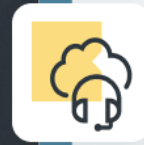
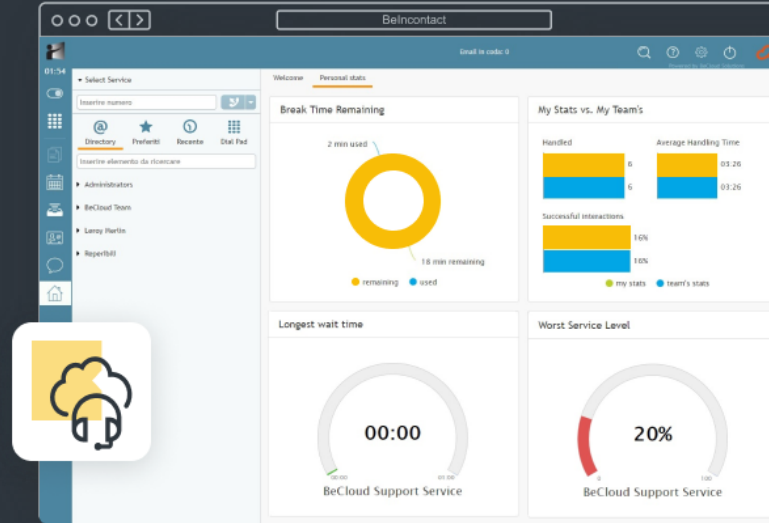




BECLOUD
Solutions for innovation



 **WhatsApp Business**

Reach customers through WhatsApp and Voice Channel integrated in BeInContact





WhatsApp Business

The platform of the future

- BeCloud is WhatsApp Business Provider. Thanks to our knowledge and available API, businesses can easily communicate with customers on an all-in-one platform, exploiting different communication channels.
- Satisfy your customers demands on their favourite communication channel, improving their loyalty rate through **a fast and efficient Customer Experience.**
- A highly customisable service that can be deployed in every sectors be it **Marketing, Sales** or **Customer Service.**



