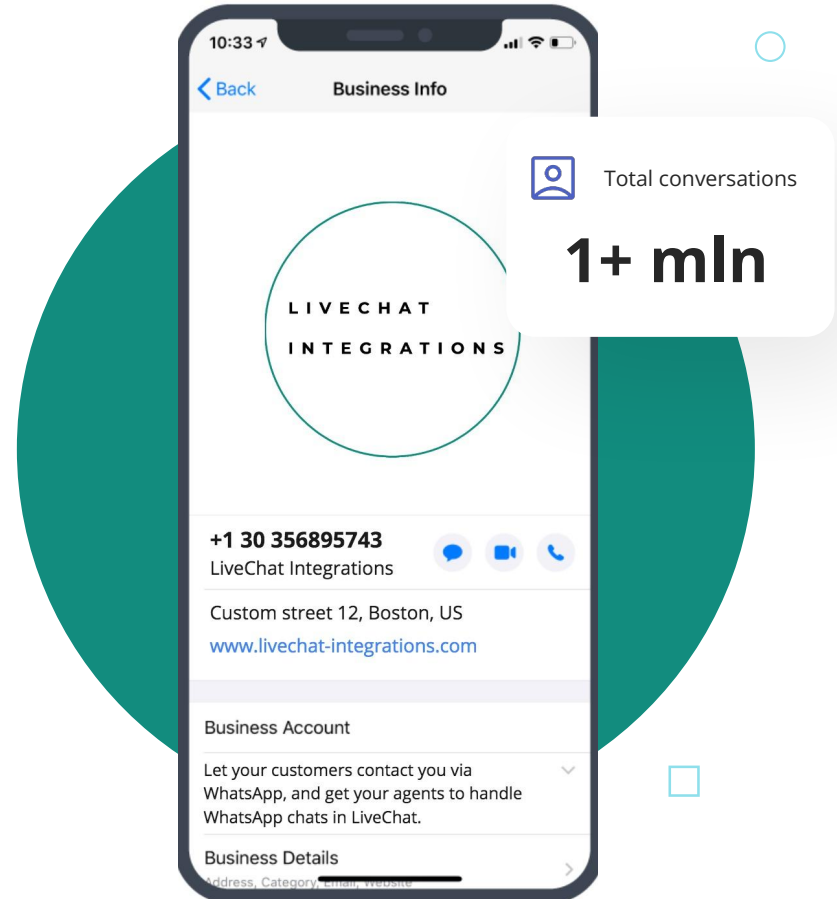


LIVECHAT INTEGRATIONS

WELCOME TO LIVECHAT'S WHATSAPP BUSINESS

Support and Engage with your customers easily with **WhatsApp Business**

Full and reliable integration with powerful products



LIVECHAT INTEGRATIONS



HAPPY CUSTOMERS

Engage and buy more

53%

of customers are **more likely to buy** from a business they can message.

Source: Facebook

86%

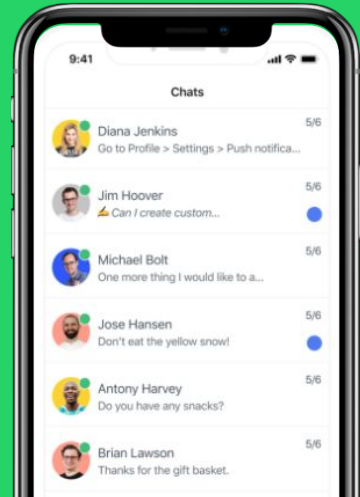
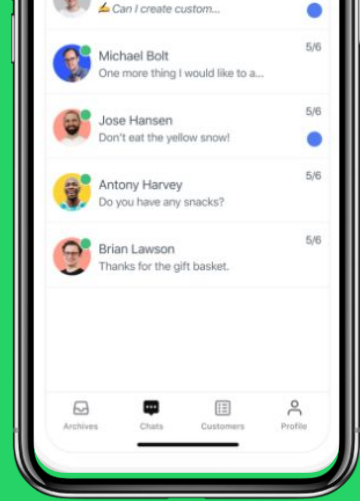
of customers say they **would pay more** for a better customer experience.

Source: Total Consumer

90%

of consumers are **more likely to purchase** more at companies with excellent customer service.

