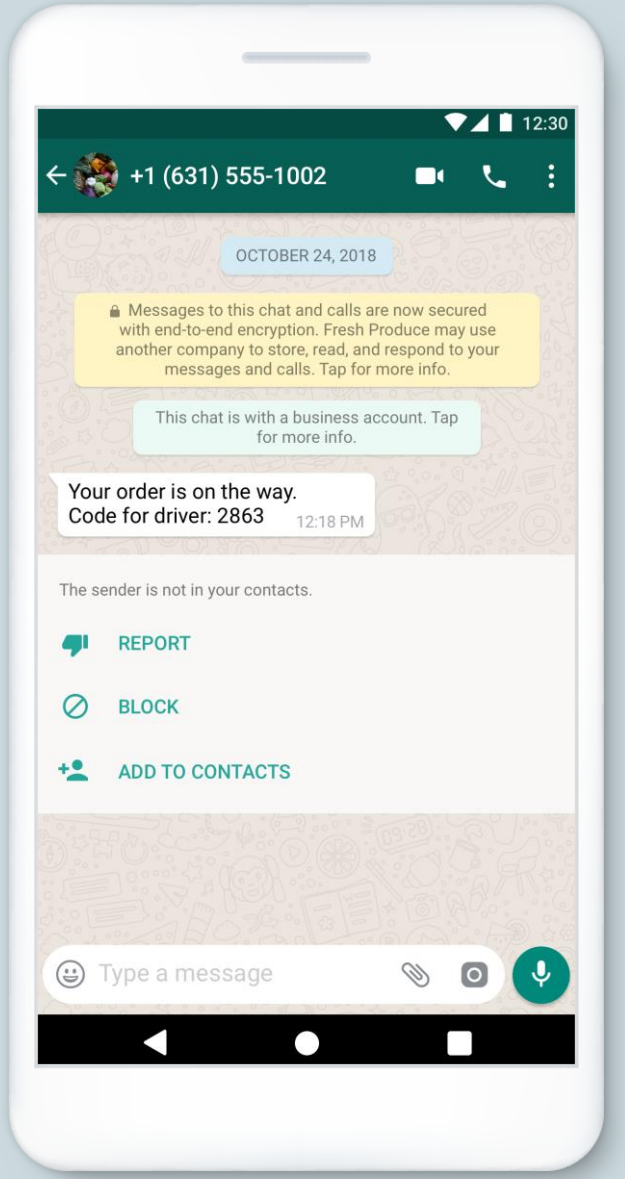
Checkbox or similar UI required

Where can a business get customer opt-in for WhatsApp notifications?

- During the online transaction process
- While setting up user profile and preferences
- Via email, SMS, or within mobile app
- Via phone interactive voice response (IVR)

For end user protection, WhatsApp has a reporting and blocking mechanism

You must respect all requests by a person to block, discontinue, or otherwise opt out of communications from you via WhatsApp



Notifications

Results you can achieve

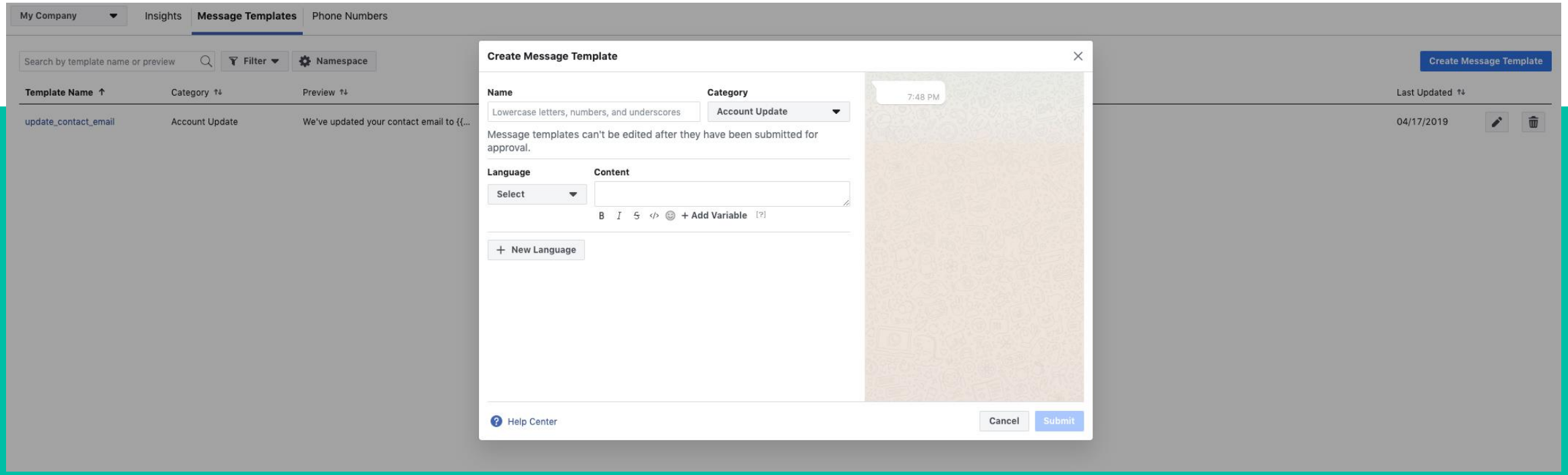
Increase in customer satisfaction or net promoter score

