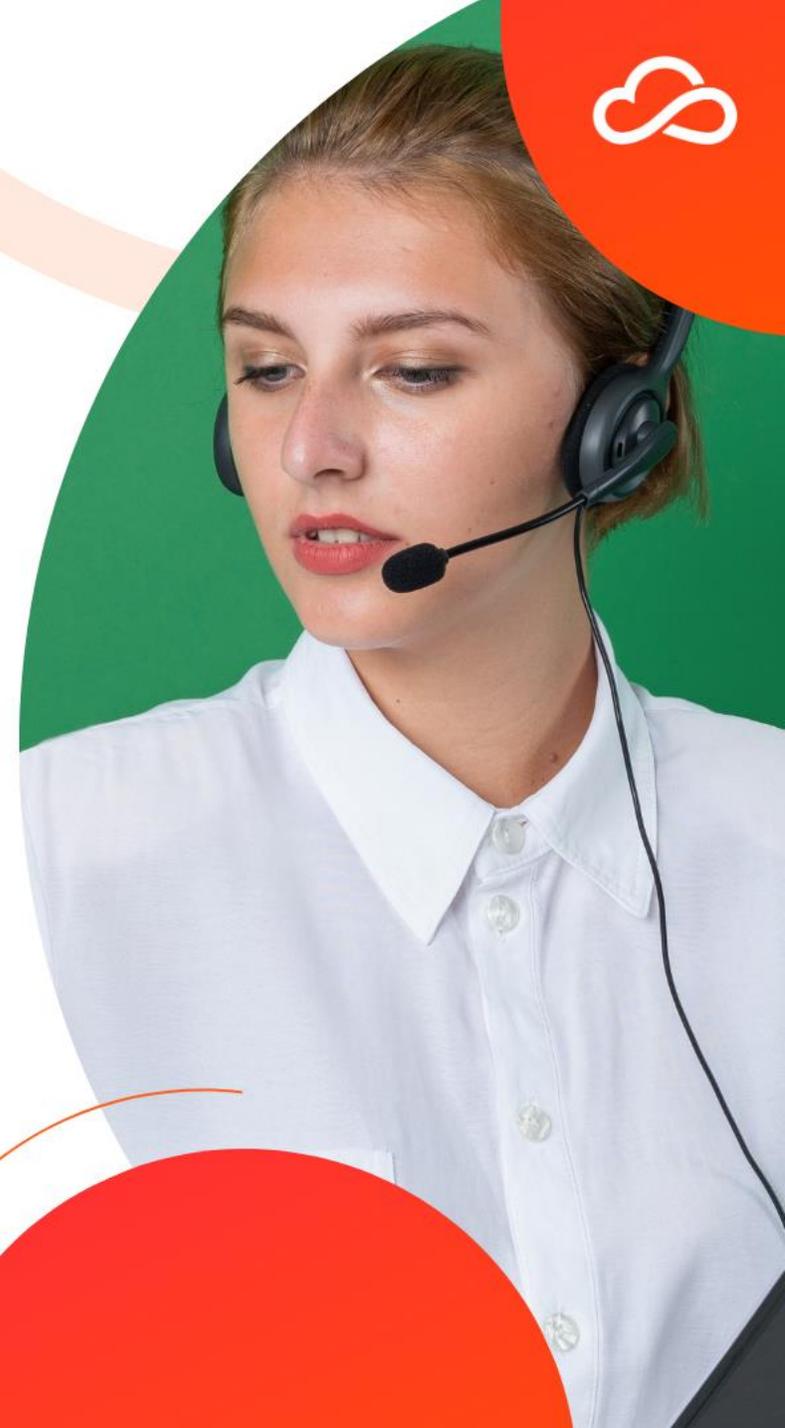




# WhatsApp Business

per il tuo Customer Service



# WhatsApp Business

La piattaforma del futuro



- BeCloud è **WhatsApp Business Provider**. Grazie alla nostra consulenza e alle API rese disponibili, le aziende potranno facilmente comunicare con i loro clienti con un'unica piattaforma all-in-one, utilizzando diversi canali di comunicazione.
- Soddisfa le esigenze dei tuoi clienti sul loro canale preferito per aumentare la fidelizzazione e creare una **Customer Experience veloce e accattivante**.
- Un servizio altamente personalizzabile in grado di essere utilizzato in diversi settori, siano essi **Marketing, Sales** oppure **Customer Service**.



