

# WhatsApp Business Messages

Grow customer loyalty with  
content-rich conversations

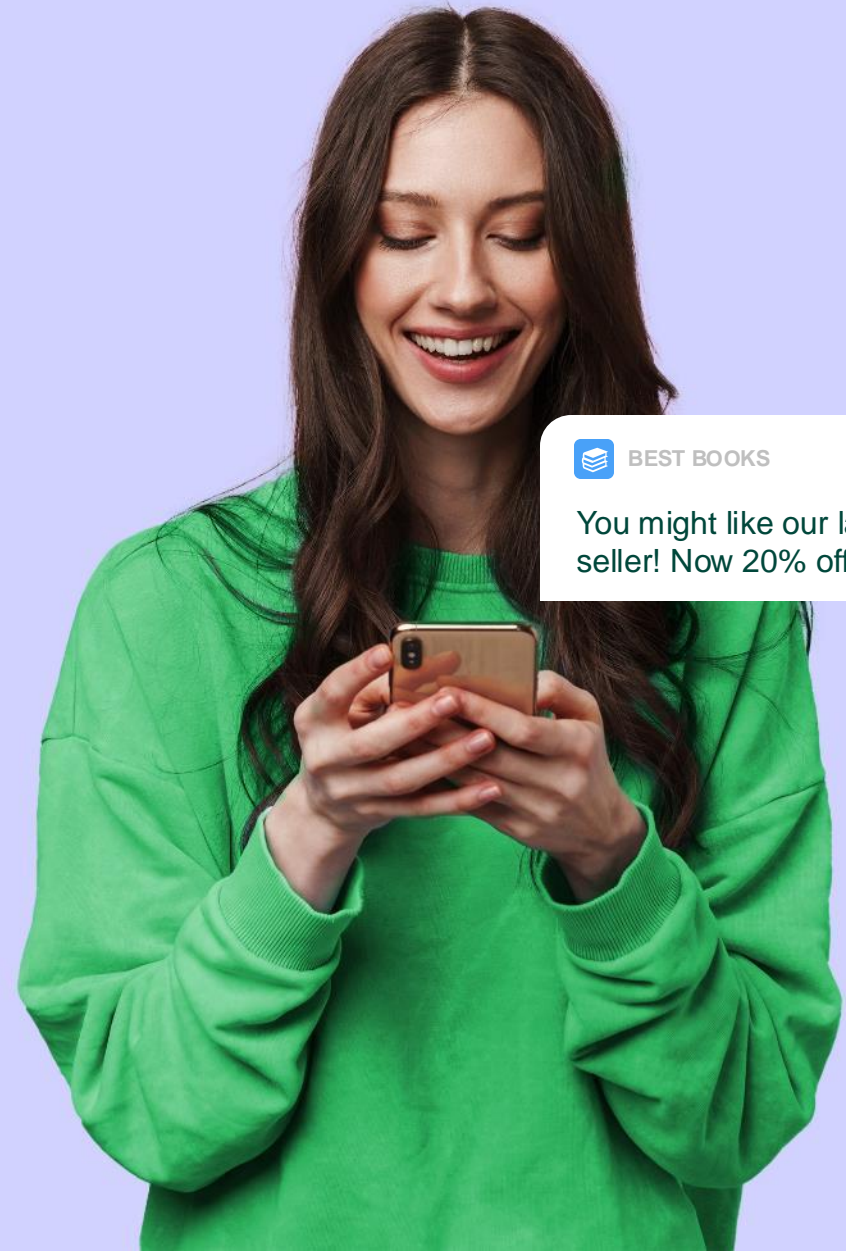


# Turn conversations into conversions

Capture attention with instant, eye-catching content using WhatsApp Business Messages

**2.7B+** monthly active users

**17.3 hrs** used per user per month



# Meet the changing expectations

Raise customer satisfaction with **timely updates and advice**

Share key information about your business for **improved visibility**

Protect your customers with **end-to-end encryption**

Engage your customers via their favorite channels to **grow retention and loyalty**



Hi Samuel. Your ticket to Art Fund is ready.

Enjoy the event!



AF\_ticket.pdf



# WhatsApp Business Messages

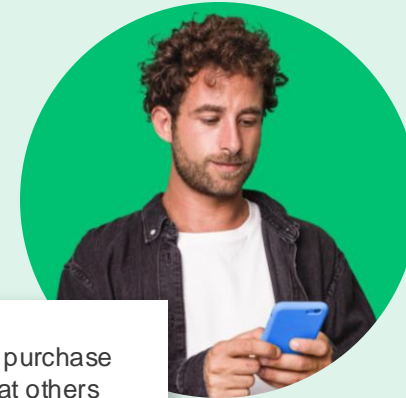
## Convenience

Open two-way communications via your customers' preferred messaging channel

## Loyalty

Send coupon codes and recommended products to existing buyers.

Thank you for your purchase Olly! Check out what others bought together with the sneakers you chose.