2 billion users

More than 2 billion users actively engaging on WhatsApp



180 countries

WhatsApp is actively engaged in 180+ countries around the world



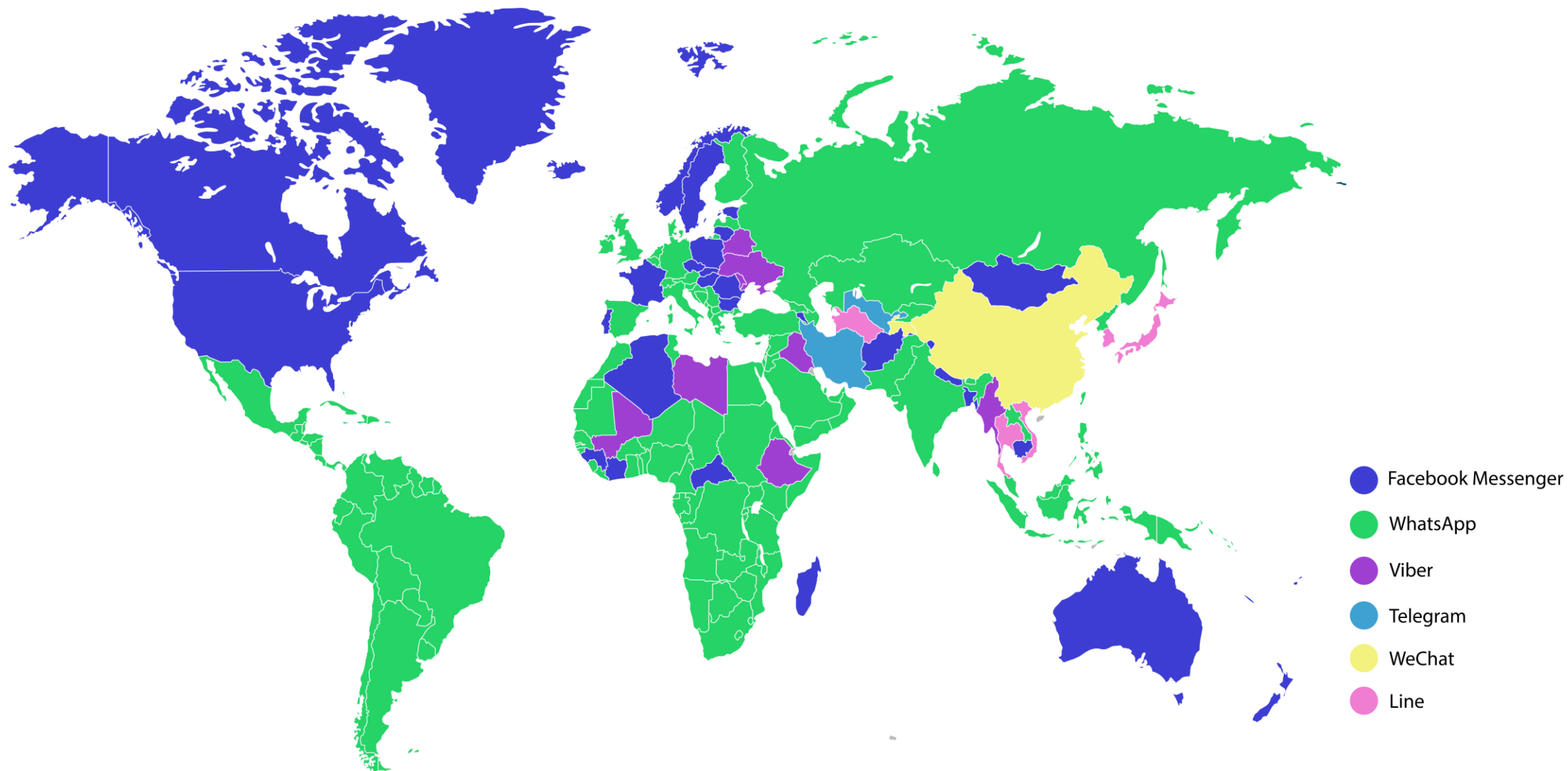
60 available languages

WhatsApp is available in 60 languages to create a global experience









WhatsApp global presence

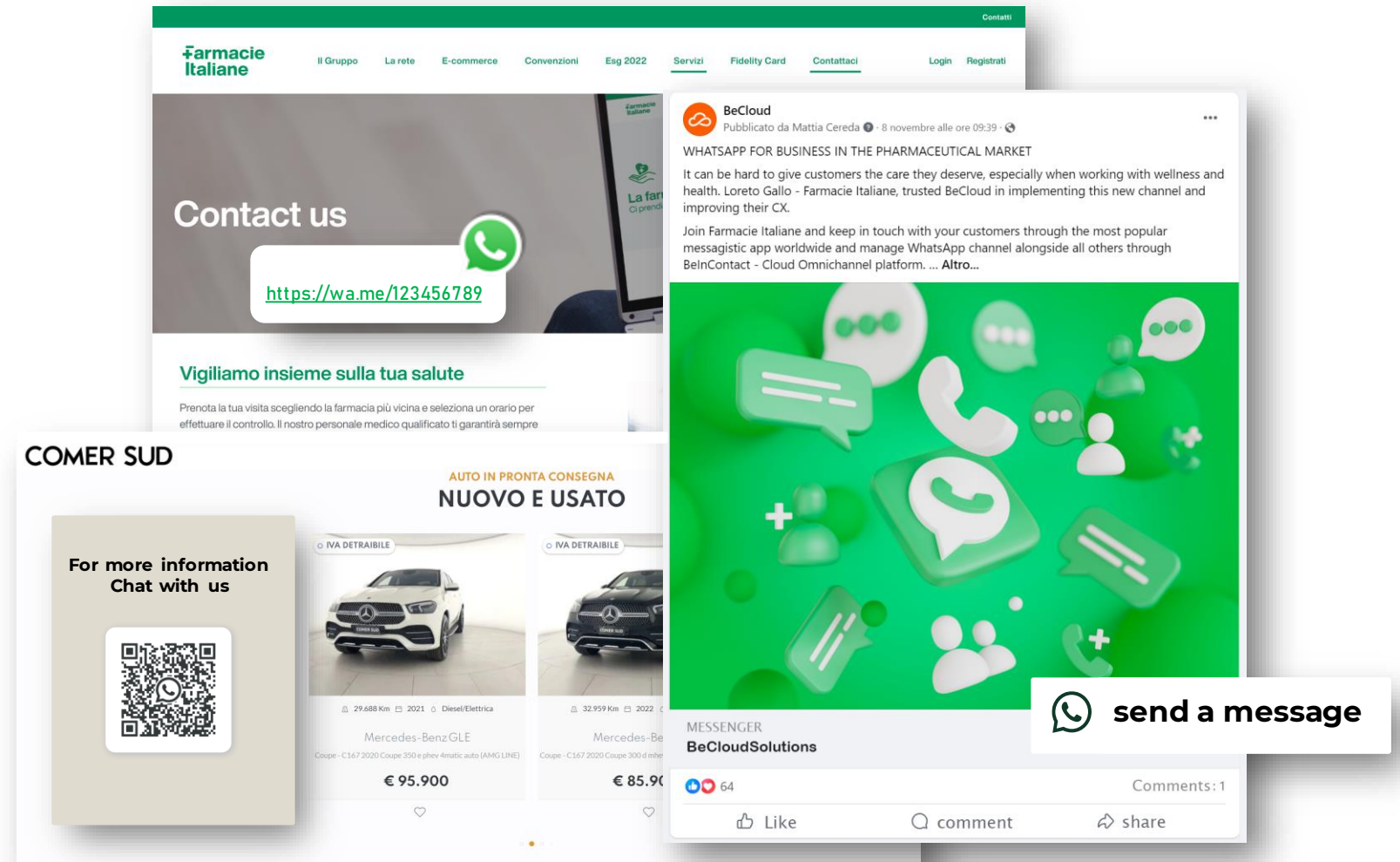
Businesses using the platform have access to **2 billion users** actively engaging on WhatsApp.





