



**BECLLOUD**  
Solutions for innovation



**WhatsApp**

**WhatsApp Business Account  
& BelnContact integration**





## BeCloud is Solutions Provider of WhatsApp

WhatsApp, the largest social chat platform in the world, has announced that WhatsApp Business is now available to all businesses to communicate directly with their customers. In this way, the companies gain access to **2 billion users** who actively use the platform.

**BeCloud as Solution Provider of WhatsApp Business Solutions** is thrilled to enable integration for an even richer messaging experience. Thanks to available APIs made available, companies can easily send/receive messages without having to manage the complexity of the WhatsApp Enterprise software and without having to worry about hosting, resizing or managing updates.

Today, in fact, customers want to connect with companies in an ever faster and simpler way using the channel that is most congenial to them and in which they feel most at ease. With WhatsApp and the other digital channels made available by BeCloud Solutions **you can create an even faster and more engaging Customer Experience.**

### Expand your offer and make your communication global



**1.5 billion users**

More than 1.5 billion people actively use WhatsApp every month



**180 countries in the world**

WhatsApp is actively used in 180+ countries around the world



**60 languages available**

WhatsApp is available in 60 languages for a global customer experience



## WHATSAPP BUSINESS: Revolutionize the way you communicate with your customers

### INBOUND | Customer support

For each conversation opened by your customers you will have 24 hours from their last message to send a reply. Activating WhatsApp Business in your Customer Service will allow you to:

- Assisting customers by providing quick support through real-time conversations
- Receive alerts, updates, immediate feedback from your customers
- Activate chat groups with experts for issues that require a third party
- Manage critical issues more quickly

### OUTBOUND | Notifications

Collect the consent from your customers to be contacted on WhatsApp and start interacting with them, so you can send:

- Reminders on deliveries, orders or appointments
- Information on your financial services and more
- Material and logistics delivery notifications
- Availability of products in stock
- Real-time notifications on shipment and purchase tracking





## WHATSAPP BUSINESS: Revolutionize the way you communicate with your customers

Through the integration between our 100% Cloud Omnichannel Customer Engagement platform, BeInContact and the most popular messaging app in the world, **WhatsApp Business**, you will be able to make available to your customers a familiar platform to stay in touch with your company. WhatsApp Business will allow you to have better communications with your customers, wherever they are, by answering their questions quickly and reliably and proactively assisting them during their purchases. Improving your Customer service will allow you to obtain a higher loyalty rate, which will convert into a longer lasting relationship.



Send audio, video, and image files to enhance the multimedia experience and provide faster, quality processes.

It also instantly sends and receives documents to close contracts, view brochures, manuals and much more.



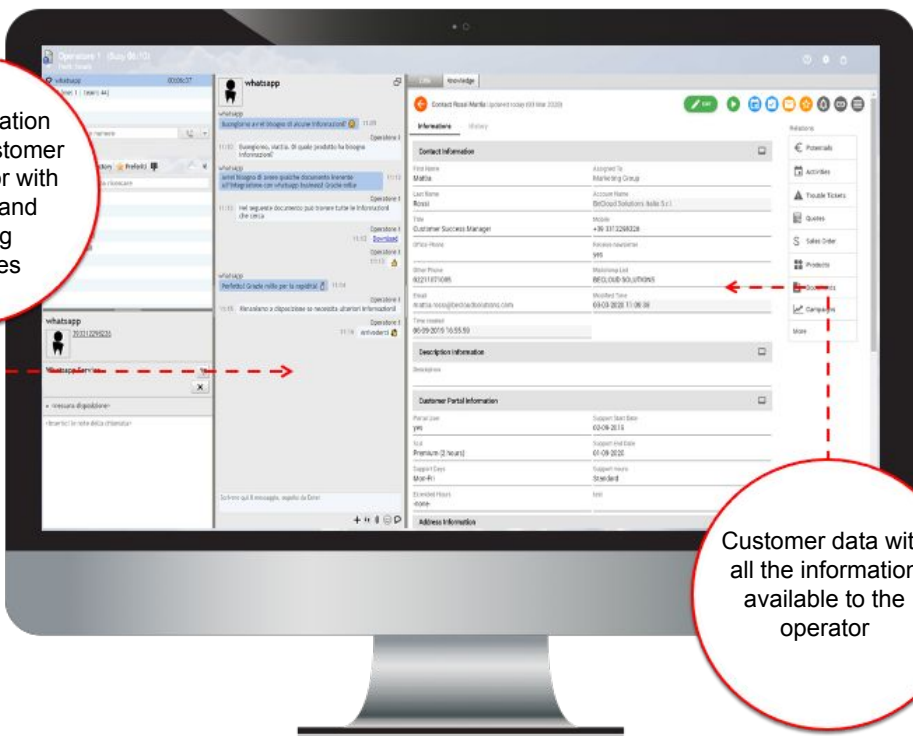
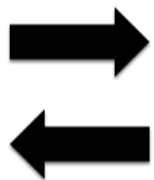


