



# Innovation & Versatility with WhatsApp Business



# INDICE



Intro ..... 3

## Healthcare

Revolutionising patient support ..... 5

## Retail

Enhancing e-commerce experience ..... 10

## Finance

Seamless, personalised account management ..... 14

## Education

Parents and students' support..... 18

## Automotive

Personalised Interactions and Timely Reminder ..... 22

## Travel

Real-Time Updates and Personalised Assistance ..... 26

## WhatsApp Business

Being Omnichannel ..... 30

In today's digital era, businesses are embracing **innovative solutions** to improve customer communication. WhatsApp Business has emerged as a game-changer.

With over two billion active users worldwide, WhatsApp enables **direct, intuitive, and accessible connections**, revolutionising traditional communication channels.





How can businesses integrate this **modern tool** seamlessly into their operations? What strategies unlock its full potential?

This guide explores **how WhatsApp Business transforms customer engagement across industries**, offering flexible and effective communication solutions.

Discover how adopting this channel alongside existing ones can elevate customer satisfaction and **create stronger, more meaningful connections.**

# HEALTHCARE

revolutionising  
patient support



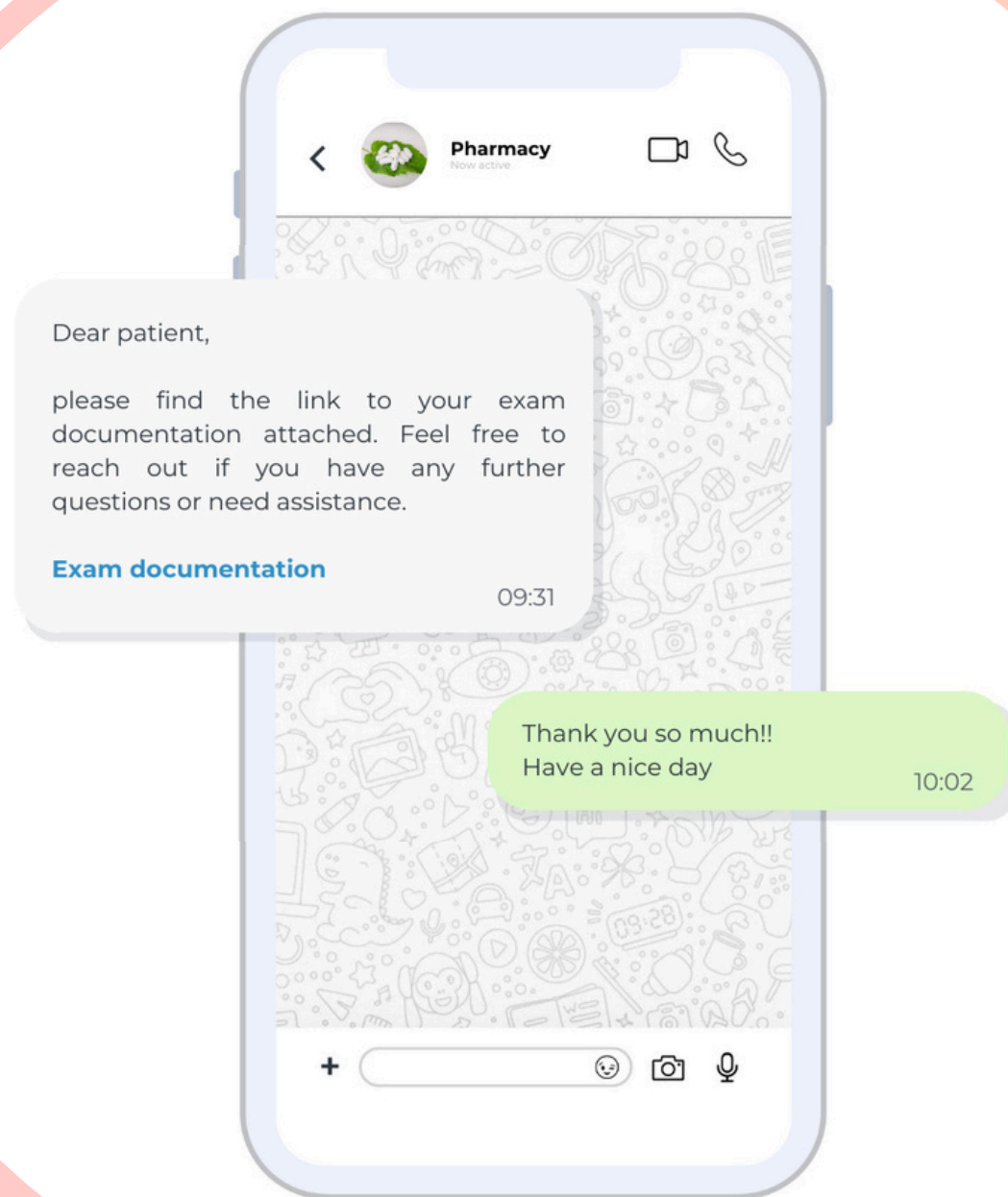
Healthcare providers can use WhatsApp Business to **deliver more personalised care.**