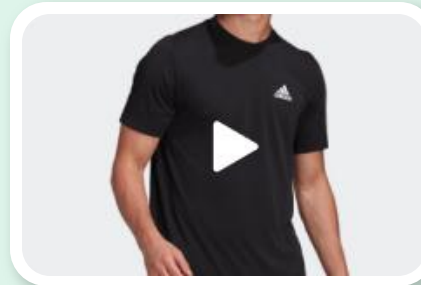


## Visibility

Send promotional updates and notifications with CTAs to encourage clicks.

## Feedback

Ask your customers to rate their experiences on an interactive scale.



# Retail and ecommerce



## This is Sam...

Sam has a Siberian husky named Lola and he recently ordered dog food from your online pet shop.



Hi Sam,  
It's been a while since you last Order your pet's favourite food. It is currently on discount, so we thought you'd like to order now.

Please click [YES](#) to automatically add it to your shopping cart and order.

## USE CASE 1 UPSELL

Use two-way communication to get Sam to re-order the same product.



Hi Sam,  
We hope your pet liked the food you order. Do you think it would like a new toy as well?

For a limited time only, you get 15% off on all\*\*\* Only valid through September 15th \*\*\*y

## USE CASE 2 CROSS-SELL

Based on Sam's shopping history offer a personalised product recommendation.

Include a deadline for urgency.



# Banking and Finance



## This is Lora...

Lora is a young entrepreneur who opened a business account with your bank years ago. Her business has likely expanded in the meantime, but she's not using any additional services.



You're currently using a Silver Card package to manage your accounts and transactions.

As a loyal member, you can now upgrade to a Golden Card automatically. Please type YES below if you'd like our team to call you and give you more details.

## USE CASE 1 UPSELL

Use two-way communication to get Lora to upgrade her banking plan.



It's the season of savings here at TOP bank!

\*\*\* Valid only through December 31<sup>st</sup> 2024\*\*\*

If you'd like to open a savings account, now is the best time to do it. Click below to see our current offers and reach out to us to open your account.

[topbank.com/savings](https://topbank.com/savings)

## USE CASE 2 CROSS-SELL

Using Lora's historical data, you can offer a personalised recommendation.

Include a deadline for urgency.

# Healthcare



## This is Mike...

Mike has had an appointment with you regarding a temporary health issue.



It's a World Health Awareness Day!

If you'd like to schedule a preventive checkup, please reply to your desired time and date.

We'll get back to you with the confirmation!

## USE CASE 1 APPOINTMENTS

Offer Mike an option to automatically schedule a general health check-up.



Your scheduled appointment with our eye doctor is tomorrow.

Please click the link below to learn what you can expect from this checkup and how to prepare.  
[topclinic.com/eye-checkup](https://topclinic.com/eye-checkup)

## USE CASE 2 REMINDERS

Automate reminders and include pre-operative guides to improve the efficiency of your operations.

# Travel and Hospitality



## This is Leon...

Leon has previously stayed in your hotel while on a business trip and has booked a holiday with you as well.



Hi Leon,

We're looking forward to seeing you on 5th March. As our VIP guest, you're eligible to upgrade to our Junior Suite for only £80 per night.

Text YES to upgrade automatically.

## USE CASE 1 UP-SELL

Use two-way communication to get Leon to convert within the text message itself.



Hi Leon,

We know you love to use our luxury pool & spa. As our VIP guest, you're eligible to get 50% discounts on all spa treatments if you book by 5 p.m. on 31st August.

Click the link below to book your treatments and use code VIPSPA1:

[bellvilehousehotel.com/spa](https://bellvilehousehotel.com/spa)

## USE CASE 2 CROSS-SELL

Use Leon's historical data to determine his preferences and offer a personalised experience (if he used spa previously, you can give him a special discount).

Include a deadline for urgency.



# Cross-vertical use cases

## Flash sales



E-HOME SHOP

now

Today only! Get 10% off on kitchenware:  
[goodstore.com/kitchenware](https://goodstore.com/kitchenware)

## Post-purchase follow-up



GADGETS STORE

now

Thanks for your recent purchase, Matt! You've made our day 😊

## Loyalty discounts



CONVENIENCE

now

Jenny, as our loyal customer, you get 20% off your next purchase.

## Product updates



GOODS STORE

now

John, we've just added new items to your favourite category->  
[goodstore.com/products](https://goodstore.com/products)

## Feedback surveys



FLOWER SHOP

now

Anna, how happy are you with your recent purchase on a scale 1-5?



# Conversation categories

## MARKETING

generating awareness  
and leads

TBD Store



Jim, it's the mid-season sale here at TBD Store! Your favourite categories are now 20%. Check them out here: [tbdstore.com/sale](http://tbdstore.com/sale)

announcements,  
promotional offers,  
card abandonment  
reminders

## UTILITY

following up on user actions

Gear Up

Thanks for shopping with us, Ellie! You can download your receipt below.