Customer interactions on different touchpoints

-  IVR
-  website
-  In-App
-  QR codes
-  "Click to chat" Link
-  Meta ADs



The collage illustrates various customer interaction touchpoints for Farmacie Italiane:

- Website:** A screenshot of the Farmacie Italiane website showing a "Contact us" section with a WhatsApp chat link (<https://wa.me/123456789>) and a "Vigliamo insieme sulla tua salute" (We care for your health together) section.
- Facebook Post:** A post from BeCloud Solutions, published by Mattia Cereda on November 8th at 09:39. The text discusses the challenges of customer care in the pharmaceutical market and highlights the use of BeCloud's WhatsApp Business integration to improve customer experience (CX).
- Meta Advertisement:** An advertisement for "COMER SUD" cars, featuring a "Click to chat" QR code and a "send a message" button. The ad lists two Mercedes-Benz GLE models for sale, one for €95,900 and another for €85,900.

WhatsApp & Voice

Together for a better Customer Experience



Thanks to BeCloud you can create new accounts linked to your mobile and fixed numbers. BeInContact, **our 100% Cloud Contact Center**, allows you complete management of WhatsApp Business and your Voice channel altogether within your Call Center.

Benefits:

- **One single web interface.**

Managing all your Communication Channels has never been easier.

- **Daily operations optimisation.**

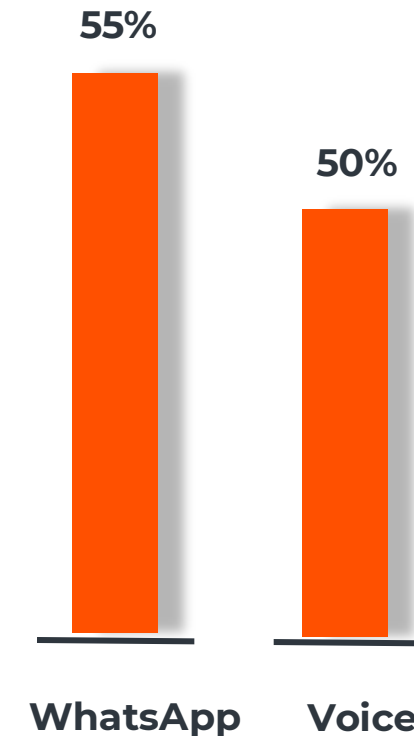
Thanks to the CRM integration, operators will find in the anagraphic section all the customer information they need.

- **A customised experience.**

Improve your customers loyalty rate while decreasing costs.

