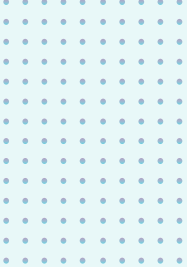




WhatsApp Business Platform Handbook

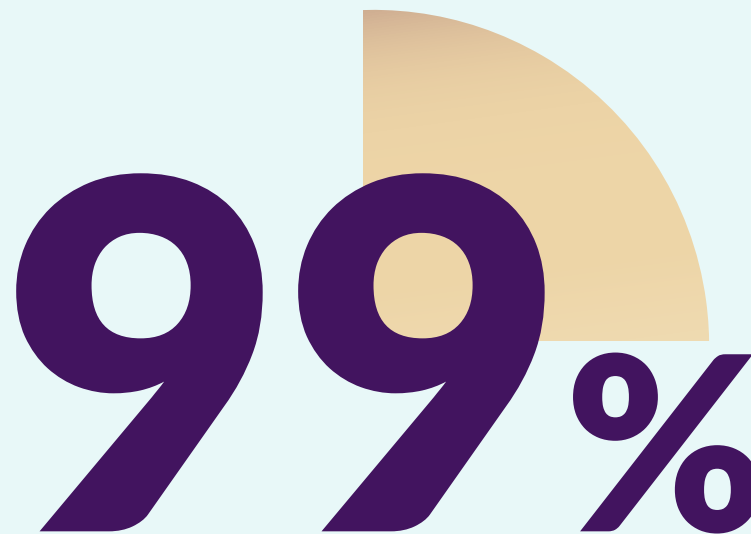
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Mobile messaging is an excellent way to get your business directly in front of your customers. Not only does 91% of the world's population own a mobile phone, but channels like WhatsApp Business Platform boast an open rate of up to 99%. Plus, as of writing, WhatsApp is the world's most popular messaging channel, outranking all messaging channels such as WeChat and Facebook Messenger.

This handbook will cover everything you need to know about WhatsApp Business Platform, from what it is and the differences between the types to features, best practices and success stories.



WhatsApp Business Platform
open rate

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1.







What is WhatsApp Business Platform?

What is WhatsApp Business Platform?

WhatsApp Business Platform enables your company to reach your customers on the app they are already using, thanks to rich, personalised, two-way messaging. With familiar features, like buttons, imagery and videos, your conversations with customers can feel both engaging and natural which can help boost conversions and overall business performance.

Use WhatsApp Business Platform to send messages such as:

-  **Marketing promotions**
e.g. personalised recommendations
-  **Rich notifications**
e.g. event invitations
-  **Essential alerts**
e.g. facility closures
-  **Two-way chats**
e.g. order queries



2.

The reach of WhatsApp



Available in over **180 countries** and **60 languages**, WhatsApp is the world's most popular messaging app. But just how far across the globe does this app reach and how often are users engaging with it?

2 billion

monthly active users which is **more than any messaging app** out there¹

The average user opens WhatsApp **up to**

25 times a day²





In 2021, users spent

18.6 hours

using **WhatsApp** per month³

In 2020,

600 million

downloads made the app the **second most downloaded** of the year⁴





WhatsApp has an **open rate** of

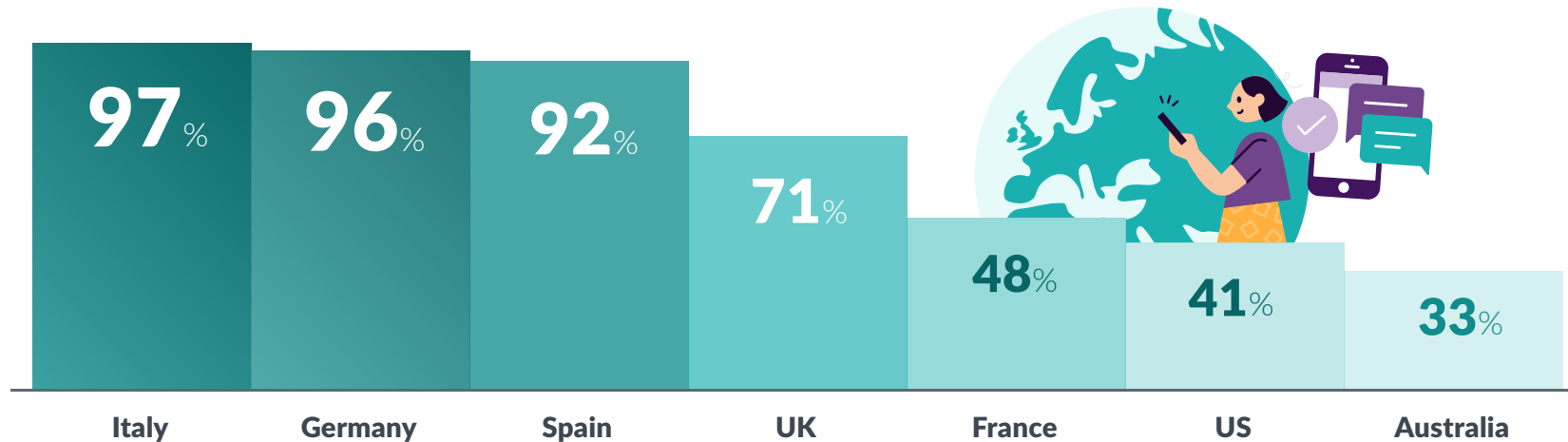
up to 99%⁵

The **daily traffic** of WhatsApp messages has increased from 1 billion in 2011 to