Source: Hubspot



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WHATSAPP BUSINESS PLATFORM HAS

Phenomenal Open Rate

98%

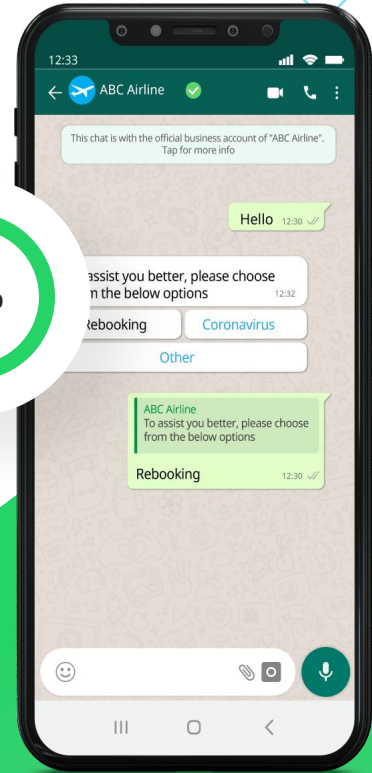
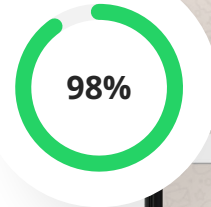
report by Mailchimp shows that **WhatsApp has a robust message open rate of 98%**, meaning that out of every 100 messages sent, 98 messages are read.

25x

On average, **users opens their WhatsApp 23-25 times a day**. This unlocks amazing opportunities for businesses to communicate with customers.

68%

In a Facebook survey, 68% of users agreed that **WhatsApp is the easiest way to connect** with a business.



CASE STUDY

Creating personal experiences to boost **loyalty** and **revenue**

30%

of online revenue attributable to WhatsApp over seven months

80%

message open rate in WhatsApp compared to email



300%

increase in sales conversions compared to SMS

700%

increase in sales conversions compared to email

The Company

Barò Cosmetics builds a sales and customer care channel over WhatsApp to provide more interactive, personalized customer experiences, driving higher message open rates and order volumes, resulting in increased revenue.

The History

Previously, the company sent emails notifying customers that their beauty balms were on the way – missing these emails meant potentially missing deliveries and risking packages being returned to sender. Now, with package tracking via WhatsApp, return rates are lower than one percent.

The Change

Barò Cosmetics is streamlining almost every aspect of the customer experience on WhatsApp. Whether a customer has placed an order with a beauty consultant or independently through WhatsApp, they receive an order confirmation complete with a link to track their package out for delivery.





“

“Using WhatsApp, consultants apply the personal touch to multiple customers at once, contributing to an **80+ percent message open rate** and a **10-11x increase in purchase orders** compared to email campaigns.”

Guido Rosso

Multi-Contact Center Director, Barò Cosmetics



GRATIS per te scegliendo 3 prodotti a soli
49 €

CASE STUDY

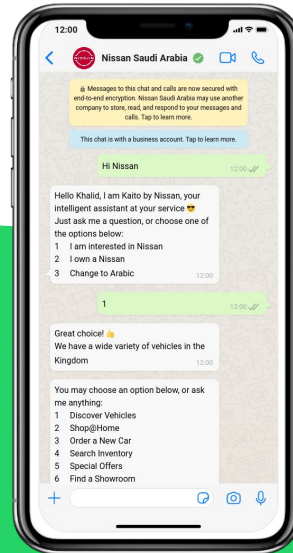
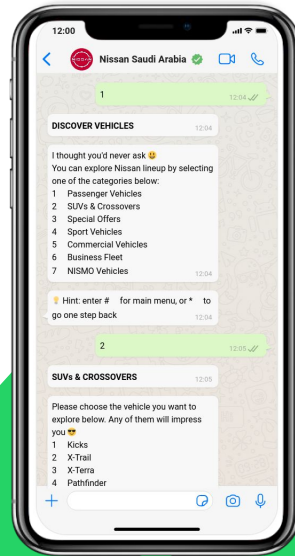
Providing **always-on** customer service and selling opportunities