Increase in delivery, open and conversion rates

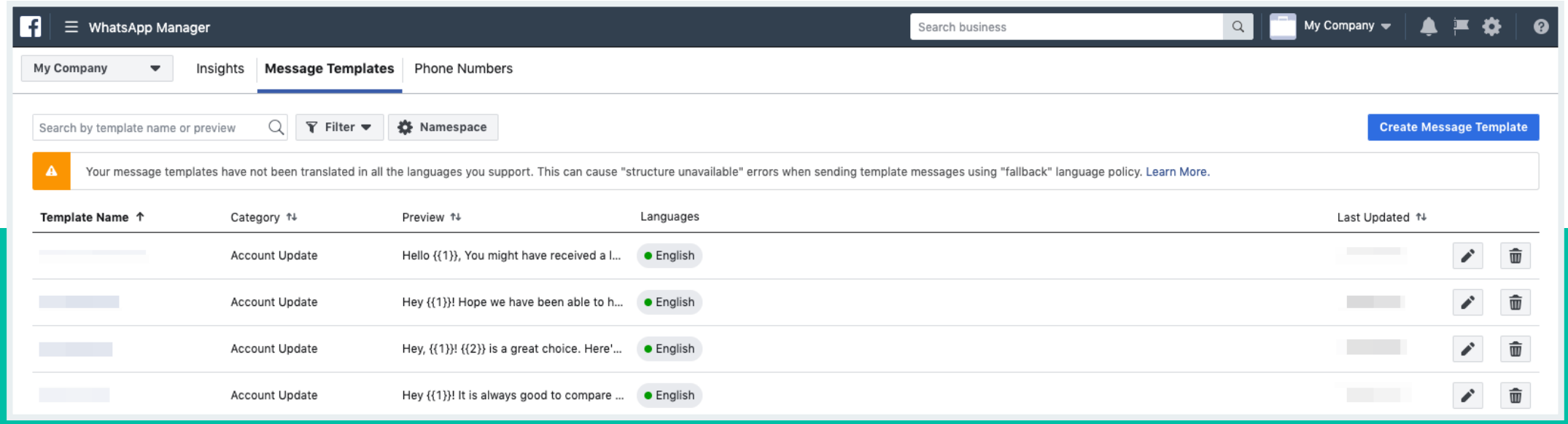
Increase in customer lifetime value

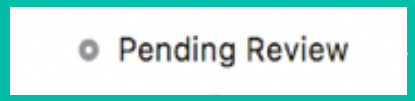
Create a message template

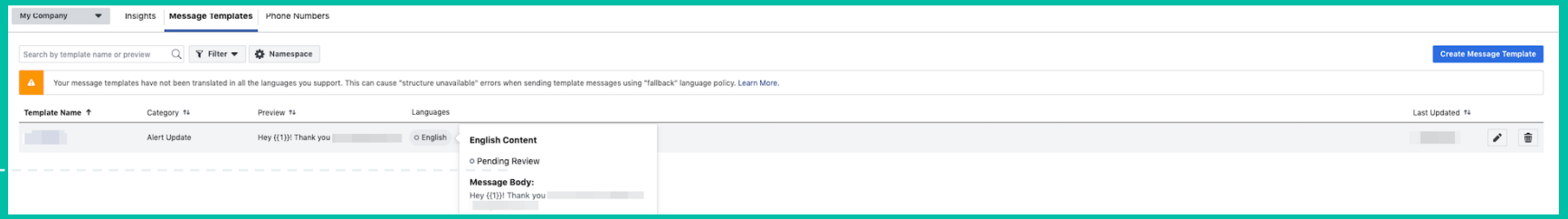
Once submitted, message templates will be reviewed and approved.