100 billion in 2020⁶



WhatsApp penetration rate among global messaging app users⁷



81% of global consumers

would **consider purchasing a product** as a result of a marketing message received via WhatsApp or text⁸

40% of consumers

are more likely to **fill in a survey** if asked via text or WhatsApp as opposed to email.

3.

WhatsApp vs SMS









How do the two compare?

WhatsApp Business Platform and SMS are two of the **world's biggest messaging channels**.

Although both are extensive in their reach, WhatsApp Business Platform is fast becoming the preferred communication channel for both businesses and customers, with an **expected \$2.2 billion spending increase by 2024** and the year-by-year usage growth displayed by social messaging channels set to **increase by 110%**.

Read about the **differences** between WhatsApp Business Platform and SMS [here](#).



	 WhatsApp Business Platform	SMS
Availability	Users need to download the app and have an internet connection	Available to any device with a working mobile network connection
Open rate	Up to 99%	Up to 98%
Conversion rate	Up to 60%	29%
Character limit	Up to 4,096 characters	Up to 160 characters
Two-way communication	Available to every WhatsApp account where your business can have both user and business-initiated conversations	You will require a VMN number to have a two-way conversation via SMS
Popularity	1 billion daily active users.	5 billion people globally
Automated messaging		
Rich content	Including CTA buttons, images, videos, audio and message templates. Recipients will not need to click on a link to view these features	Including landing pages and rich cards. Recipients will need to click on a link to view these features
Sensitive information	High levels of security due to end-to-end encryptions	 Unable to communicate sensitive information due to lack of security measures
Verification	Branding, brand logo, brand name and Official Business Account (verified) status give recipients an extra layer of trust	 No verification
Industry usage	 Meta has specific standards that prevent certain industries to use the platform	Every industry is allowed to use SMS

4.



How WhatsApp Business Platform solves your pain points

Perhaps you're already using other messaging channels and you're interested in integrating WhatsApp into your existing marketing strategy.

But how exactly does this platform benefit your business?



Here are some of the top commonly recurring challenges we've seen among our customers as a result of using outdated communication methods:

1 Difficulty connecting with a large percentage of customers on selected channels

2 Low conversion rates

3 Current software cannot host communication at scale so businesses are struggling to reach a mass number of customers in a send

4 Long response time




Here's how WhatsApp Business Platform helps

Accelerate engagement



Customers don't want to wait for answers to their questions and issues. With WhatsApp, customers can reach out when they want, regardless of time or day.

As a business, if it's a user-initiated conversation, you can respond whenever you want. Once you've responded, your customer has 24 hours to reply before you will need to send a templated message to reactivate the conversation. For business-initiated conversations, messages are always templated and the 24-hour-response rule applies.

 **TIP** Use automated responses and chatbots to handle out-of-hours requests or commonly asked questions. This can help customers still feel like they're being listened to and your customer service team gets more time back to resolve the more complex issues.

Have richer conversations



Features like images, videos and interactive buttons allow you to ensure every interaction is engaging and memorable right from the start. Plus, it's a chance for you to show off your brand personality and build strong relationships with customers.





Personalise interactions

Did you know that **91% of consumers are more likely to engage** with brands that provide offers that are relevant to them?

Whether it's as simple as calling customers by their first name or as elaborate as tailoring recommendations based on purchase history, use your customer data to personalise your messages to the individual customer.



TIP As the messaging app of choice for many consumers, this is your chance to use WhatsApp to send messages that feel as personal as the ones your customers receive from friends and family.



Monitor customer satisfaction

Via our Esendex Rich Content API, WhatsApp Business Platform seamlessly integrates with your CRM system.

So, all of the data gathered within your customers' go-to communication channel can easily feed into your CRM, keeping it centralised. This makes it simpler to not only manage customer communications at scale but also monitor satisfaction levels, which can **help you reduce churn**.





Support the omnichannel customer experience

According to PwC's [The Future of CX report](#), nearly half (42%) of all customers globally would pay more for greater convenience.