34x

ROI in revenue in six month

33%

reduction in call center volumes



390%

increase in leads over the website chatbot

54%

automation rate that never reaches a human agent, contributing to cost savings



The Company

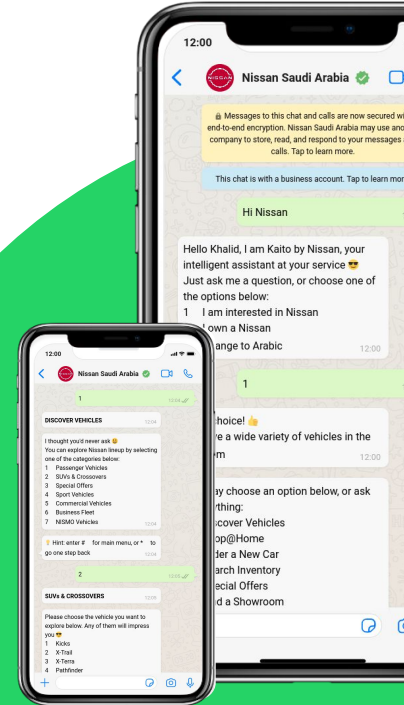
Nissan Saudi Arabia is an **automotive sales** and service provider in the Kingdom of Saudi Arabia. Its parent organization, Nissan Motor Company, has cultivated a reputation for building innovative vehicles while providing customer-oriented service programs around the world.

The Goal

Nissan KSA wanted to **engage a younger customer base** that expects on-demand services as connected as they are. Revitalizing its customer service model to move away from call centers required Nissan KSA to create an automated, 24/7 communications channel that could handle inquiries and nurture sales.

The Change

Previously, customers had to visit dealers or contact call centers with limited hours to ask questions about engines, color options, quotes, or other details. WhatsApp allows them to explore different car colors, download brochures, and submit their requests through the app. The popularity of WhatsApp helped generate **over 5,000 leads: a 390% increase** over the original chatbot. Nissan can already attribute **32 cars sold**, and considering just the increased car sales alone, that's **34 times the ROI** from the initial investment, achieved in about six months.





“

“WhatsApp for Business has allowed us to **change the way our brand interacts** with our customers. Adopting WhatsApp reflects how we are continuously optimizing our services to streamline our customer journey, and **make it easier for customers** to communicate with us. WhatsApp Business Platform has helped us accelerate our advancement as a leader in responsive, innovative customer service.”

Ahmed Soudodi

Marketing Director

- 1 Discover Vehicles
- 2 Shop@Home
- 3 Order a New Car
- 4 Search Inventory
- 5

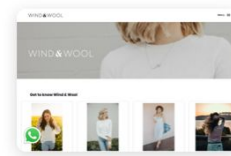
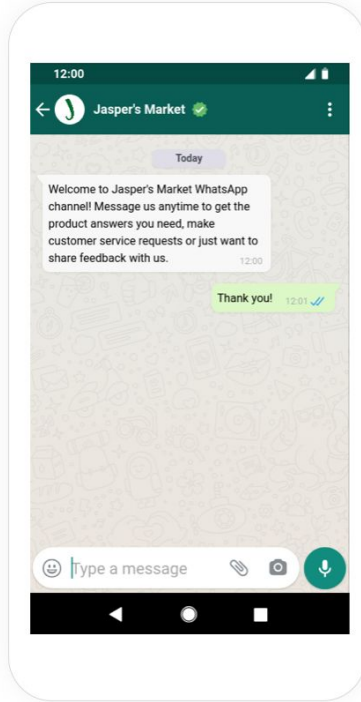
LIVECHAT INTEGRATIONS



Website
Contact Us page



Product packaging
QR code



Official website
page icon



Unique click-to-chat link

Driving Customers to WhatsApp

There are several effective ways to ensure your customers stay connected with your company and will find their way to your sales, support, or marketing team.

The most popular entry points are:

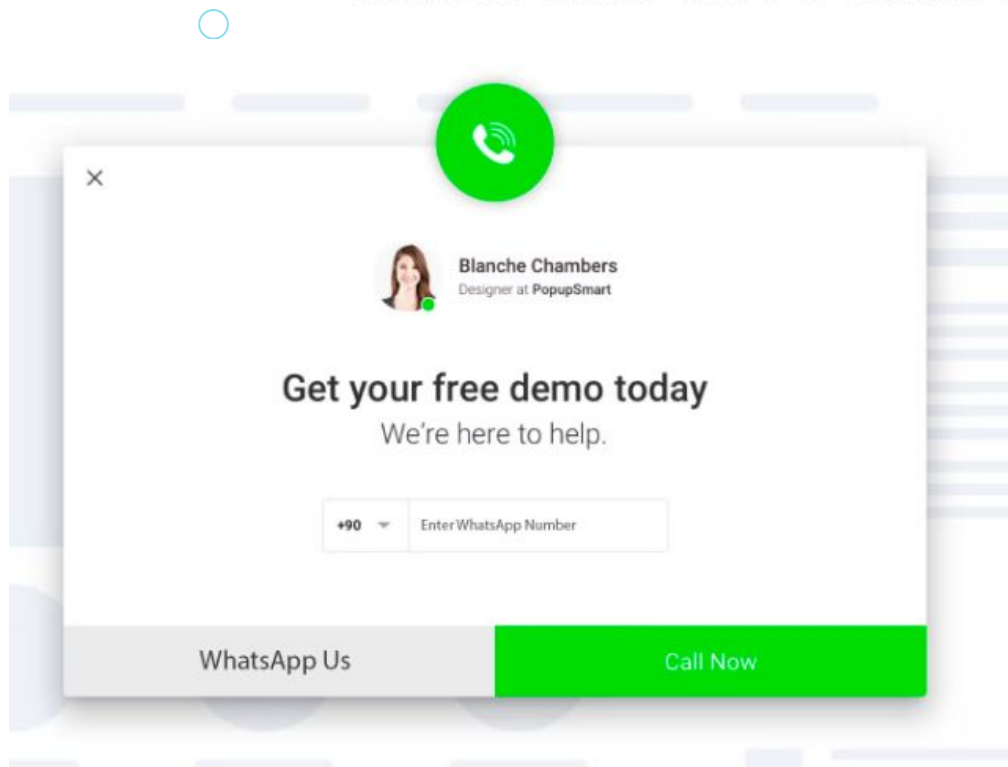
- Website link/widget
- QR code
- Facebook and Instagram Ads
- Business Search

Add WhatsApp link to your website

Your website is a great online tool that your current or potential customers refer to on a regular basis.

Encourage visitors to contact you on WhatsApp by providing that option on your contact page.

LIVECHAT INTEGRATIONS




wa.me/phone-number

LIVECHAT INTEGRATIONS



QR Codes directly to WhatsApp

QR Codes are an effective, attention-grabbing offline entry point. 

When your customers see a poster or your product with a QR code, all they have to do is scan it and, immediately after, they can start chatting with you on WhatsApp.

Ads that click to WhatsApp

Ads that click to WhatsApp offer a fast and convenient way to reach audiences at scale, generate leads, enable discovery, drive sales and build loyalty.

By opening a conversation in WhatsApp, these ads let customers interact with the business, creating a powerful entry point that can help unlock the potential of the messaging experience.

LIVECHAT INTEGRATIONS

Reach



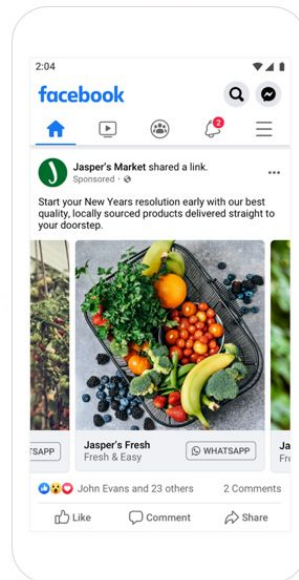
Find the right prospects with Facebook ads targeting.

Geo/location

Age/gender

Custom/Lookalike audiences

Engage



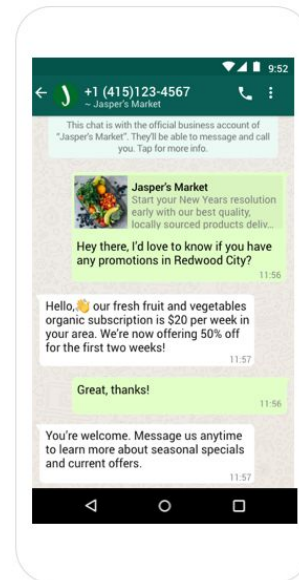
Engage them with a variety of ad formats.