Direct messaging allows **instant access to vital information**, such as lab results or medical prescriptions.

Patients can also easily **inquire about medication** dosages or **receive updates** on scheduled surgeries.

WhatsApp significantly **reduces waiting times** for appointments. Patients can simply send a message to request a slot, specifying preferred date and time.



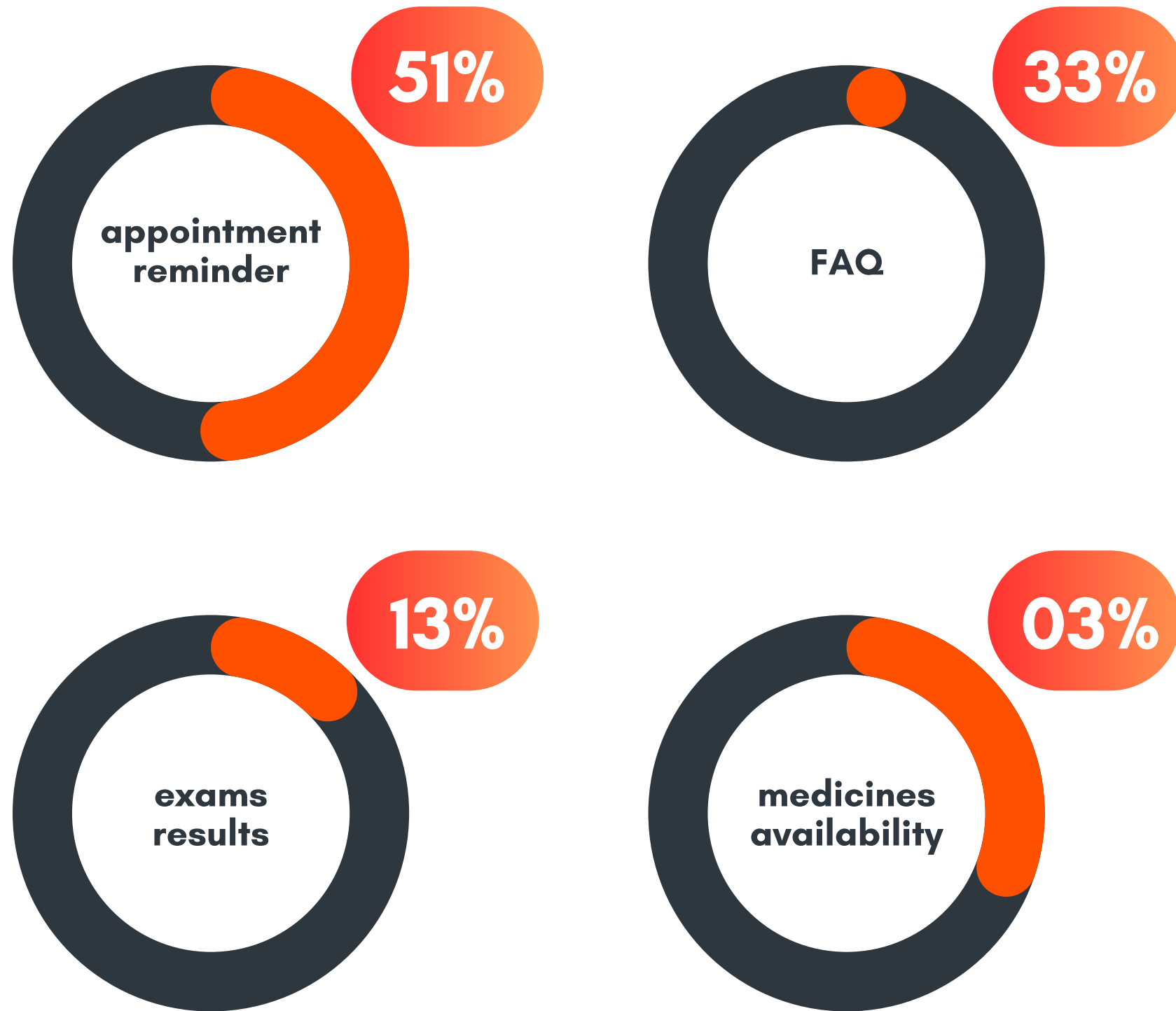


Confirmation is swift, often automated with AI chatbots.

Any changes, delays, or cancellations are **communicated instantly through WhatsApp**, preventing misunderstandings and improving time management for both staff and patients.

No more lengthy phone queues or overcrowded facilities.