That includes being able to access round-the-clock support easily. WhatsApp Business Platform can help, thanks to:

- ▶ Chatbot functionalities that can send automated responses
- ▶ Asynchronous communication so both your customer support agents and customers can respond when they're available
- ▶ Chat history being automatically saved so the next agent can quickly pick up where the former left off. The customer doesn't have to repeat themselves and the conversation can seamlessly continue



Maximise resource allocation and internal efficiency

When you use WhatsApp for customer service, you can improve internal efficiency. For example, you can simultaneously manage multiple conversations from within the Esendex platform.

Various users can be attached to an account to reduce customer queues, allow for speedy response rates and reduce inbound calls and emails, giving your teams time back that they can now spend on higher value tasks.



TIP If you're finding customers are asking similar questions, why not set up automated responses via WhatsApp Business Platform? This can help point customers in the right direction and give your team more time to spend on the queries that really require their expertise (for example, pricing quotes).



Whether customers are trying to reach you or vice versa, using the world's most popular messaging app makes sense if you want to connect with customers - **fast**. So, when you use WhatsApp to communicate with your customers, you're meeting them **where they already are**. Connecting with customers can become much faster and more convenient which can help you **boost loyalty and retention**.



5.

How WhatsApp Business Platform works



Traditional marketing channels like direct mail, phone calls and even emails **are becoming saturated.**

In this section, we explore how **WhatsApp Business Platform** works, from features and functionalities to use cases, to show you why it's the channel that can **help you stand out.**



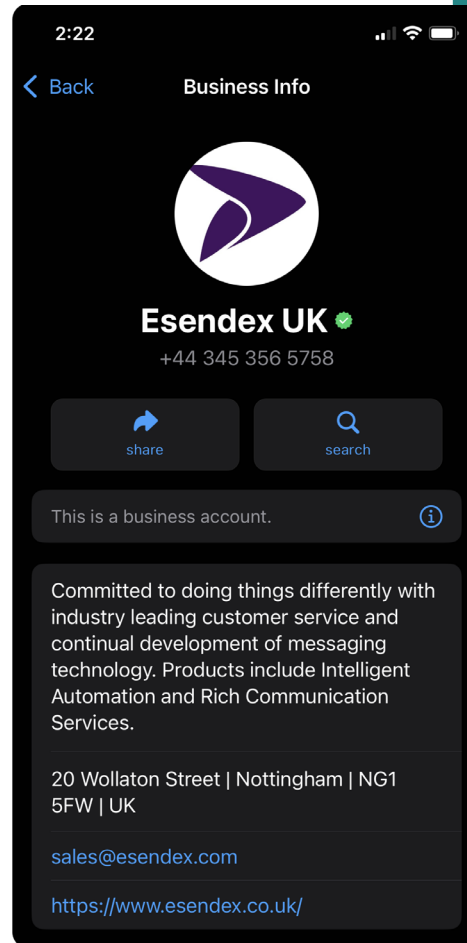
Key features

Here are some of the WhatsApp Business Platform features that we offer. Please note that this list isn't exhaustive - reach out to us to **find out more!**

1.

Branded profile

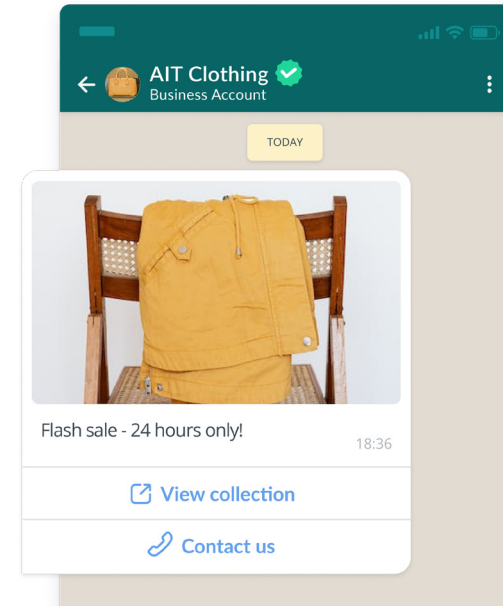
Includes a brand name, logo, description and the opportunity to become an Official Business Account (OBA). If you achieve OBA status, you will have a green checkmark next to your display name.



2.