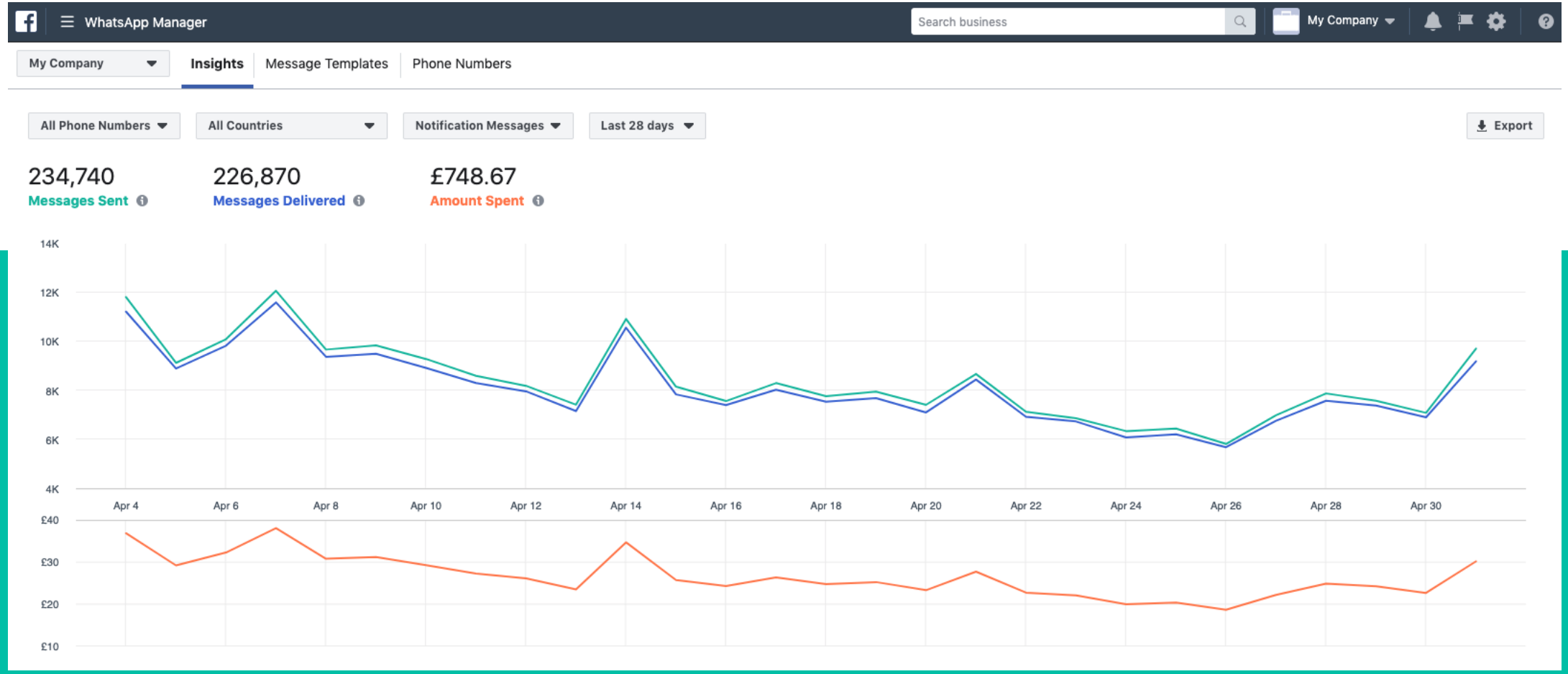
Manage message templates and track review status







