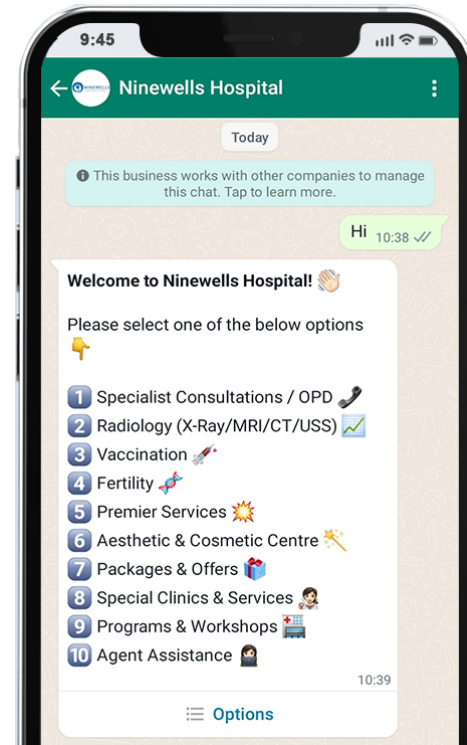


WhatsApp Business API

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WhatsApp Business API



THE TRUSTED COMMUNICATION PLATFORM AS A SERVICE

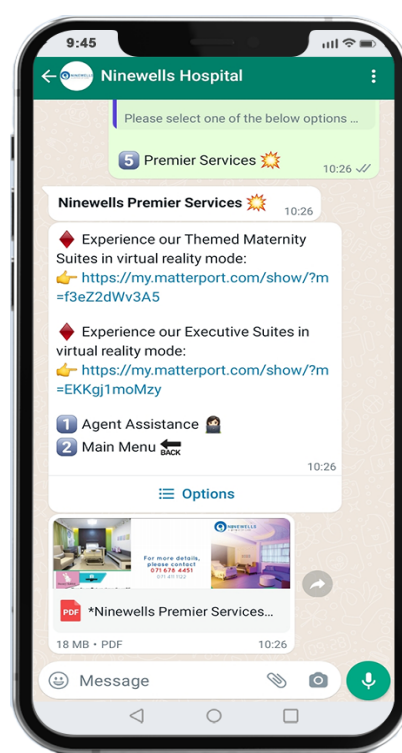
With over 2 billion monthly active users, WhatsApp is the most popular global instant messaging app. Worldwide, WhatsApp is the most popular messaging service in over 100 countries and one of the few apps to be downloaded over five billion times. For medium and large businesses, the WhatsApp Business API powers your communication with customers all over the world, so you can connect with them on WhatsApp in a simple, secure, and reliable way.

[Register](#)

Provide customer care with a personal touch.

Retain your customers with awesome notification and customer service experiences.

Rich Media Communication



Enrich your WhatsApp messages with

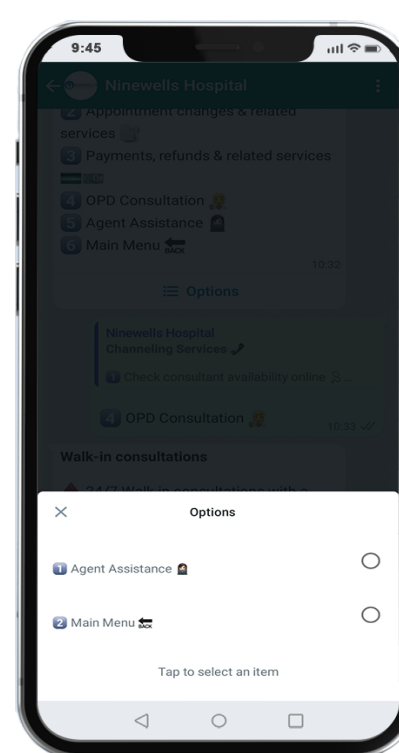
- Images
- Videos
- Audios
- GIFs
- Stickers
- Attachments
- Dynamic CTA

Interactive Buttons

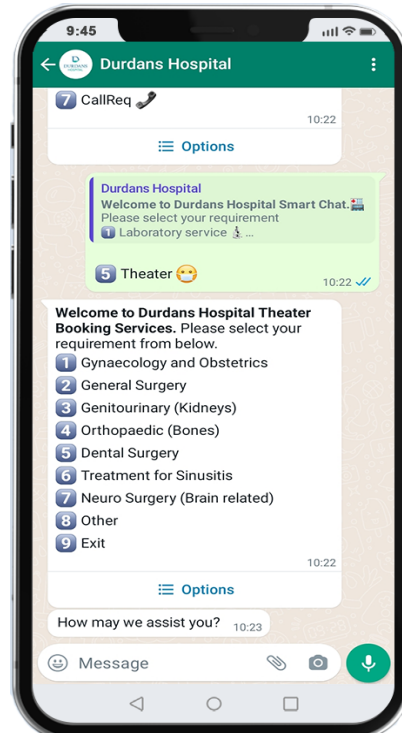
WhatsApp's newly launched Interactive Message is exactly one type of message that can increase the interactions between you and your customers. This function makes good use of a chatbot, which is extremely convenient for customers to reply with just one click.