Rich messaging

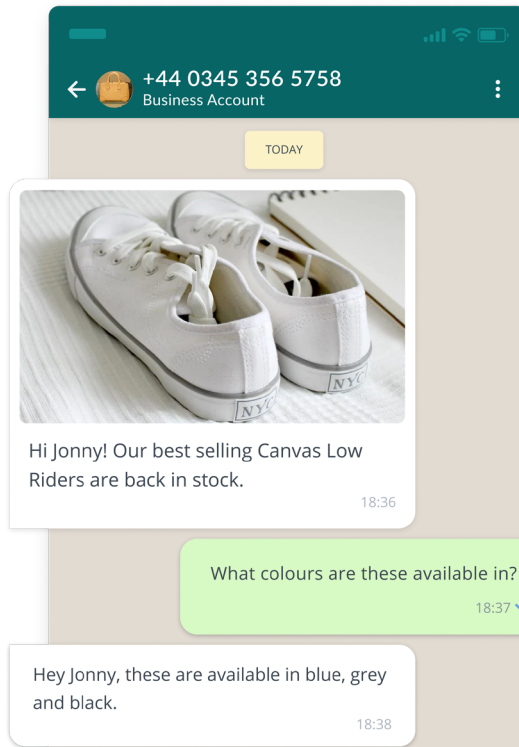
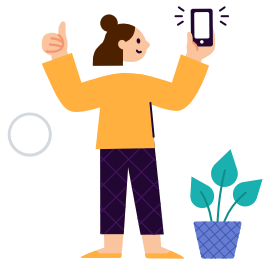
The ability to send plain text and rich messages. Here's an example of a rich message.



3.

Media

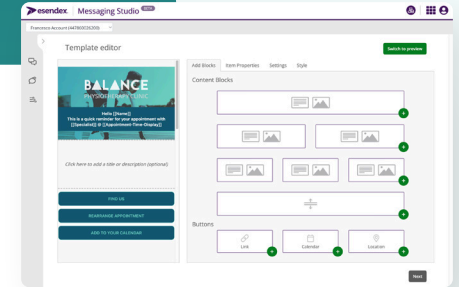
The ability to send media messages (e.g. with images, videos, documents).



4.

Templates

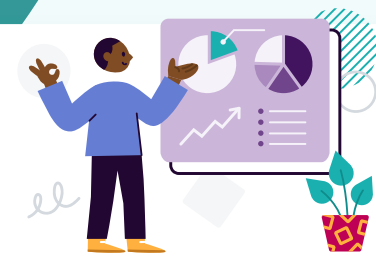
Access to message templates - text-based, interactive or call-to-action.



5.

Reporting

Reporting functionalities, including delivery status, read receipts and click rates.



Use cases

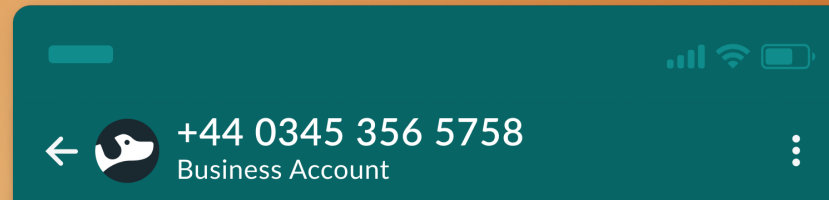
1.

Rich notifications

Reminders will not only keep your customers informed but can also help them better store important notes - such as appointment reminders.

Example applications include:

- ▶ **Order confirmations**
- ▶ **Delivery updates**
- ▶ **Appointment reminders**
- ▶ **Service interruptions**



TODAY



A reminder from your vet. Luna has an appointment on 25/10/2022 at 17:30.
Unable to attend?

18:36

 Reschedule

 Cancel

2.

Marketing campaigns

Did you know that 81% of global consumers would consider purchasing a product from a business as a result of a marketing message received via WhatsApp? In contrast, the average conversion rate for email marketing sits between 2-3% across industries.

That's not to say WhatsApp is superior to email. In fact, we found that nearly half of consumers (48%) chose email newsletters as their favourite way to engage with brands compared to 29% for SMS and WhatsApp.

So, what we're actually suggesting is to use WhatsApp Business Platform alongside email to send rich, engaging content and **boost overall conversion rates**.

Example applications include:

- ▶ **Flash sales**
- ▶ **Product launches**
- ▶ **Upsells**
- ▶ **Drive traffic to website**



3.

Customer support

Customers can be left frustrated if they face long wait times when trying to reach your customer service team.

For example, we recently found that consumers are becoming increasingly impatient, with 81% expecting a response from businesses within 24 hours and a further 20% willing to wait less than an hour.

Using **WhatsApp Business Platform**, you can drive faster - even instantaneous - connections and have more convenient experiences.

Example applications include:

- ▶ **Account updates**
- ▶ **Order queries**
- ▶ **FAQs**
- ▶ **Contract/policy updates**



4.

Alerts

With email **open rates sitting as low as 21%** and **up to 500,000 letters going missing** every week in the UK, it's easy to understand why customers miss important updates.

WhatsApp Business Platform's integrated delivery and read notifications can help reassure you that your critical messages have been received and engaged with.

Example applications include:

- ▶ **Travel updates**
- ▶ **Facility closures**
- ▶ **Security breaches**
- ▶ **Account updates**



6.

Success stories



Melia Hotels International

MELIÁ

From **reservations and confirmation notifications** to location services, the Spanish hotel chain uses WhatsApp to provide customers with any information they might want/need to know about their stay. This allows Melia Hotels International to offer **better customer service and experience**.

