



Drive efficiency in customer care with higher CSAT at lower cost

Get higher conversions, new customer acquisitions and retentions

Differentiate with personalized CX that drives incremental revenue

**5X**  
lower acquisition costs vs. other digital channels

**2X**  
increase in customer service agent efficiency

**44%**  
conversations on WhatsApp lead to purchase

**80%**  
automation achieved with 82 NPS

## WhatsApp campaign examples across the customer journey

### Stage I - Awareness and discovery

#### Click to WA Ads

Make your discovery phase user-friendly with social media click Ads that take your customers directly to your WhatsApp channel.

#### Customer Opt-Ins

Newsletter subscriptions have gone old! Nor are they effective with low open rates. To give your offers better visibility you must market on WhatsApp where your customers are most active.



Transform your business into a **“conversational business”** with **WhatsApp Business Platform**

## Stage II - Consideration

### Personalized offers and deals

Post getting customer opt-ins it is time to run personalized offers based on the customer's website browsing history. Create conversational engagements with targeted offers for higher customer response rate.



### New Product Launches/ In-Stock Alerts

Make customers aware about the latest product launches and notifications about stock replenishment of their favourite products. Elicit quick responses through effective use of WhatsApp rich media options.



### Cart Abandonment

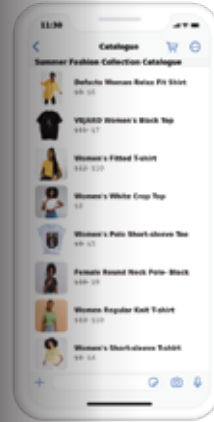
Often customers add items to their cart but don't check out. Reduce the chances of incomplete purchases with cart reminders



## Stage III - Purchase

### Catalog Browsing

Take the entire shopping experience from your website to inside WhatsApp! With WhatsApp list messages create product catalogs that lets customers choose their products from within WhatsApp only



### Drive conversational commerce

Your customers want product details before they purchase their products. Provide product info on chat to create a true conversational commerce experience.



### Payment and Order confirmations

Customers can complete the payment transactions from right within WhatsApp using WhatsApp pay. Also, for a seamless experience, send order payment, invoices and delivery receipts directly on customer chat.



## Stage IV - Customer Care and feedback

### Order Tracking

Send proactive delivery updates at each delivery stage and keep your customers informed.



### Returns and Delivery Issues

Delays in delivery can disturb the peace of customers. Make the return process seamless by receiving faulty product images and sending return instructions directly on WhatsApp.



## Stage V - Retention and Loyalty

### Upsell and Cross Sell Opportunities

Post sale, re-engage your customers by sending complementary and cross-category product recommendations. products from within WhatsApp only



### Loyalty Points

Run quizzes, offers like cashback points to encourage repeat purchases from your customers.



# Want to leverage the power of WhatsApp to fuel your business growth?

Book a consultation to get started