**2 miliardi di utenti**

Più di 2 miliardi di utenti utilizzano attivamente WhatsApp



**180 paesi**

WhatsApp è utilizzato attivamente in 180+ paesi nel mondo



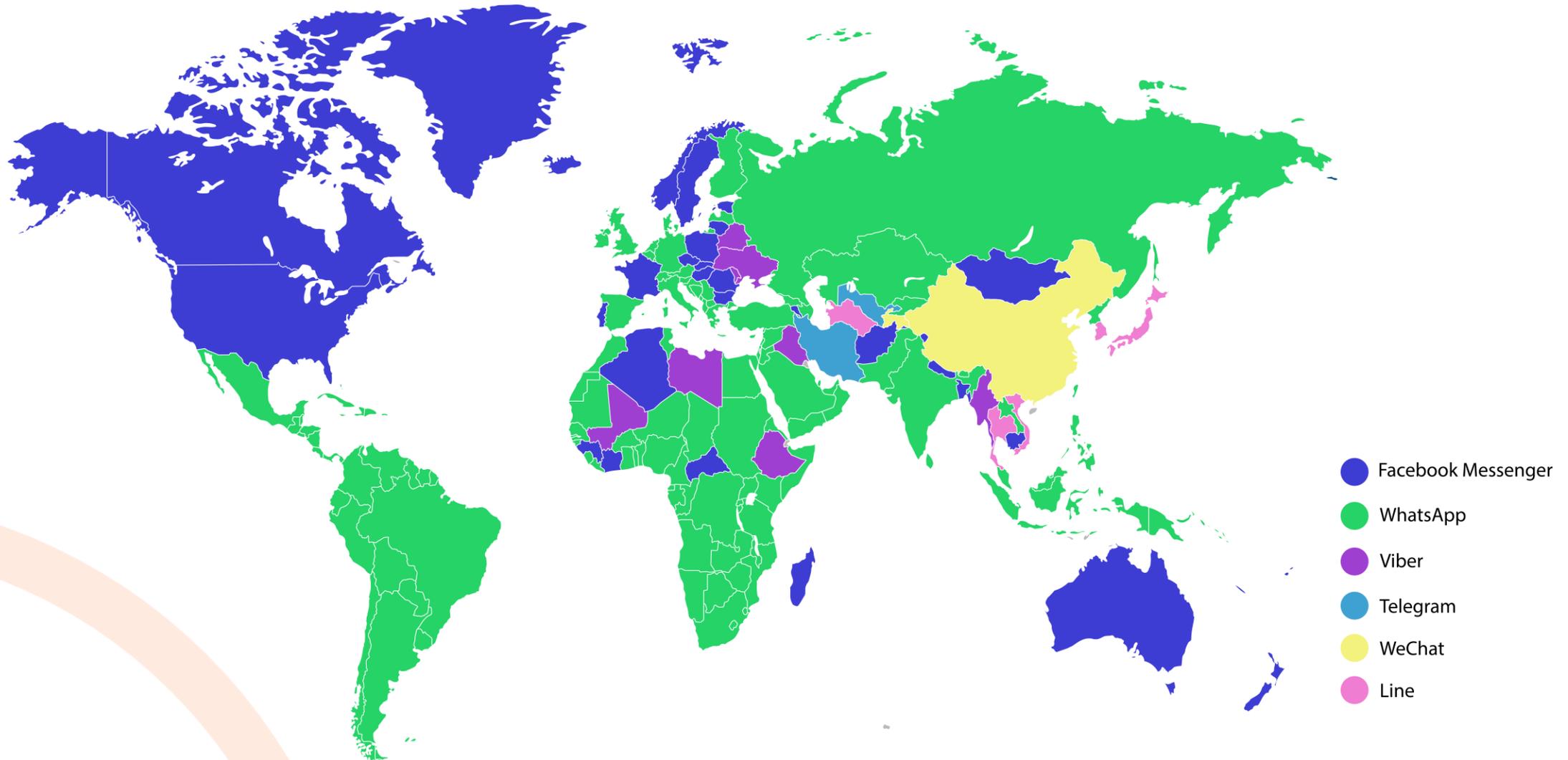
**60 lingue disponibili**

WhatsApp è disponibile in 60 lingue per un'esperienza cliente globale

# Presenza globale di WhatsApp vs altri social



Le società che usufruiscono della piattaforma hanno accesso a **2 miliardi di utenti** che utilizzano WhatsApp attivamente.



