



WhatsApp Business API

Three ways to level up your customer communications





WhatsApp for Business

With 65B messages sent every day and 2B monthly active users, WhatsApp has carved out a clear space in the industry as the world's most popular messaging app. For businesses, accessible customer communications are a cornerstone of sustainable growth, and as such, it's critical to be where the customers are.

So, how can you best take advantage of the WhatsApp for Business offering? In this PDF, we've laid out the three ways to effectively use the platform to both connect with and provide value for your audience.

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1. Iqbal, M. (2020, October). WhatsApp Revenue and Usage Statistics (2020). Retrieved from: <https://www.businessofapps.com/data/whatsapp-statistics/>
 2. Two Billion Users (2020, February). Retrieved from: <https://blog.whatsapp.com/two-billion-users-connecting-the-world-privately>

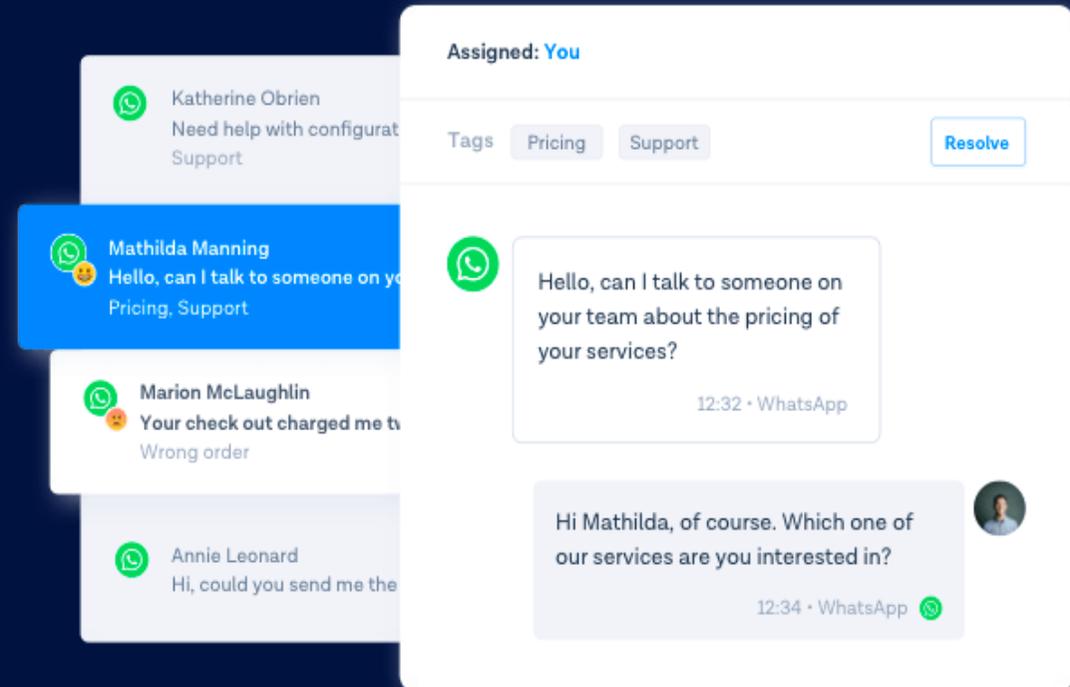


1. Customer Support with Inbox

WhatsApp empowers businesses to modernize clunky support processes thanks to its accessibility, convenience, and rich media capabilities. Share locations, videos, and images to support a customer through the buying cycle and beyond. It's a natural tool to guide customers through any issues that may arise, adding visual and contextual aids wherever needed. Support issues can be solved quickly by giving customers the ability to send images instead of just describing the issue they are faced with.

But, engaging on WhatsApp is only the start. We introduced [Inbox](#) to give businesses an elegant and effective interface for interacting with customers on WhatsApp. Inbox is the fastest, most automated communication platform for businesses to support, engage, and connect with customers. It gives your team full context from previous conversations and order history, and has powerful automations for chat bots, auto-replies, and more.

Inbox connects with our [Chat Widget](#) and [Flow Builder](#) to give your business the tools it needs to create a world class support experience.