Monitor messages with reporting capabilities



2019 focus and product priorities on building consumer & business value

VALUE

Media Messaging

Tiered Pricing

Measurement

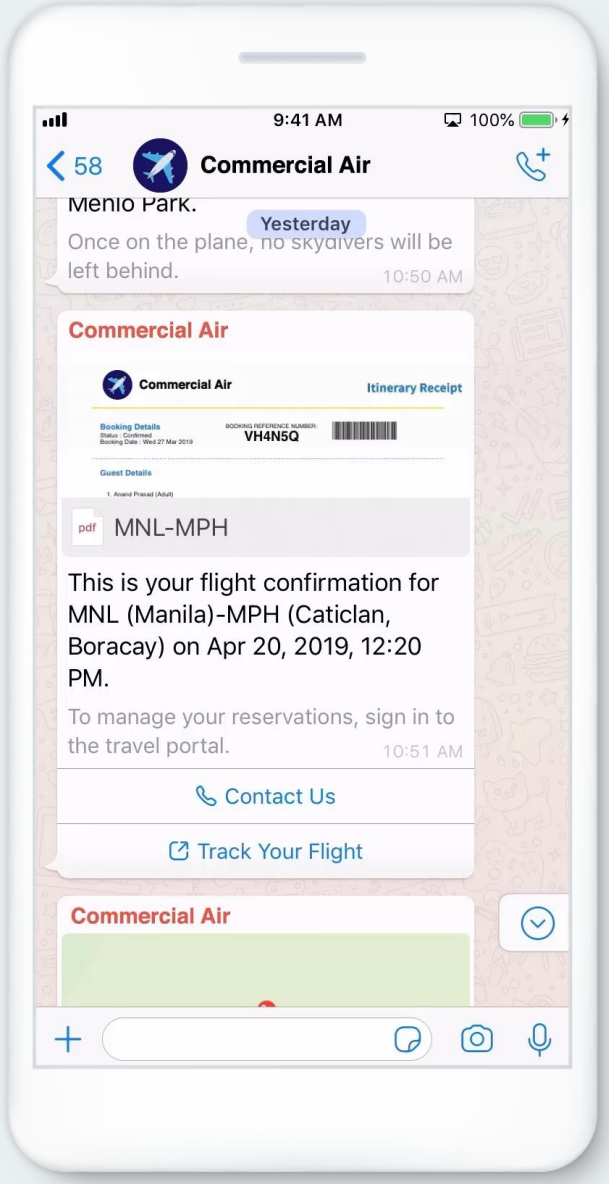
SCALE

Business Management APIs

Quality & Integrity

Business Tools

CONSUMER VALUE



Media Messaging

Currently in limited testing

Create more engaging interactions with business customers.

Send photos, videos and interactive buttons in business message templates with media messaging.