Channel interaction improvement

2021 vs 2022





Template

Businesses can use WhatsApp for Business to make 3 type of Outbound Campaigns: Utility, Authentication and Marketing.

Thanks to our experience we're able to accompany you every step of the way. From the approval of customisable messages to the sending of templates to your customers.

UTILITY

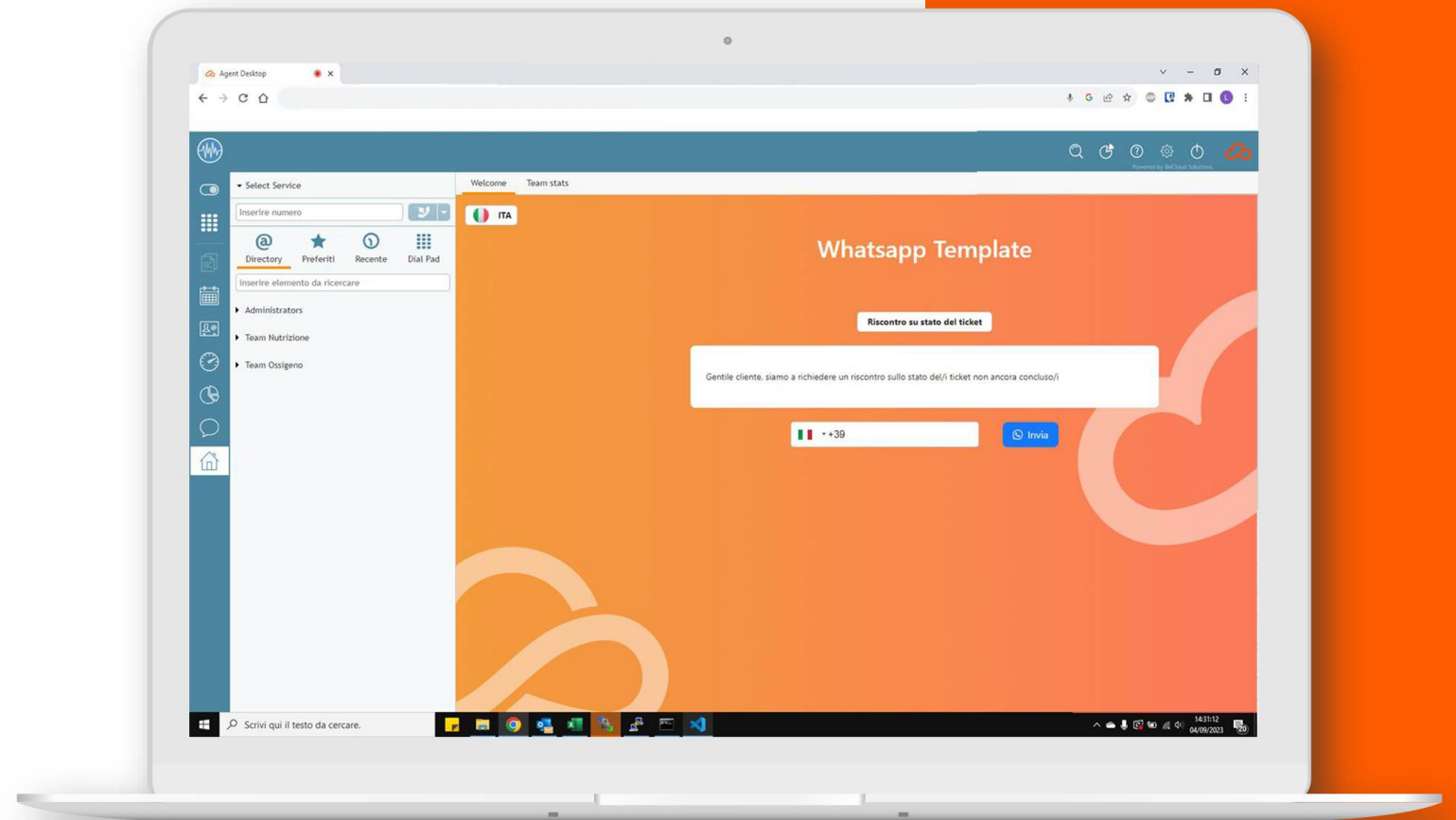
Assist customers in specific requests and transactions, keeping them updated on the ongoing ones through after-purchase notifications and bank account statements.