## WHATASAPP USES within the sector



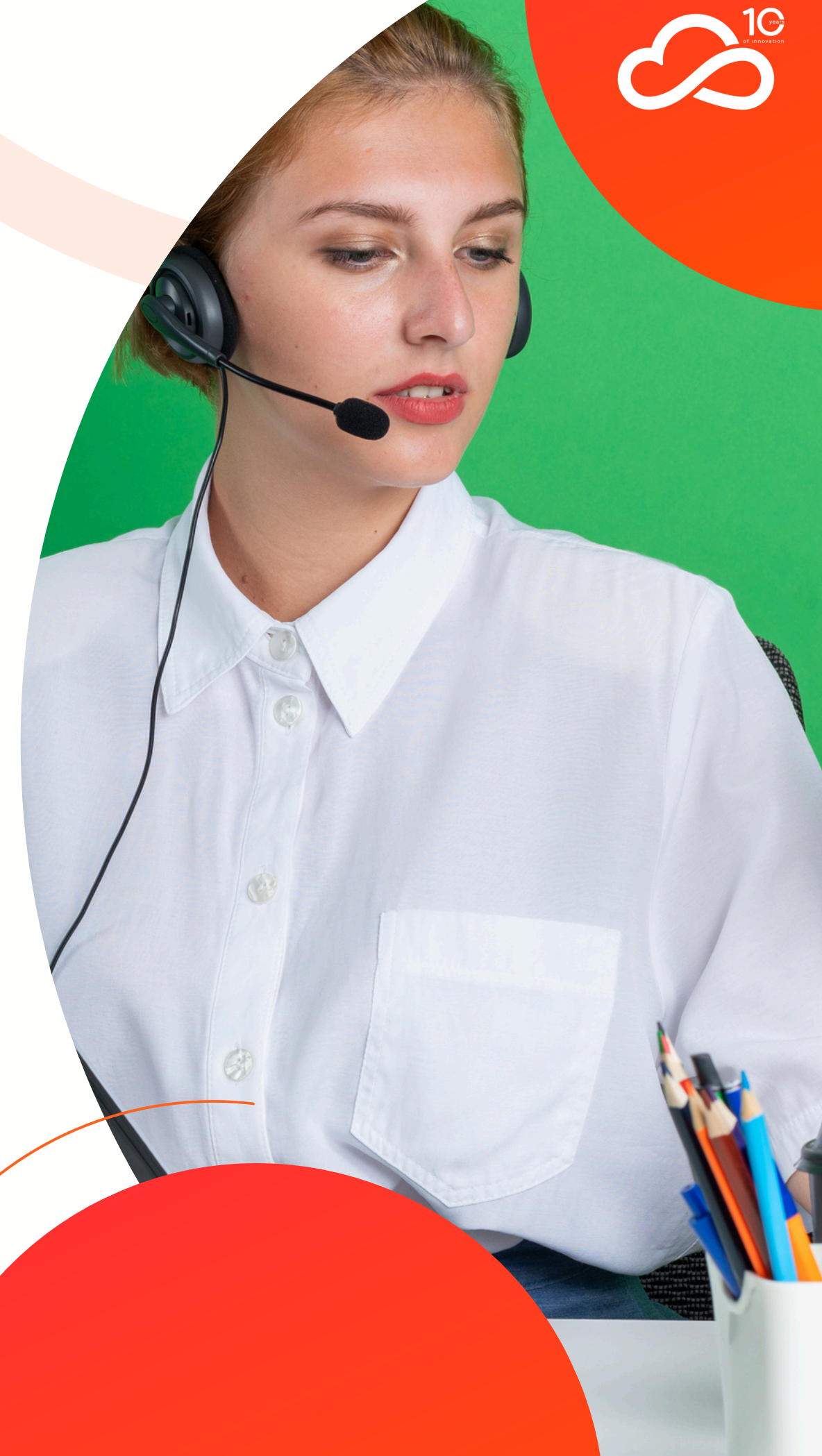


**Automated WhatsApp notifications** for appointments, vaccinations, or medical exams help patients remember critical dates.

**Patients can also be reminded** of upcoming booster shots and provided with directions to healthcare facilities, including location sharing.