There are two types of Interactive Messages,

- List Messages
- Quick Reply Buttons



Notifications and Customer Care Messages

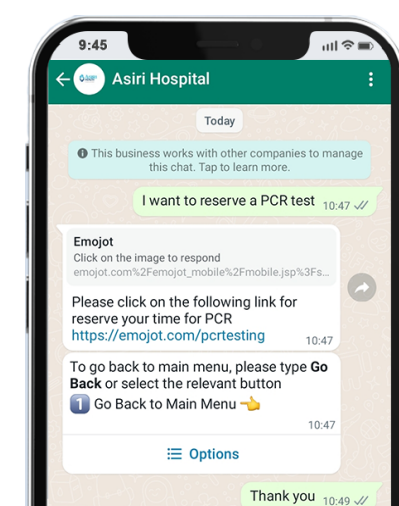


WhatsApp defines two message types,

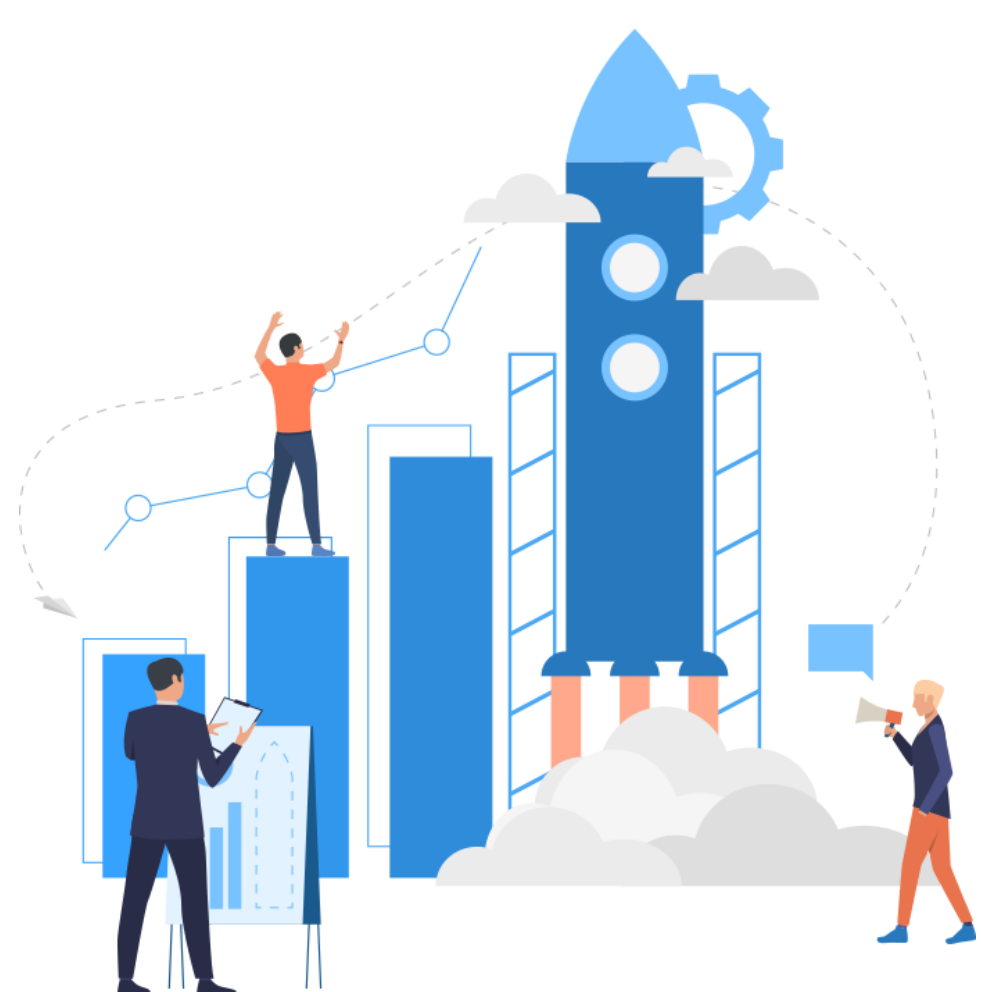
- Notifications**
Notifications, also known as push notifications are messages that organizations send to customers for various use cases
- Customer Care Chat**
Customer care messages are when a customer sends a WhatsApp message to a company, and a 24 hour window opens up for company to reply and converse with the customer

WhatsApp Chatbots

A WhatsApp Chatbot basically allows you to automate your sales and customer support on your WhatsApp Business Account integrating with core systems.



WhatsApp for Business Conversations



- End-to-end encryption
- Global reach without barriers
- Enhanced business branding
- Support for over 40 languages
- Custom interactive message templates
- Customer care conversations



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