PDF info\_form.pdf



opt-in/delivery  
management, account  
updates, feedback

## AUTHENTICATION

verifying user access

TBD Store

🔒 This is a secure chat with GP Bank.

Please use code 3456 to log in to your GP bank application. The code is valid for 15 minutes only and expires at 15:32:47.

one-time passwords,  
multi-step login, account  
recovery

## SERVICE

resolving customer inquiries

R retail

My order seems to be delayed. Can I get status update?

Thanks for contacting us, Anne. Can you send me the order ID and I'll look it up in our system?

CP99879890 Thanks!

embrace conversational  
support your customers  
expect

# Greenlight Tomorrow.



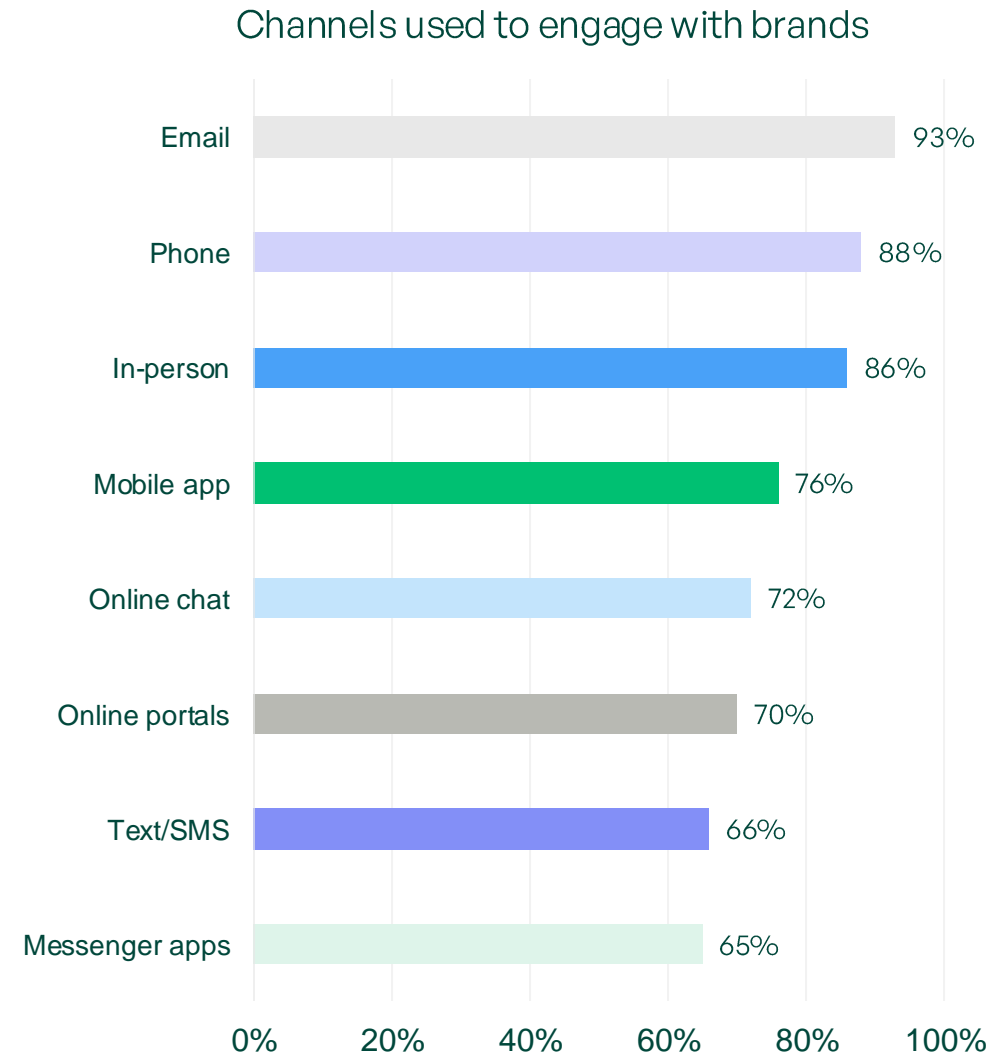
# The changing landscape

Consumers increasingly expect cross-channel communications from brands.

**82%** of consumers are more likely to stay loyal if contacted via a preferred communication channel

**66<sub>x</sub>** more purchases by channel observed by brands who use multi-channel communications

Source: Salesforce, 2023



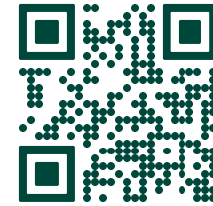
# Consumer channel preferences

When a brand contacts me via my preferred channel, I'm more likely to:

**82%** remain a customer

**66%** recommend the business

*\*Source: Arion Research, 2023*



Hi Amy,

When you buy a gift for your pet in one of our high street stores, check-in on Facebook and we'll give you 10% off for every \$100 you spend in-store.

When you arrive at PerfectoPet, click here to check-in and show The assistant the QR code below  
When you checkout.