# **RETAIL**

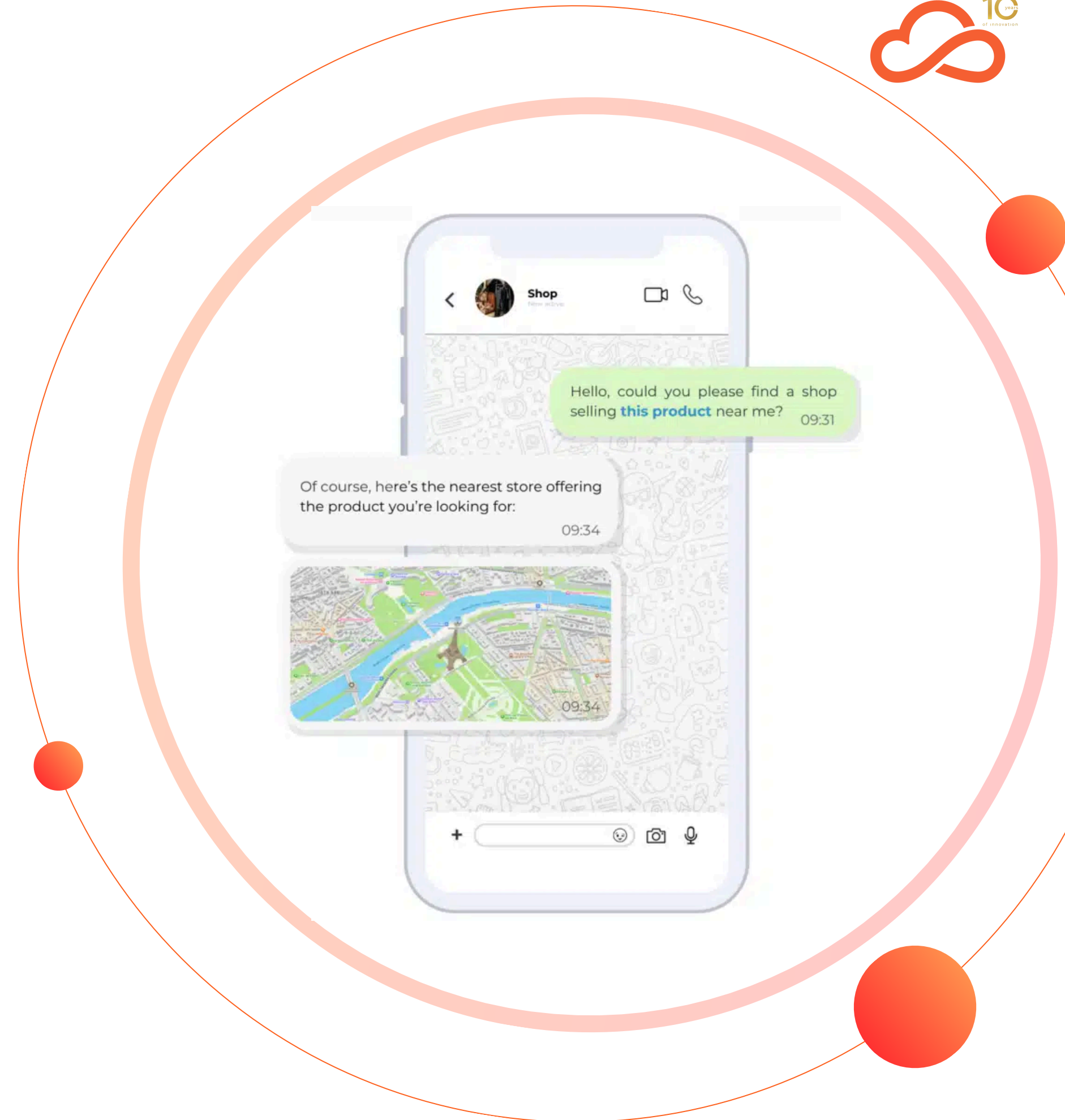
## **enhancing e-commerce experience**



E-commerce businesses are leveraging WhatsApp to **provide seamless customer support throughout the shopping journey.**

During **pre-sales**, customers can message for detailed information about specific products, ensuring informed purchase decisions.

**Post-sale**, the platform simplifies handling returns and complaints, offering a quick and efficient resolution process.



# WHATSAPP BUSINESS

## Retail improvement



+ 98%

Open Rate

Conversion Rate

+ 45%

- 30%

Cart abandonment

WhatsApp also enables **real-time shipping updates**, with automated notifications informing customers when their package is in transit or delivered.

This transparency **builds trust** in the service and **strengthens brand loyalty**.

**Marketing-wise**, WhatsApp offers targeted promotional messaging. For instance, customers who purchase a product can receive exclusive discounts on related items.

This **personalised approach** boosts engagement and increases the likelihood of repeat purchases.



# FINANCE

**seamless, personalised  
account management**





# BUSINESS PREFERENCES

## WhatsApp Business in Finance



70%



Businesses find improvement to their Customer Satisfaction.

68%



Businesses find WhatsApp to be the centre of their Customer Service.

57%



Businesses expect 2.5 billion cost savings by the end of 2025.

## WhatsApp also enhances personalisation.

Financial advisors can **respond to inquiries promptly** and **provide tailored guidance**, creating a more engaging experience.

This **streamlined approach** strengthens customer relationships and reinforces brand trust.