Netflix

NETFLIX

In addition to email, Netflix uses WhatsApp to send its users **personalised recommendations** and information about their account. Not only does this **improve message open rate** and ensure important notices aren't missed, but it also offers users an **instant connection** to the streaming giant.

Uber

Uber

In December 2021, Uber announced that booking an Uber ride just became as **easy as sending a WhatsApp message**. And it certainly has in India.

Not only can rides be booked via the Uber app, but they can now also be **booked via an official Uber WhatsApp chatbot**.

Singapore Airlines

SINGAPORE AIRLINES 

Singapore Airlines uses WhatsApp to offer travellers **up-to-date flight information**. All customers need to do is enter their flight number and departure date. This makes it **much easier to get flight status** when on the go.

[Read more success stories >](#)

7.

Best practices



Do...

With **WhatsApp Business Platform**, you have the chance to have more intimate conversations and build stronger relationships with your customers. But before you send that first message, here are some tips you should follow to ensure you have positive, engaging conversations.

1. Personalise

Today's customers are looking for high-quality interactions with businesses. They not only want businesses to **listen and respond to their needs**, but they also want to feel special. So, personalise your messages, whether that's addressing customers by their first name or tailoring offers to their individual needs, browsing and purchase history.



TIP You can also send personalised messages in bulk, as well as individually. Use variable fields to increase the degree of personalisation e.g. name, birthday, favourite colours. Personalising can be quick and simple in the Esendex Platform, thanks to an easy-to-access contact section in the sidebar that contains personal information about the recipient.

2. Have an opt-in and opt-out strategy

Meta's opt-in policy states that businesses **must obtain opt-in permission** from a user before they can send communications. Whether that's via SMS or a form on your website, your opt-in must clearly state that the user is opting in to receive messages from your business via WhatsApp.

Similarly, you should also have a **clear opt-out policy** so customers can easily opt out of receiving messages, whether it's some of them or all.



3. Engage in conversations

Create a personalised experience your customers will remember when you engage in two-way conversations. This will help build trust and develop deeper relationships as your customers can interact with you in the same way they do with their friends and family.

Conversational messaging is the future of customer communications. Read about the benefits [here](#).



4. Have an omnichannel strategy

Maximise your marketing and sales efforts when you use WhatsApp Business Platform alongside your existing channels. For example, if you have an upcoming seasonal sale, you can notify customers via email, SMS, RCS and WhatsApp. You can even combine it with your offline channels, such as in-store signage.

This can help you expand your reach, increasing the chances of you connecting with prospects who you might not make contact with otherwise.



TIP Tailor your message sends (e.g. the time and frequency of sending) as per the channel. As channels like SMS and WhatsApp are more personal than email, avoid sending notifications at inappropriate hours or too frequently.

Don't...

1. Send too many messages

While a channel like WhatsApp can help you connect with customers where they're most likely found, **be wary of spamming** them.

Additionally, sending too many messages can impact your business's WhatsApp quality rating. This rating indicates that consumers aren't happy.

Try to send messages via WhatsApp **1-2 times a week and prioritise** what you choose to send. For example, appointment reminders, delivery updates and key marketing/promotional activities are ideal for WhatsApp. But a daily or even weekly content round-up might be better off as an email (unless customers opt in to receive this).

2. Reach out when customers don't want to be contacted

In addition to opt-in preferences, keep factors like working hours and time zones in mind. Your customers won't appreciate being woken up at 3AM for a reminder about an upcoming flash sale.

Some countries prohibit the sending of messages between certain hours - such as Saudi Arabia where promotional messages can only be sent between 8AM and 9PM. Be aware of this to avoid negatively impacting your quality rating or unwelcome legal ramifications.

3. Treat WhatsApp like a traditional marketing/sales platform

For many marketers, email is a staple marketing and sales channel. Segment your audience, send personalised messages, promote your latest products and sales en masse and more. WhatsApp Business Platform can do all of that too, but with some additional benefits:

- ▶ **Access to rich features - such as buttons**
- ▶ **The ability for customers to reply - so in other words, you can have two-way conversations**
- ▶ **Gives an element of power back to customers - as customers can start conversations too, it gives them a chance to approach businesses (in addition to businesses approaching customers)**

Use that to your advantage and have richer engagements with customers. It's the world's most popular messaging platform - use it to help customers see your brand as a close friend, not just another business.



8.

Opt-ins and opt-outs



Before you initiate a WhatsApp message, you must first obtain the recipient's opt-in permission.

Your opt-in must:

- ▶ State the user is opting in to receive messages from your business via WhatsApp
- ▶ State the business name that the user is opting in to receive messages from
- ▶ Comply with applicable laws

Here are some ways you can request opt-in:

- 1 SMS** Request opt-in via SMS.
- 2 Website** Use an opt-in form on your website e.g. on your home page, a specific landing page, or at key touchpoints during the purchase process.
- 3 Phone** Create an interactive voice response flow.
- 4 Missed call** Send an opt-in message to a caller who hangs up before the business answers
- 5 Paper/ in-person** Ask customers to sign a hard copy of a document to opt in.