# Interagisci coi tuoi clienti attraverso I touchpoints



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

**Farmacie Italiane** | Il Gruppo | La rete | E-commerce | Convenzioni | Esg 2022 | Servizi | Fidelity Card | Contattaci | Login | Registrati

## Contact us

<https://wa.me/123456789>

### Vigliamo insieme sulla tua salute

Prenota la tua visita scegliendo la farmacia più vicina e seleziona un orario per effettuare il controllo. Il nostro personale medico qualificato ti garantirà sempre

**COMER SUD**

**AUTO IN PRONTA CONSEGNA  
NUOVO E USATO**

For more information  
Chat with us

Mercedes-Benz GLE  
Coupe - C167 2020 Coupe 350 e phiv 4matic auto (AMG LINE)  
€ 95.900

Mercedes-Benz  
Coupe - C167 2020 Coupe 300 d mhe  
€ 85.900

**BeCloud**  
Pubblicato da Mattia Cereda · 8 novembre alle ore 09:39 ·

### WHATSAPP FOR BUSINESS IN THE PHARMACEUTICAL MARKET

It can be hard to give customers the care they deserve, especially when working with wellness and health. Loreto Gallo - Farmacie Italiane, trusted BeCloud in implementing this new channel and improving their CX.

Join Farmacie Italiane and keep in touch with your customers through the most popular messagistic app worldwide and manage WhatsApp channel alongside all others through BelnContact - Cloud Omnichannel platform. ... Altro...