# EDUCATION

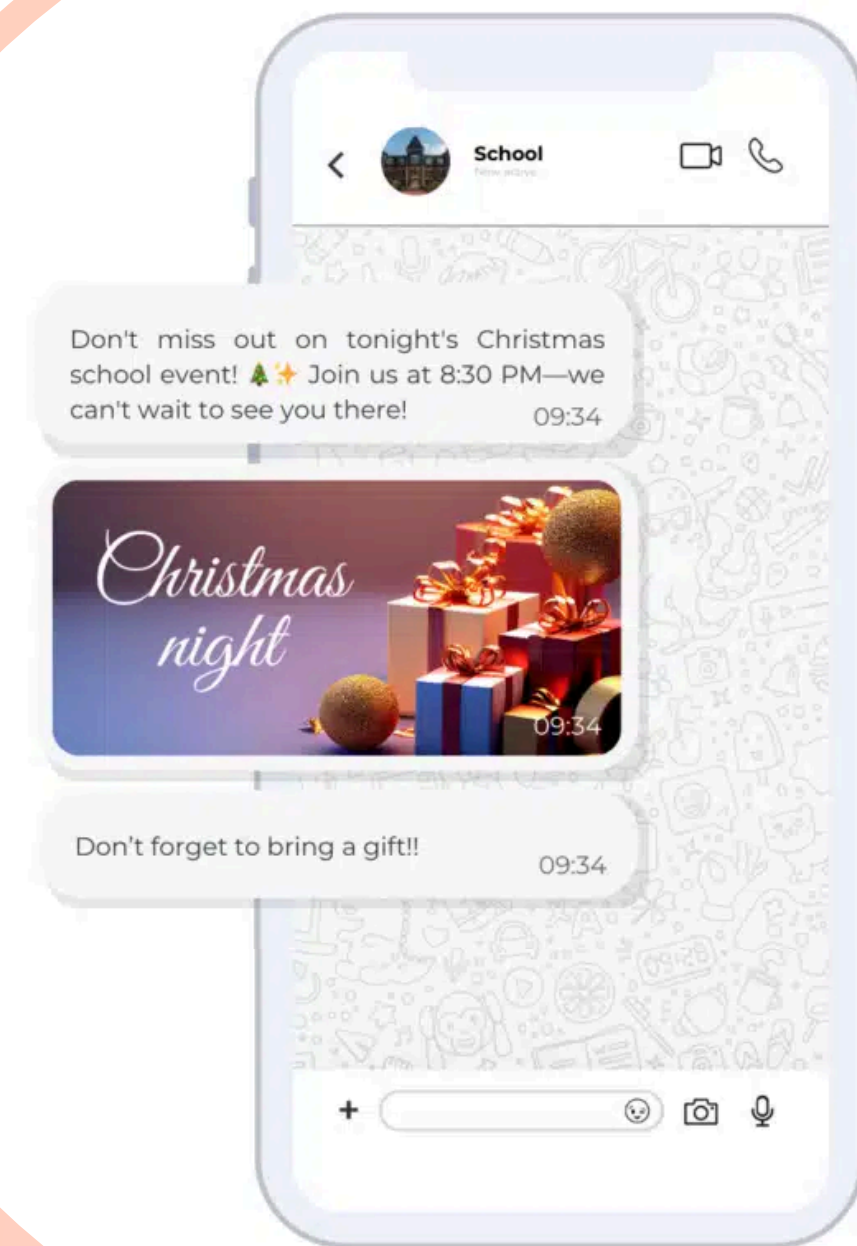
## parents & students' support



Schools are leveraging WhatsApp Business to **share updates** on events, schedules, and last-minute changes.

This platform has proven **invaluable in emergencies**, such as unexpected closures due to weather conditions.

Students can use WhatsApp to ask questions about courses, deadlines, or required documents.



# WHATSAPP USE

## according to age gaps



**2.8**  
billions

Monthly globally active users

**31%**

18 – 34

**27%**

35 – 44

**20%**

45 – 64

**11%**

65 +

Teachers can respond to **project-related queries** or share additional resources directly via chat, fostering accessibility and collaboration.

**WhatsApp enhances communication** among students, parents, and educators, promoting deeper engagement in school activities.

**Dedicated class-specific groups** enable focused, direct communication, ensuring everyone stays informed and connected.