Please let us know where you'd like to receive your purchase information.

Read more about what we'll send you at <https://globalpancakesupply.com/orderinfo>

Send to SMS

Send to WhatsApp

Phone number

Enter your mobile phone number

Submit

How to create a high-quality opt-in experience

- ▶ **Ensure users expect the messages they receive.** You can do this by obtaining an opt-in that covers the different types of messages you will send (e.g. order updates or product offers). Alternatively, you can also obtain separate opt-ins by specific message category. This will help mitigate the risk of users blocking your business because they're receiving unsolicited messages.
- ▶ Provide **clear instructions** on how people can opt out of receiving specific types of messages.
- ▶ Ensure your opt-in and opt-out flows are **clear and intuitive**.
- ▶ Clearly **communicate the value** of receiving this information on WhatsApp.
- ▶ **Respect all requests** made by a person to block, stop or opt out of communications from you via WhatsApp. Whether the request is made on or off WhatsApp, you must update their opt-in preferences and/or remove that person from your contacts list.

9.

Official Business Account

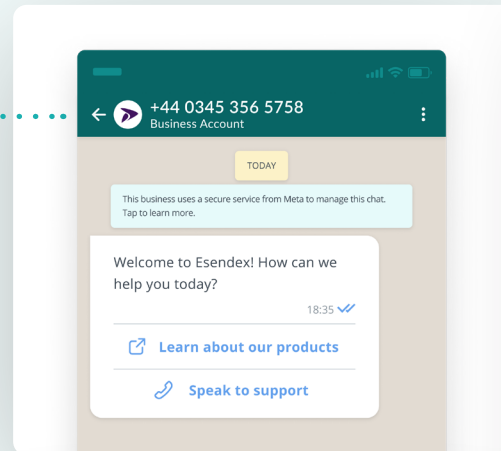


It's easy for users to distinguish between a personal account and a business account on WhatsApp.

Business Accounts are clearly labelled in the WhatsApp Business Platform:

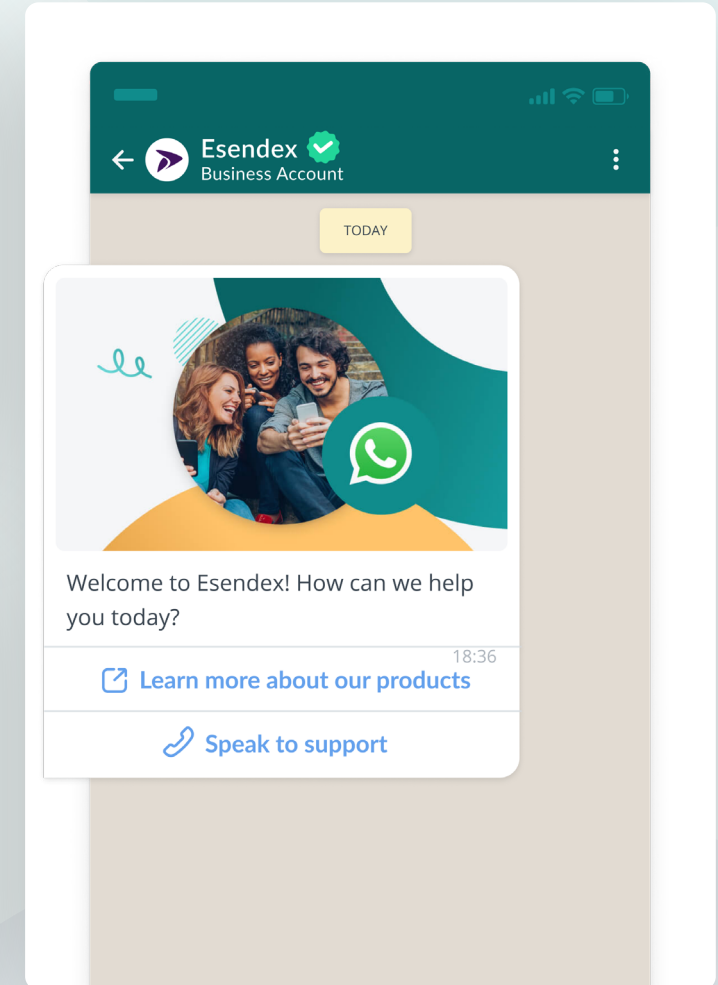
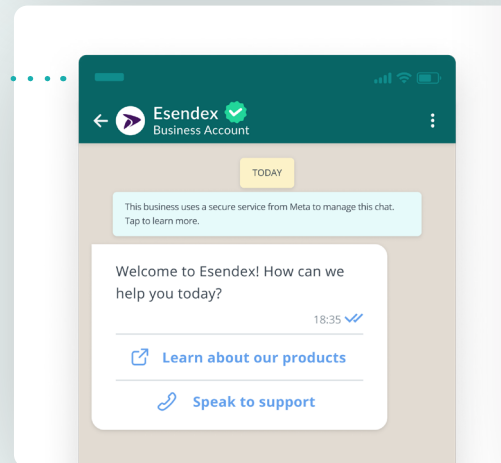
► Business Account

The default status for a business that creates an account on a WhatsApp Business product. If the name of the business is visible (even if the user hasn't added the business to their address book), that means Meta has determined an authentic brand owns this account.