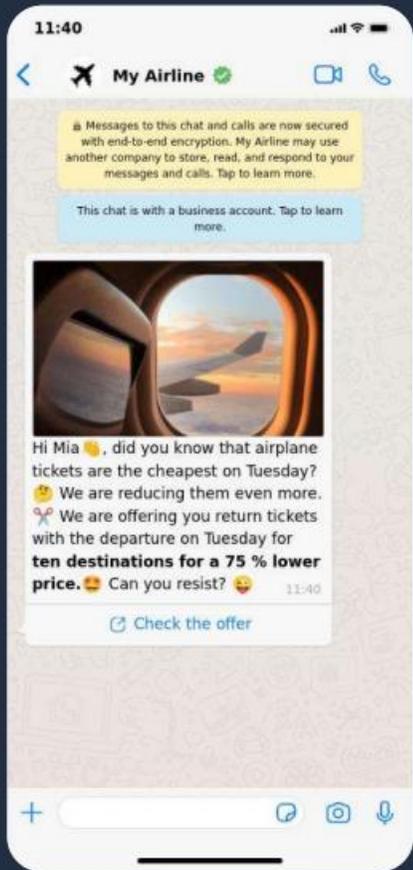
**MESSANGER**  
**BeCloudSolutions**

send a message

Like comment share

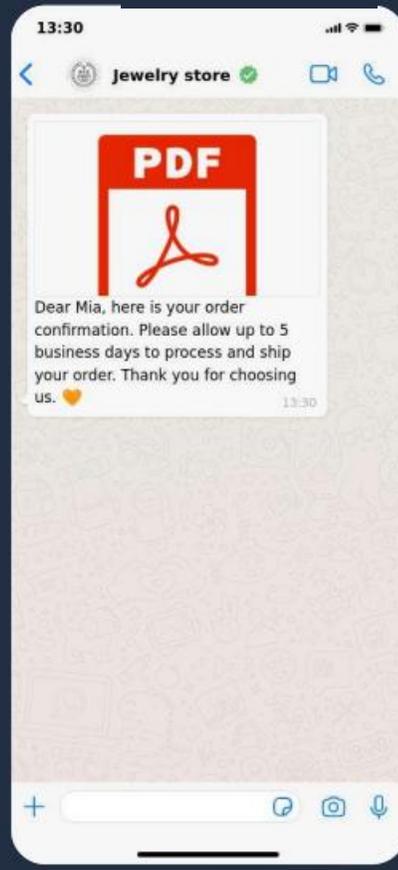
# Tipologie di messaggi

## Marketing



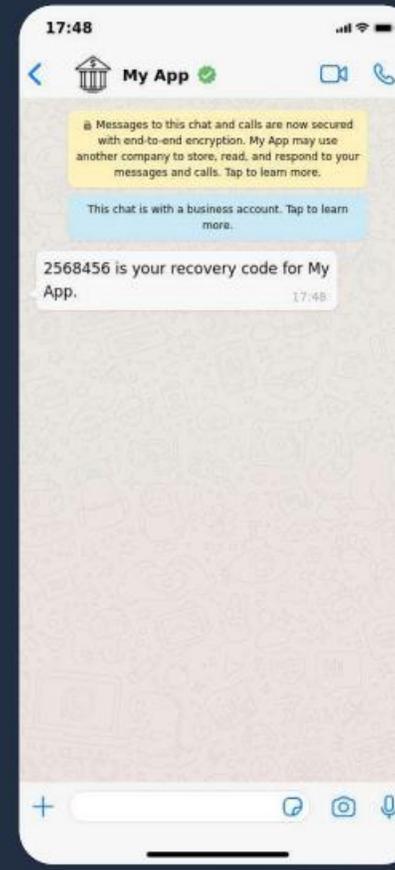
Template

## Utility



Template

## Authentication



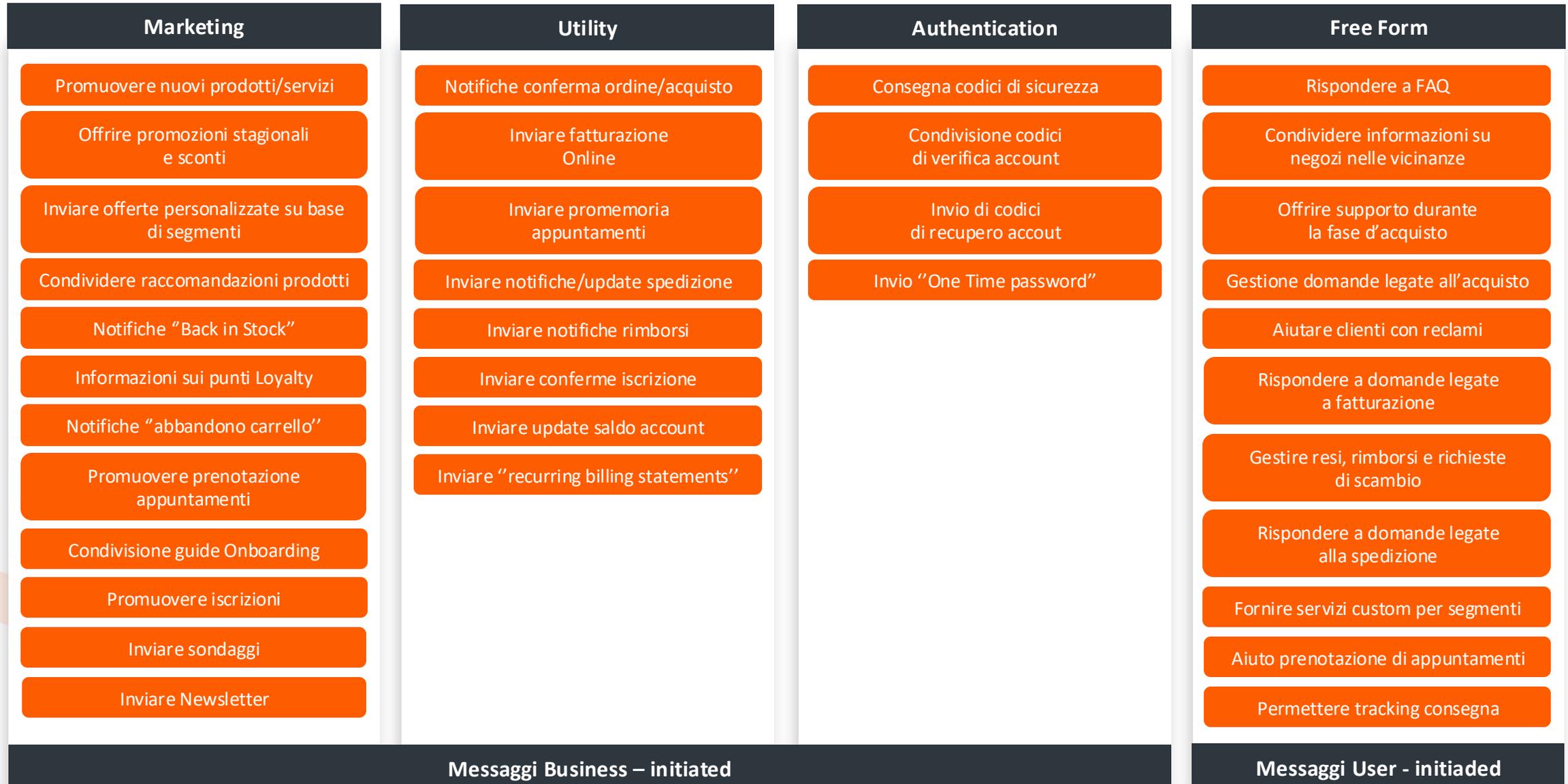
Template

## Free Form



Non-template

# Tipologie di messaggi – Use Case



# WhatsApp Business

## Interazione iniziata dal cliente



The image displays the WhatsApp Business interface on a desktop and a mobile phone. The desktop view shows a chat with a customer (+44 1234 567890) who has initiated the conversation. The chat history shows the customer's message: "Hi, I was looking through your website and saw that you have a new service available. Can you give me more info on it?" (08:56). The BeCloud chatbot responds with: "Greetings, of course. Here's a brochure for you. If you have any more questions feel free to ask." and a link: "https://becloudsolutions.com/call-center-software/" (08:56). The customer then replies: "Thank you so much!" (08:58). The desktop interface includes a sidebar with navigation options like Channels & Numbers, Development tools, Broadcast, Conversations, and Answers Chatbot. A search bar and filters are visible at the top of the chat window.

The mobile phone view shows the same chat conversation. The customer's message is: "Hi, I was looking through your website and saw that you have a new service available. Can you give me more info on it?" (08:56 am). The BeCloud chatbot responds with: "Greetings, of course. Here's a brochure for you. If you have any more questions feel free to ask" (08:56 am) and the link: "https://becloudsolutions.com/call-center-software/" (08:56 am). The customer then replies: "Thank you so much!" (08:58 am). The mobile interface shows the BeCloud profile as "Online" and includes standard WhatsApp chat controls like back, forward, and search.