CONSUMER VALUE

Richer message formats

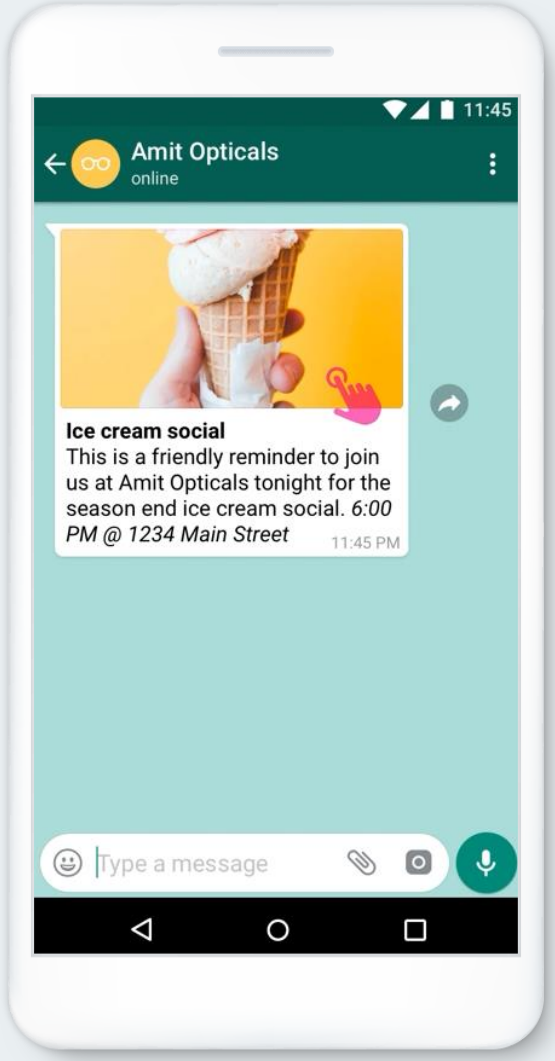
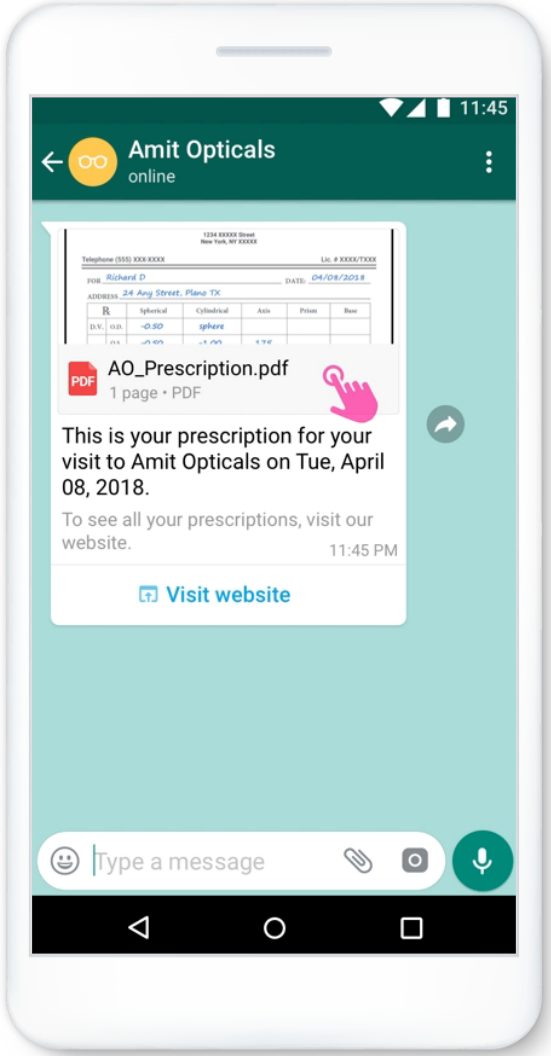
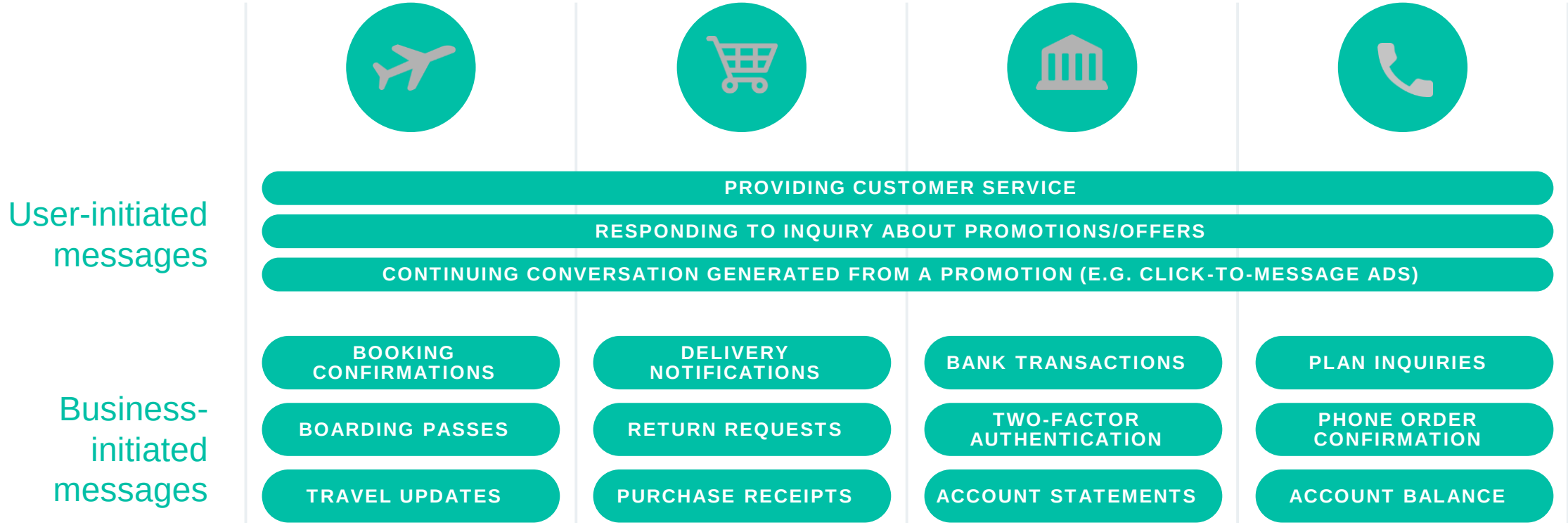