► Official Business Account (OBA)

An OBA will have a green tick on their profile and next to the header in the chat thread. This means Meta has determined a notable and authentic brand owns this account.



10.

Quality rating and tier rates



There are three quality states, which you can find under the phone number tab in your business's WhatsApp Business Manager.

They are as follows:

- 1 HIGH
- 2 MEDIUM
- 3 LOW



Your **phone number quality** is based on how the messages have been received by your recipients over the last seven days. It's determined by recency and quality signals from conversations between businesses and users. Examples include activities such as users reporting or blocking a business and the reasons they provide when they do so.

If you reach '**low quality**', you'll receive a notification in the Manager. Your WhatsApp status will also change to **Flagged** or **Restricted**, which will affect your ability to send messages.

▶ FLAGGED

This happens when your quality rating reaches a low state. You won't be able to upgrade messaging limit tiers during this phase. If message quality improves to green or yellow (high or medium quality) seven days from when your status changed to Flagged, you will return to Connected. If it doesn't improve, you will still return to Connected but you'll be placed in a lower messaging tier.

▶ RESTRICTED

This happens when you reach your messaging limit. During this phase, you won't be able to initiate any conversations until the 24-hour window resets. But you can respond to messages initiated by the customer.

Meta will rate limit businesses if their quality remains low for a sustained period of time. Here are the rate limit tiers for business-initiated messages (conversation replies are unlimited):

TIER 1 - up to **1,000** unique message recipients per day

TIER 2 - up to **10,000** unique message recipients per day

TIER 3 - up to **100,000** unique message recipients per day

TIER 4 - once a business surpasses Tier 3, they can send **unlimited messages**

Every new WhatsApp-enabled number **starts at Tier 1**. WhatsApp monitors message volume in addition to quality. Businesses will be automatically moved between tiers depending on the total number of unique recipients across the last seven days.

Each time you initiate a new conversation with a unique customer, Meta will determine whether your limit should be increased. This is based on the following criteria:

- ▶ Your phone number status being **Connected**
- ▶ Your phone number quality rating being **between Medium or High**
- ▶ If in the last seven days, you have initiated X or more conversations with unique customers, where X is your **current messaging limit divided by two**

If you meet all of the criteria, Meta will increase your messaging limit by one level **in 24 hours**.

If you exceed the **daily limit** for your tier, your message will **not be delivered**. However, this doesn't apply to messages sent in response to a user-initiated message within a 24-hour period - only business-initiated messages.

If your quality rating is **low (red)**, you may be prevented from moving to the next tier or even be moved down a tier. It's important to maintain a good quality rating on WhatsApp as moving down a tier can significantly reduce your daily messages send. This can have a detrimental effect on your company's communication.

How to improve your quality rating

- ▶ Has a template been added within the last seven days? A problematic template (e.g. if a button doesn't work or an image is potentially inappropriate) could be the issue.
- ▶ Do your messages comply with Meta's policies?
- ▶ Do you have user opt-in for any recent template topics? Recipients may react negatively if, for example, they have opted in to account updates but receive marketing promotions (which they haven't opted into).
- ▶ Have you reviewed your messages against [Meta's best practice guidelines](#)?

11.



The future of the WhatsApp Business Platform

As of 2022, WhatsApp is the most popular global mobile messaging app

Its monthly active user count is estimated at **two billion**, up from one billion in 2016.

After Facebook and YouTube, WhatsApp is the **third most popular social network in the world**.

What does the **future** look like for this platform?

elle

- ▶ By 2024, the total spending on WhatsApp Business Platform is expected to reach **3.5 billion US dollars**, up from 587 million in 2022⁹.
- ▶ WhatsApp Business Platform will see a growth of **more than 5,400%** over the next five years among medium and large businesses looking to use its API¹⁰.
- ▶ Global WhatsApp users will top **3.1 billion** in 2024¹¹.
- ▶ An estimated 992 medium and large companies were actively using WhatsApp Business API, which was launched in August 2018, by the end of 2019. This number is forecast to **rise to 54,827** by the end of 2024¹².