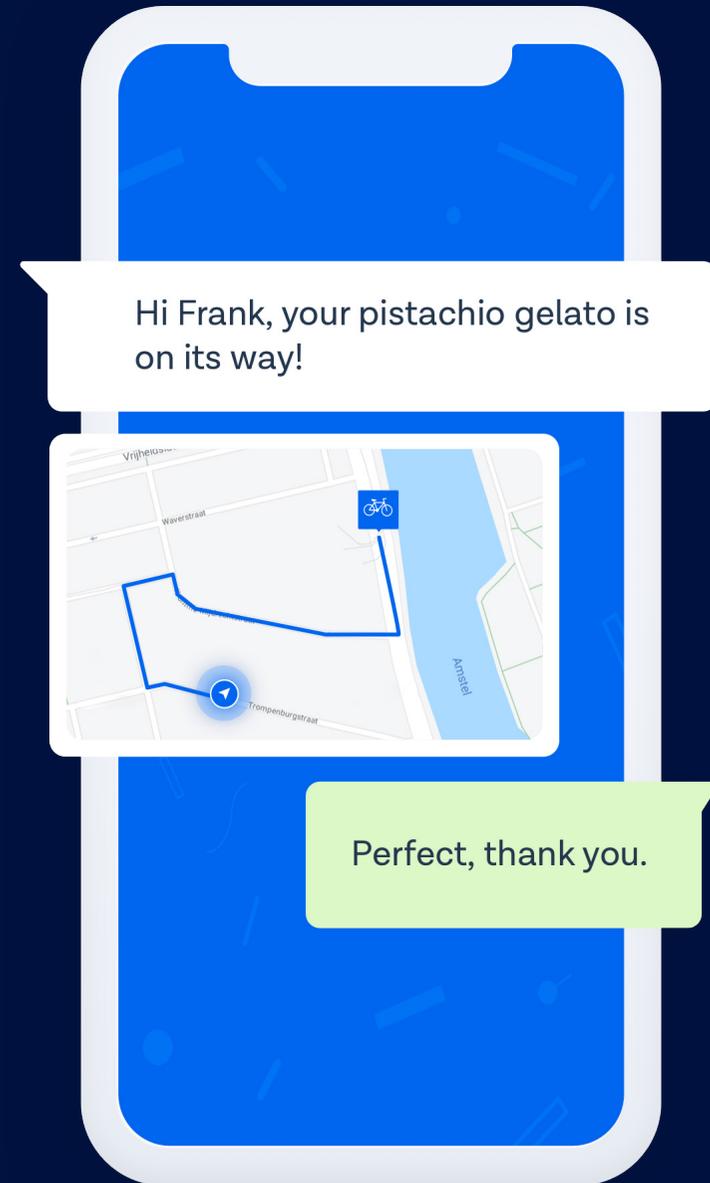


2. Alerts and Notifications

When it comes to mission-critical alerts and notifications, meeting customers on their most-used channels is paramount. From order confirmations to appointment reminders, delivery alerts to flight updates, automated notifications on WhatsApp can bypass a busy email inbox. The results for your business can entail increased NPS scores, lowered cost of operations due to less missed deliveries, and more.

**It's not just your
business that benefits.**

If you set up alerts to inform Frank that his carton of pistachio gelato will arrive a day early, you give him a chance to clear out his freezer beforehand, bypassing a sticky situation and a potential negative review. When you drop a WhatsApp to Lena that her flight to Brisbane is running four hours behind, you give her the opportunity to load up on snacks and Dan Brown novels for the wait. By reminding Andi about tomorrow's doctor appointment, she has a lower chance of showing up late, or missing it altogether. It's a happier situation all around, without an enormous time investment on your end.