AUTHENTICATION

Authenticate users with unique access codes, requested through a "multiple phases" login, such as verification and account recovery.

MARKETING

Send promotional and informative updates as well as customer invitation to take actions. All the conversations who are not part of Utility, nor Authentication, are Marketing conversations.



Conversation categories use cases

MARKETING

- Promote new product/service offers
- Offer seasonal promotions and discounts
- Send personalized offers based on segmentation
- Share product recommendations
- Send back-in-stock alerts
- Inform on loyalty points
- Send cart abandonment notifications
- Promote appointment booking
- Share onboarding guides
- Promote subscriptions
- Circulate satisfaction surveys
- Deliver newsletters

UTILITY

- Send order/purchase confirmations
- Issue e-receipts
- Send appointment reminders
- Share delivery notifications/shipping updates
- Dispatch refund notifications
- Send subscription confirmations
- Share account balance updates
- Deliver recurring billing statement

AUTHENTICATION

- Deliver security codes
- Share account verification codes
- Dispatch account recovery codes
- Send one-time passwords

SERVICE

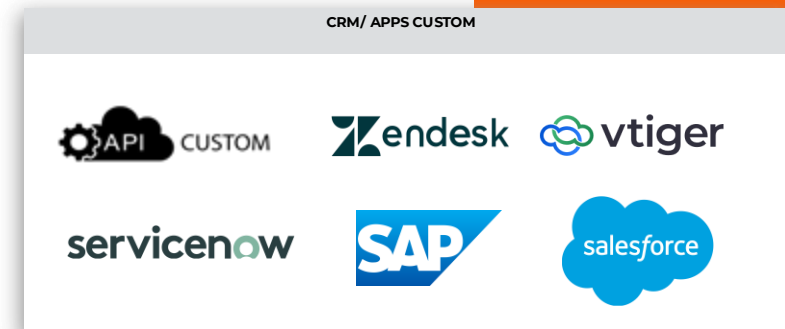
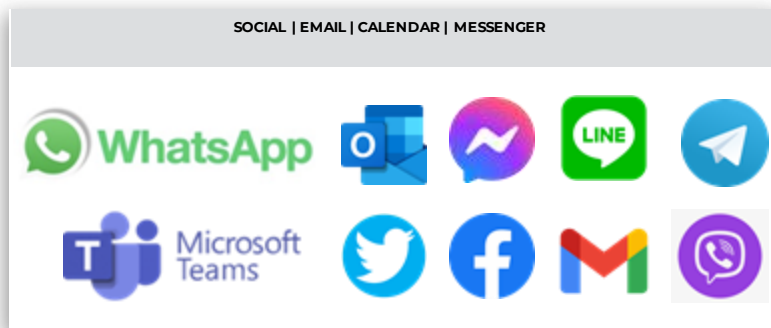
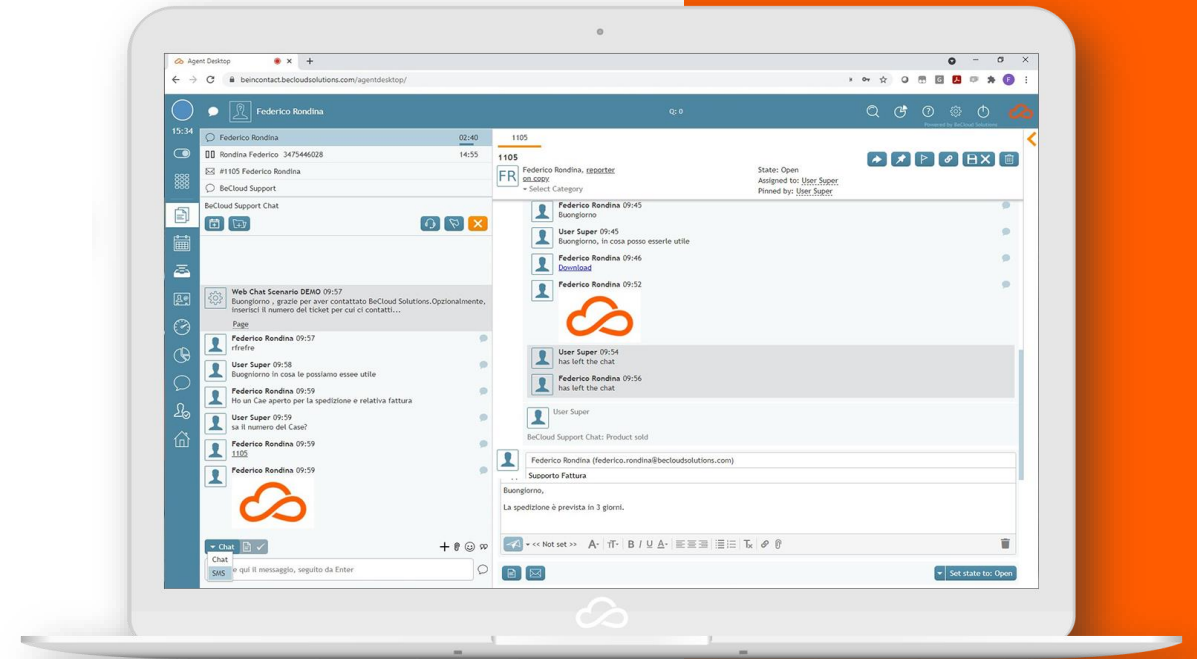
- Answer customers FAQ
- Share nearby stores information
- Provide support during the purchase
- Manage order inquiries
- Help customers with complaints
- Answer billing inquiries
- Manage returns, refunds and exchange requests
- Answer delivery inquiries
- Provide personalized service per customer segments
- Help with appointment booking
- Enable delivery location tracking