# WhatsApp Business

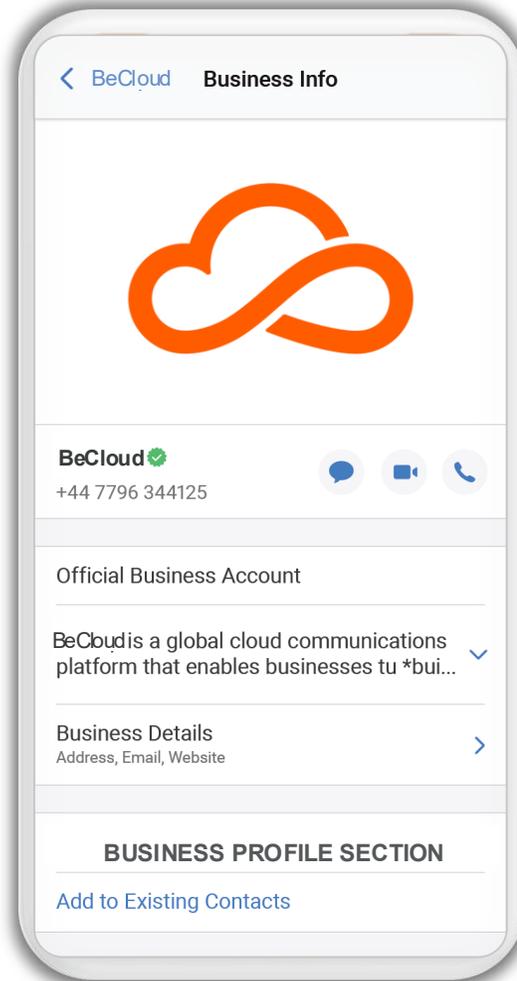
## Interazione iniziata dall'agente



The image displays a WhatsApp Business interface on a desktop and a corresponding mobile phone view. The desktop interface shows a chat window for a contact with the phone number +44 1234 567890. The chat history includes a system message: "System modified status to OPEN 08:56". The agent's response is: "Hi Kate, your product is on its way! Order N: 1234567890 Delivery date: Thursday 27 Nov". The customer's response is: "Thank you so much!". The agent's follow-up is: "Track your Order: <https://becloudsolutions.com/>". The desktop interface also shows a sidebar with various tools and a bottom bar with an "ASSIGN" button.

The mobile phone view shows the same chat conversation. The agent's message is: "Hi Kate, your product is on its way! Order N: 1234567890 Delivery date: thursday 27 Nov". The customer's response is: "Thank you so much!". The agent's follow-up is: "Track your order: <https://becloudsolutions.com/>". The customer's final response is: "Thank you so much!".

# Personalizza il tuo account



- **Mittente verificato**  
Comunicazione brandizzata
- **Messaggi criptati**  
I tuoi messaggi sono protetti con il miglior sistema di crittografia end to end
- **Comunicazione Two-Way**  
Ricevi domande e offri supporto
- **Media**  
Migliora la comunicazione con i tuoi end users attraverso immagini, documenti, condivisione contatti, posizione e video
- **Status "letto"**  
Controlla quando un messaggio è stato visualizzato dal destinatario

## BUSINESS COMMUNICATION



**BE CLOUD**  
Solutions for innovation

**GRAZIE**



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www.becloudsolutions.it