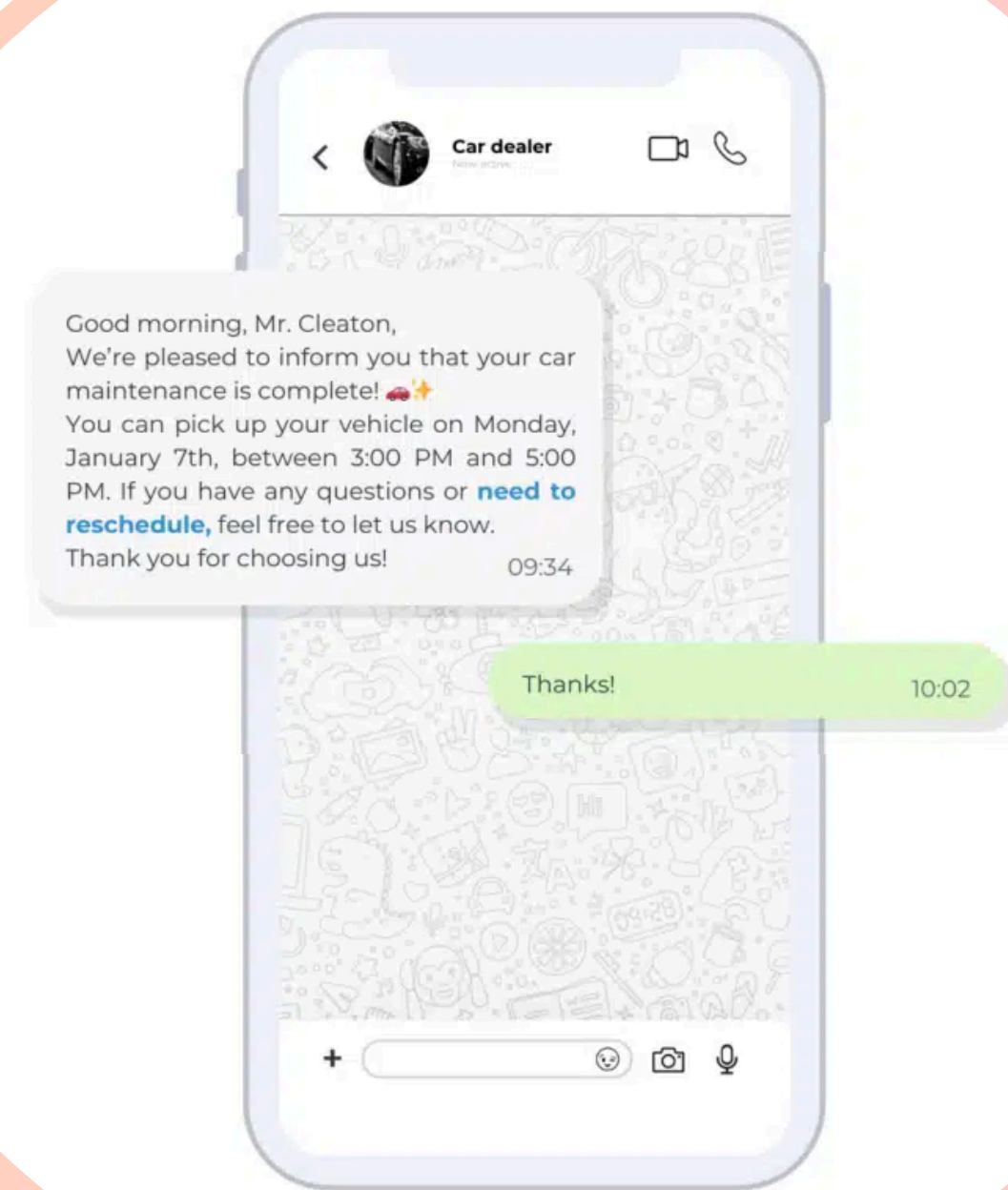
# **AUTOMOTIVE**

## **personalised interactions and timely reminder**



Car dealerships use WhatsApp Business to **send vehicle maintenance reminders.**

**Customers receive notifications** about upcoming services, with the option to book appointments directly through the chat.



# WHATSAPP BUSINESS

## in Automotive



**90%** of interactions are managed through WhatsApp Business

Engagement increase thanks to personalised communication **+ 13%**

**66%** of users rely on WhatsApp for bookings and reminders.

Post-purchase, WhatsApp offers a convenient channel for **technical support** and **assistance requests**, enhancing customer loyalty and strengthening brand relationships.

Automakers also leverage WhatsApp to **promote events, new models**, and **special offers**.

Personalised messages ensure more effective **marketing campaigns**, delivering targeted content directly and non-intrusively to customers.