Image + Text



PDF + Text

Examples of use cases for API



Travel and hospitality

CUSTOMER CARE

Customer inquiries: seat selection, cabin upgrades, payment / billing, itinerary changes, reward points, product service inquiries, re-share tickets

Customer resolution: ticket changes or cancellations

NOTIFICATIONS

Travel updates: flight cancellation, delays / flight rescheduling, gate changes, check-in notifications, passport requirements / known traveler number requests

Purchase confirmation: boarding passes, hotel bookings, hotel information / directions

Retail and e-Commerce

CUSTOMER CARE

Customer inquiries: return / refund requests, order updates / changes, product availability requests, payment / billing, product service inquiries

Customer resolution: immediately resolve order changes or shipping delays

NOTIFICATIONS

Purchase confirmation: purchase receipts, order receipts

Purchase updates: delivery notifications, delivery tracking

Getting started

WhatsApp Business Solution through Netcore

Automated Customer Journeys

WhatsApp Business API

Virtual Assistants/Chatbots

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Thank you

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APPENDIX

Send notifications for the following 10 message templates

Template	Allowed Use Case	Examples
ACCOUNT_UPDATE	Notify the message recipient of a change to their account settings.	Profile has changed Preferences are updated Settings have changed Membership has expired Password has changed
PAYMENT_UPDATE	Notify the message recipient of a payment update for an existing transaction.	Send a receipt Send an out-of-stock notification Notify an auction has ended Status on a payment transaction has changed
PERSONAL_FINANCE_UPDATE	Confirm a message recipient's financial activity.	Bill-pay reminders Scheduled payment reminder Payment receipt notification Funds transfer confirmation or update Other transactional activities in financial services
SHIPPING_UPDATE	Notify the message recipient of a change in shipping status for a product that has already been purchased.	Product is shipped Status changes to in-transit Product is delivered Shipment is delayed
RESERVATION_UPDATE	Notify the message recipient of updates to an existing reservation.	Itinerary changes Location changes Cancellation is confirmed Hotel booking is cancelled Car rental pick-up time changes Room upgrade is confirmed
APPOINTMENT_UPDATE	Notify the message recipient of a change to an existing appointment.	Appointment time changes Appointment location changes Appointment is cancelled
TRANSPORTATION_UPDATE	Notify the message recipient of updates to an existing transportation reservation.	Flight status changes Ride is cancelled Trip is started Ferry has arrived
TICKET_UPDATE	Send the message recipient updates or reminders for an event for which a person already has a ticket.	Concert start time changes Event location changes Show is cancelled A refund opportunity is made available
ISSUE_RESOLUTION	Notify the message recipient of an update to a customer service issue that was initiated in a Messenger conversation, following a transaction.	Issue is resolved Issue status is updated Issue requires a request for additional information
ALERT	Notify the message recipient of something informational	Business hours/hours of availability Check-in/Check-out times

Offers to sell and sales of the following are prohibited:

Please see our policies*

Learn more

- Illegal, prescription or recreation drugs, including marijuana
- Tobacco products and related paraphernalia
- Unsafe supplements
- Weapons, ammunition or explosives
- Animals
- Adult items or services
- Alcohol
- Adult health items
- Real money gambling services
- Goods, items, or posts that we determine may be or are fraudulent, misleading, deceptive or offensive
- Items or products with overtly sexualized positioning
- Products or items that facilitate or encourage unauthorized access to digital media

*Policies current as of April 2019