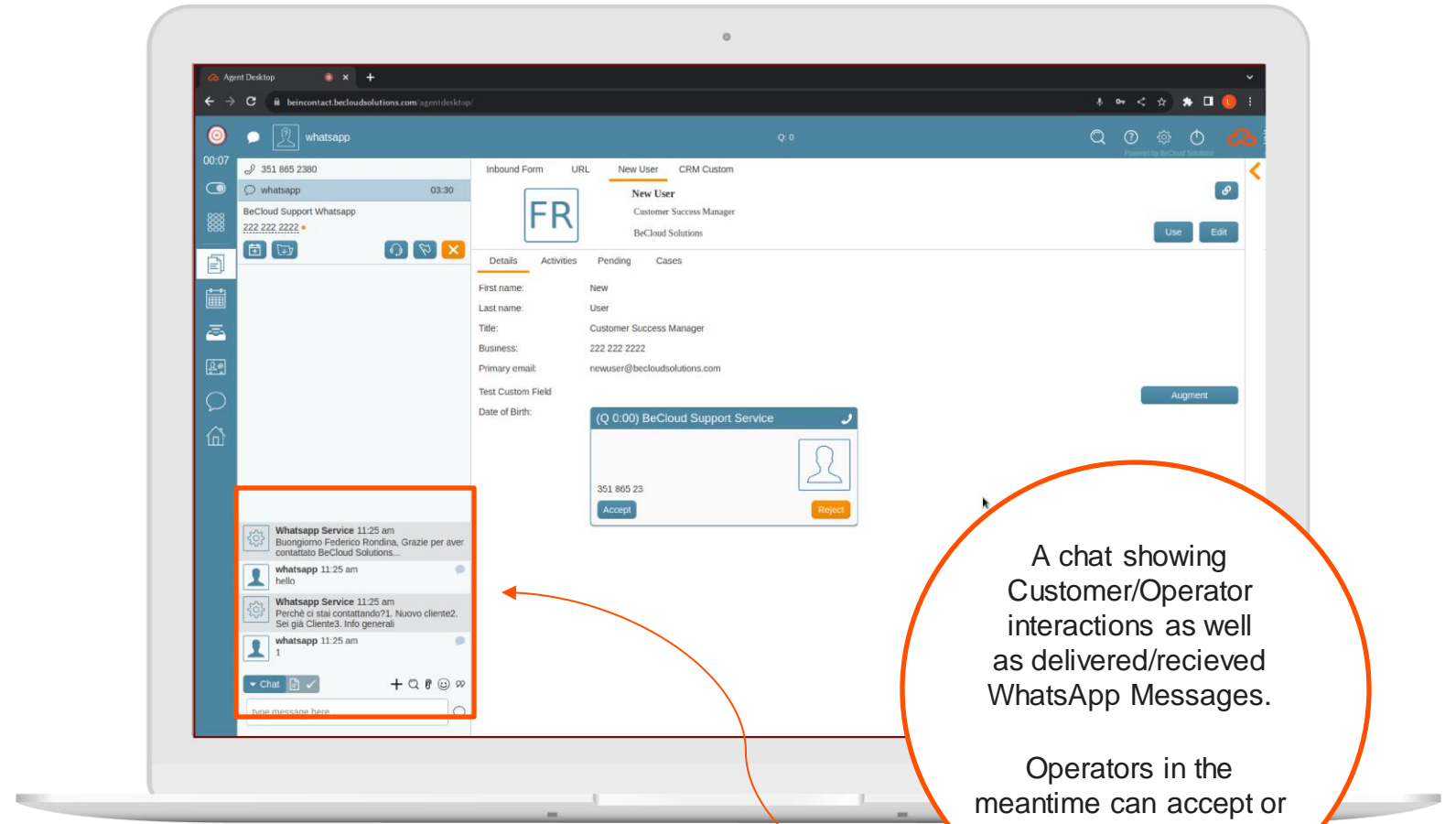
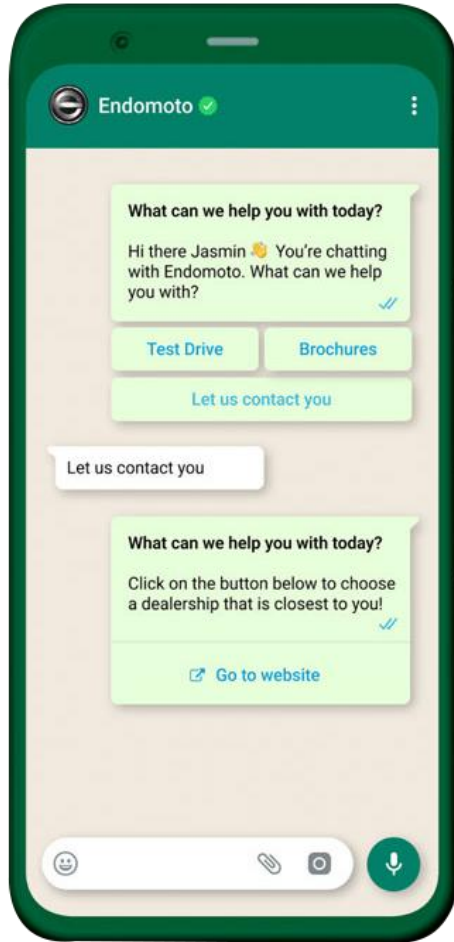
Cloud Call Center Software