3. Account Security

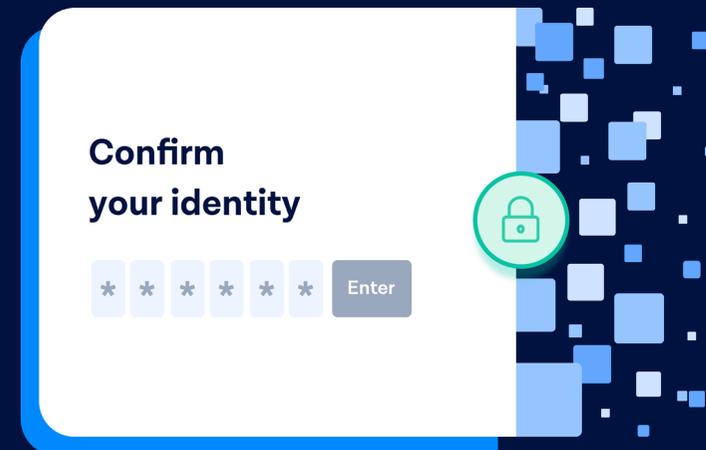
In data breaches globally, approximately 24K malicious mobile apps are blocked every day and damage related to cybercrime is projected to hit \$6T annually by 2021³. In order to build trust in your brand, it's critical to provide your users with the ability to secure their accounts to the best of their ability.

The good news is that some small moves can make big ripples.

Google released statistics in May showing that simply adding a recovery phone number to your account can block up to 100% of automated bots, 99% of bulk phishing attacks, and 66% of targeted attacks⁴. WhatsApp is an excellent channel for 2FA due to their end-to-end encryption. This encryption means that only you and the person you're speaking with can read or listen in, even WhatsApp doesn't have access to your communications. The best part is that the process is straightforward in practice.

3. Sobers, R. (2019, April 17). 60 Must-Know Cybersecurity Statistics for 2019. Retrieved from: <https://www.varonis.com/blog/cybersecurity-statistics/>

When onboarding a new user, send a One-Time Password to their device through WhatsApp's encrypted platform, and enable them to re-enter the password on your app. Two-Factor Authentication provides an added level of legitimacy that can carry on beyond just the onboarding phase. In an increasingly complex digital landscape, customers are delighted when you can make security easier for them to manage.



4. Thomas, K. Moscicki, A. (2019, May 17). New research: How effective is basic account hygiene at preventing hijacking. Retrieved from: <https://security.googleblog.com/2019/05/new-research-how-effective-is-basic.html>



So, why use MessageBird?

MessageBird makes it simple to implement any of these solutions. And, it's not all or nothing. Businesses often start with one or two actions then expand to other solutions as they gain familiarity with the platform. As a verified WhatsApp partner, MessageBird is here to help address the needs of your business as they change. A few of the features that are enabling businesses to take customer communications to the next level:

SMS Fallback

No internet, no problem. MessageBird is a communications platform with roots in SMS. If a customer is not online for whatever reason and you need to contact them urgently, send a fallback message via SMS. This is particularly easy to set up with MessageBird's no-code required tool, Flow Builder.

Unparalleled Performance

Process up to 1000 requests per second. The MessageBird platform is designed to meet the demands of your business, from startup to global enterprise.

Omnichannel Capabilities

Want a communications strategy that embraces the full customer growth cycle? Wherever your customers are, from WhatsApp to WeChat, from SMS to Messenger and more, MessageBird provides the platform that reaches customers on the channels that they prefer today and those they may prefer tomorrow.

Sandbox

We've got a free Sandbox Environment for you to dive into, where you can try out pre-approved message templates and start building today. You can also reach out [here](#) and one of our WhatsApp for Business experts will get in touch with you right away! Are you ready to get right into it?





Founded in 2011, MessageBird is the Amsterdam-based cloud communications platform offering a suite of Cloud Communications APIs that enable developers and enterprises to connect with customers in virtually any corner of the world.

Bootstrapped since its founding, MessageBird closed the largest investment into a European software business with its Series A funding in late 2017 with \$60 Million in capital from US-based Accel Ventures and UK-based Atomico.

MessageBird is trusted by 15,000+ customers, from rapidly-growing disruptors to innovative enterprises including Uber, Facebook, and SAP.

The company maintains offices in Amsterdam, San Francisco, Singapore, Dublin, Sydney, London, Hamburg, and Shanghai.

www.messagebird.com