# WHATSAPP BUSINESS & BeInContact: Practical example of conversation between customer and operator



Customer

Chat integration between customer and operator with incoming and outgoing messages



Customer data with all the information available to the operator

Operator



## WHATSAPP BUSINESS & BeInContact: Single platform to manage your customers

Thanks to **BeInContact, BeCloud Solutions 100% Cloud Omnichannel Customer Engagement platform**, you can connect your mobile, landline or toll-free numbers to a WhatsApp Business account and manage your profile directly from the platform (contact information, email, links, opening, etc.). Managing WhatsApp together with all the other digital channels allows you to maximize the agent experience, avoiding the management of different channels on multiple systems, allowing you to move the discussion from one channel to another and always leaving the contact preference to your customers. With WhatsApp and the other digital channels available you can thus create an ever faster and more engaging Customer Experience.



La piattaforma BeInContact con i suoi sistemi di **ACD** e **IVR**, fornisce i dati in un unico punto di raccolta e grazie ad algoritmi molto complessi gestisce processi di routing e di coda per tutti i tipi di contatto, inclusi chiamate telefoniche, videochiamate, WhatsApp, email, fax, SMS, segreterie telefoniche, chatbot e social network.

Inoltre, tutto viene costantemente monitorato grazie a specifici tool per il controllo in tempo reale di tutte le risorse del Contact Center: operatori, code, servizi, ecc. in qualsiasi luogo.



## BEYOND WHATSAPP BUSINESS: A complete communication platform

Our 100% Cloud Omnichannel Customer Engagement platform **BeInContact**, through a single access, guarantees the use, in addition to WhatsApp, also of other messaging channels such as SMS, Facebook Messenger, Telegram, Twitter, WeChat, Viber, e-mail and more. .

If customers cannot be reached via **WhatsApp**, they will be automatically reached via SMS, so they will always receive your messages.

The highly reliable and scalable platform is constantly evolving in order to always guarantee future-proof business communication.



# MAIN BENEFITS AND FEATURES



## Better efficiency and satisfaction

By using the channel your customers prefer, you improve CX.



## Quick deployment

In a few days you are immediately operational with BelnContact integrated into your WhatsApp Business account.



## Analyze performance

Monitor conversation data, agent productivity and managed volumes in real time.



## Template construction

Create customizable message templates that can be used at any time.



## Customer chat history

Keep conversations, catch up information and documents in no time.



## Cost reduction

Use the WhatsApp channel for reduce the costs of telephone traffic.



## Sharing multimedia files

Make your customer service smarter: send and receive videos, photos, documents and more.



## Ease of use

BelnContact's intuitive interface makes operators and supervisors operational and productive quickly.



## And more...


Improve campaign conversion;  
Lower recall and case opening rates;  
Increased loyalty.




# Thanks!



Do you need more information?

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