BeInContact is an **Omnichannel Multi-Tenant platform**. It allows the management of various configured Communication Channels as well as the interaction on each channel on one single user interface: Agent Desktop.

By using BeInContact Agent Desktop operators will manage interactions from different services. Through the **Phone Bar**, and its relative call control buttons, you'll have at your disposal the most sophisticated and modern Voice-Data integration technologies on the market.



WhatsApp Business



A chat showing Customer/Operator interactions as well as delivered/received WhatsApp Messages.

Operators in the meantime can accept or deny a call



Main Benefits



Efficiency and satisfaction

Improve your CX by using customers favorite channels.



Rapid Deployment

Live and operating in a short time thanks to BelnContact integrated in your WhatsApp Business account.



Performance analysis

Real time conversation data monitoring as well as operators productivity and managed volumes.



Template building

Create customisable message models and use them whenever you like.



Customer chat history

Archive chats and recover information and documentation in no time.



Cost reduction

Phone traffic and SMS costs reduced thanks to your WhatsApp channel.



Share multimedia files

Improve your Customer Service: Send and receive videos, photos, documents and so much more.



Easy to use

BelnContact's intuitive interface grants operators and Supervisors faster productivity.



So much more...

Improve your campaign conversion rate. Less recall rate and case opening. Rise your loyalty rate.



BECLOUD
Solutions for innovation

Contact us



PHONE: 020 4571 0701



MAIL: marketing@becloudsolutions.com

www.becloudsolutions.com