Start having quality conversations with WhatsApp Business Platform today

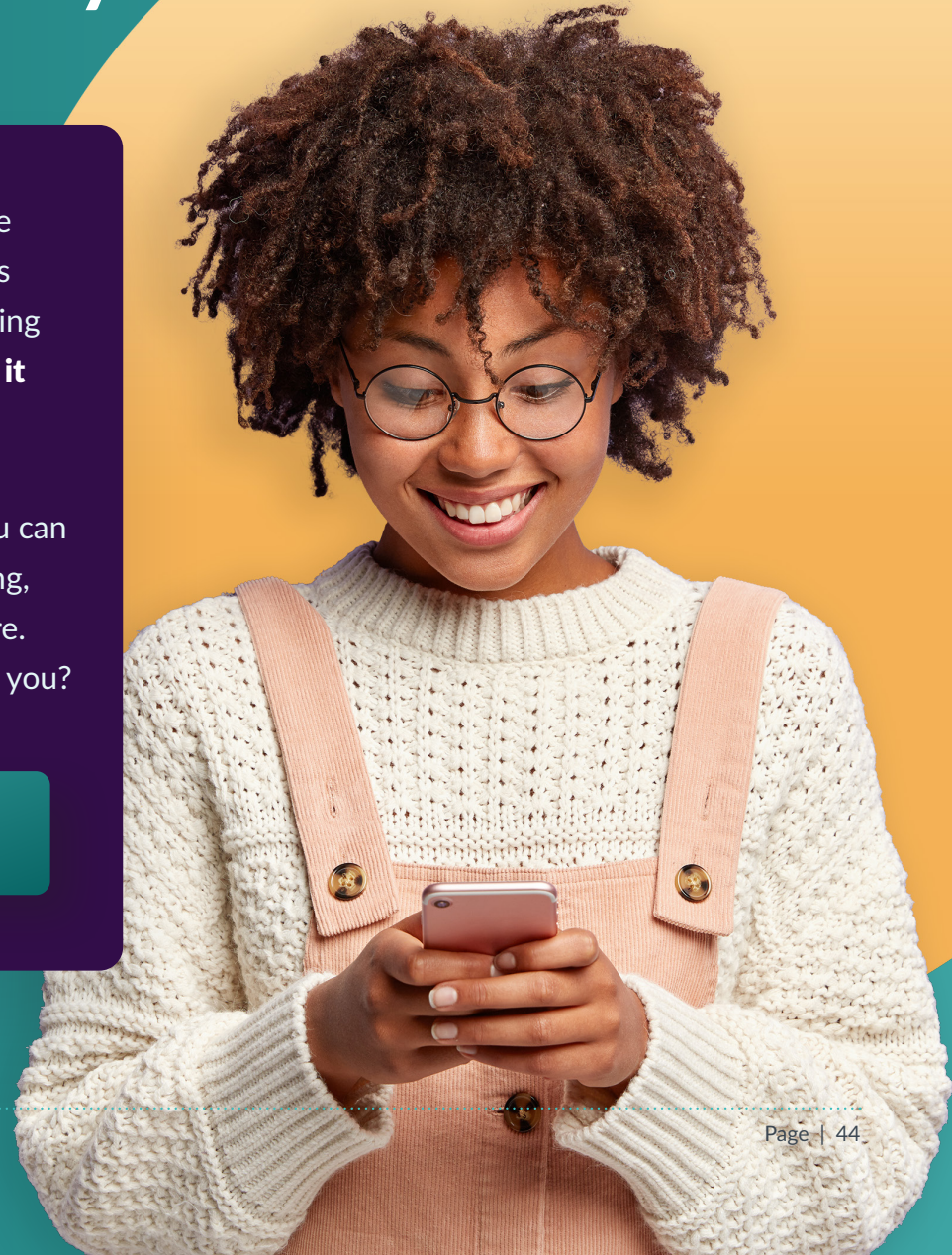


With an average **open rate of 99%**, a host of rich features and the ability to have two-way conversations, WhatsApp Business Platform is perfect for connecting with customers. There are other reasons for using this platform, of course, but the best way to experience them is to **try it out for yourself**.

We're offering a **free trial of WhatsApp Business Platform**, where you can access our intuitive Esendex Platform to better manage your messaging, along with **1,000** messages, **250** contacts, **250** conversations and more. Are you ready to start talking to customers where they'll actually hear you?

Try WhatsApp Business Platform for free and see how simple and effective it can be.


Get started today




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9. <https://www.statista.com/statistics/1306104/medium-large-company-spending-whatsapp-business-forecast/>
10. <https://www.computerweekly.com/news/252482076/5400-growth-forecast-for-enterprises-using-WhatsApp-Business-APIs>
11. <https://mobilesquared.co.uk/2020/04/22/5400-growth-in-enterprise-using-whatsapp-business-apis-by-2024/>
12. <https://mobileecosystemforum.com/2020/04/15/whatsapp-how-many-enterprises-are-actually-using-business-messaging/>



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