



elle

**Get up close
and personal with
your customers with
WhatsApp Business Platform**



A richer, two-way customer experience

In a cluttered world of email, texts, posts, and tweets, customers want to communicate with businesses in the same way as they connect with their family and friends.

Why not meet your customers on the world's most popular messaging app?



elle

Engage and influence in one place

In our recent survey, we asked **5,000** international consumers about how, why and how frequently they contact businesses. The results highlight that consumers want to control interactions and **want to use WhatsApp** along with more established channels:



7 in 10

would be happy to receive **delivery** information and/or set or cancel their own **appointments**.



6 in 10

would appreciate being sent **payment** reminders, **emergency** information (i.e. a change to business **hours**, or closure) or **account** updates.



32%

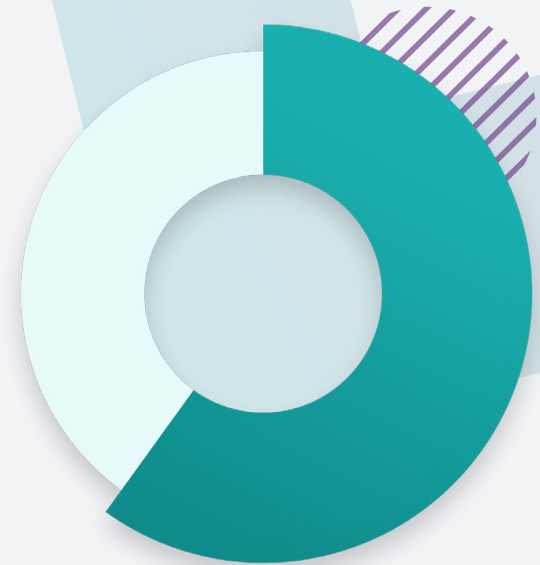
of shoppers would also be happy to complete customer **surveys** or business **reviews** if they were asked to do so via WhatsApp or text/SMS.

Conversational, contextual & largely untapped

Despite consumers telling businesses they want to contact them on the world's most popular messaging app, **six in 10 international consumers** have never received business communication on the platform.

This makes it fertile ground for businesses who jump aboard now, as there's a greater chance of your messages being seen and heard and you'll be catering to strong customer demand.

Having a range of ways to get in touch, speed of response, and a positive outcome, were rated most desirable by the **5,000 consumers** we recently surveyed.



6 in 10

international customers
have **never received**
business communication
on WhatsApp.

Do I really need another messaging app?

Connecting your business to **WhatsApp Business Platform** unlocks features that can directly boost your business by supporting your customer's chat to cart journey...



Work together, reply faster and improve the quality of your two-way conversations



Automate repetitive tasks to increase operational efficiency



Streamline processes using automated workflows and respond to FAQs with a no-code bot



Gather insight into team performance and customer satisfaction..... send out surveys and track key metrics such as response and resolution times



Integrate with your existing software so there's no need to jump back and forth between systems. Instantly access customer order information, delivery status and more



Increase the value of your customer connections

Considering using **WhatsApp Business Platform**, but wondering if it's worth it?

It's:



Immediate



International



Personal



Secured by end-to-end encryption



Rich and contextual



Trusted by more than 2 billion consumers around the globe



When it's tougher than ever to have your messages seen and heard, **can you afford not to?**

Ready to get started?

We're offering a free trial of WhatsApp Business Platform for all of our new and existing customers.


Here's what you'll get:

- Opportunity to become an WhatsApp Official Business Account
- 250 free conversations
- 1,000 free messages
- 250 free contacts
- Free access to our feature-rich, intuitive platform to manage your messaging
- The ability to easily upgrade your business communication to an omnichannel strategy using our APIs
- Access to our leading team of experts

START YOUR FREE TRIAL

elle



 www.esendex.co.uk

 sales@esendex.com

 0345 356 5758