

# WhatsApp Business

## + AI

**Scale customer conversations without compromising service quality.**

The world's most widely used communication channel, **now powered by AI.**

Reduce response times, support agents, and deliver a better customer experience.



## WhatsApp Business

*Where faster interactions lead to higher conversions.*

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**Real-Time CX**  
Real-time communication with shorter wait times and higher customer satisfaction.
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**Operative Efficiency**  
Handle conversations at scale with FAQ automation and lower pressure on support teams.
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**Ever-ready templates**  
Launch outbound campaigns faster with ready-to-use *Marketing*, *Utility*, and *Authentication* templates.

## AI Suite

*The intelligent layer supporting agents and automation.*

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**Transcription & Summarization**  
Capture, summarize, and structure every conversation for seamless CRM integration and future analysis.
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**AI Agent Assist**  
Real-time suggestions for agents during conversations, enabling faster and more consistent responses.
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**AI Virtual Agent**  
Round-the-clock virtual agents that resolve repetitive queries and escalate to humans when required.

**Business Impact**

*metrics that matter*

Up to  
**-70%**

**Response times Reduction**

thanks to AI & automation

Up to  
**+30%**

**Conversion rate Improvement**

with conversational campaigns