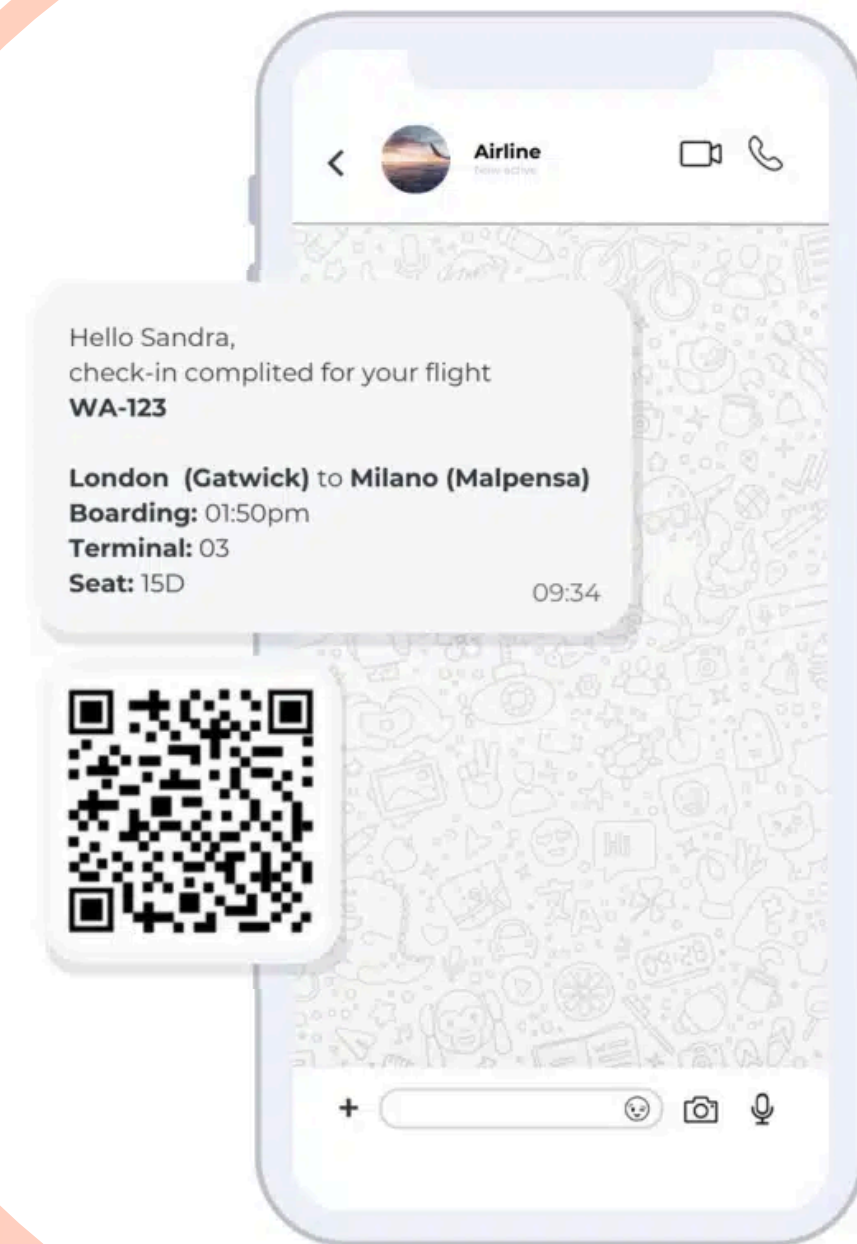
# TRAVEL

**real-time updates and  
personalised assistance**



Travel agencies and airlines use WhatsApp to **keep travelers informed** with pre-trip updates.

Customers receive **notifications about flight delays, cancellations, or schedule changes** instantly.



# ASSISTANCE

in every traveler's pocket



BOOKING  
CONFIRMATION

70%

CUSTOMER  
ASSISTANCE

55%

NOTIFICATIONS

31%

PAYMENTS

12%

During the trip, WhatsApp becomes **a lifeline for immediate assistance**.

For instance, a traveler who misses a flight can **quickly contact customer service** to reschedule their journey with ease.

Post-trip, agencies can **share personalised recommendations** for activities or excursions based on customer preferences and past experiences.

**This tailored approach enhances the overall travel experience** while encouraging repeat bookings.





# WhatsApp Business

& being Omnichannel



As demonstrated by our various use cases, WhatsApp Business goes beyond a simple messaging tool – it's **a key component for every Omnichannel strategy**. It consolidates customer interactions into a single, intuitive platform that's widely accessible.

When integrated with systems such as **BelinContact**, WhatsApp ensures a smooth, consistent flow of information across multiple channels. A customer can start a conversation on WhatsApp and seamlessly continue it via **email**, **phone**, or **chat**, without having to repeat their queries.

Automations such as **chatbots** and **quick replies** handle large volumes, while **CRM integration** personalises interactions, anticipating customer needs with speed and accuracy.





WhatsApp combines **automation** and **human interaction**, maximising resources to offer a balanced service that blends technology with empathy.

It also generates valuable data that **helps improve business processes** and enhance customer satisfaction.

Thanks to its flexibility and ability to integrate into complex ecosystems, WhatsApp Business enables businesses to thrive in the customer experience era, providing **exceptional service** and **building strong, long-lasting relationships**.



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Solutions for innovation

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