Carousel

Video

Image

Develop

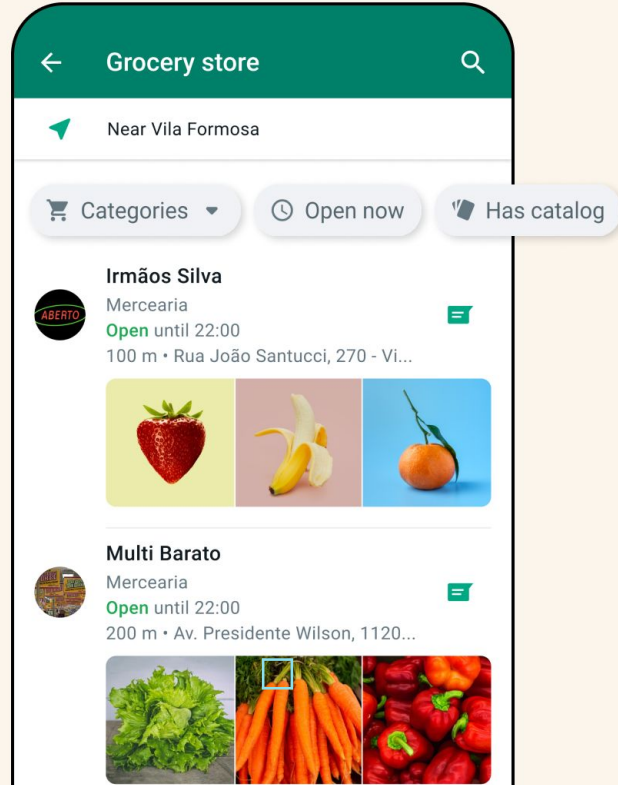
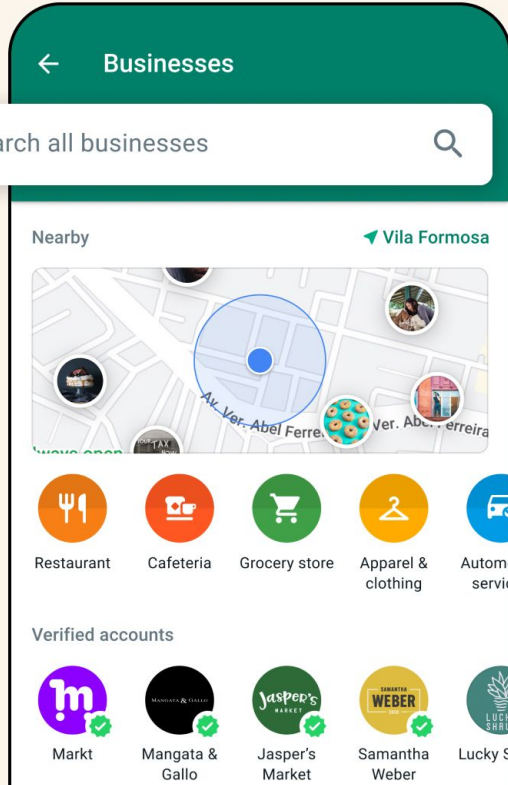


Optimize delivery for more conversations.

Messages objective

Link click objective

LIVECHAT INTEGRATIONS



WhatsApp Business Search

With the introduction of the new Business Search feature, users don't have to leave the app to find the store there are looking for, allowing them to find and chat with businesses locally.

WhatsApp now lets you search for businesses (those using the Business Platform API) by categories – such as travel or banking – or search by name to find them.

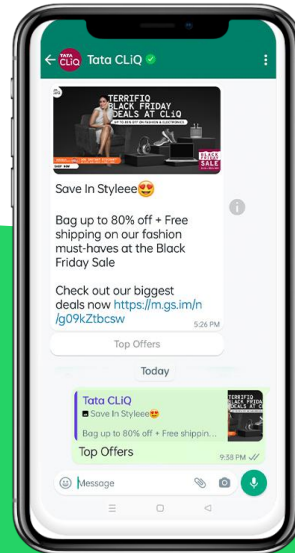
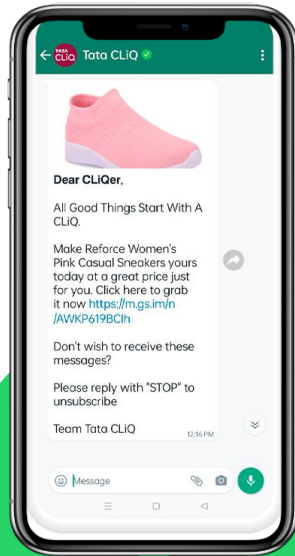
◇ Reaching **more** consumers with
customized messages and offers

10x

increase in ROI over email, in-app push notifications, and SMS messages

57%

click-through rate with WhatsApp



\$500k

in sales in one month attributed to WhatsApp outbound

1.7x

more likely that customers will purchase when using WhatsApp

The Company

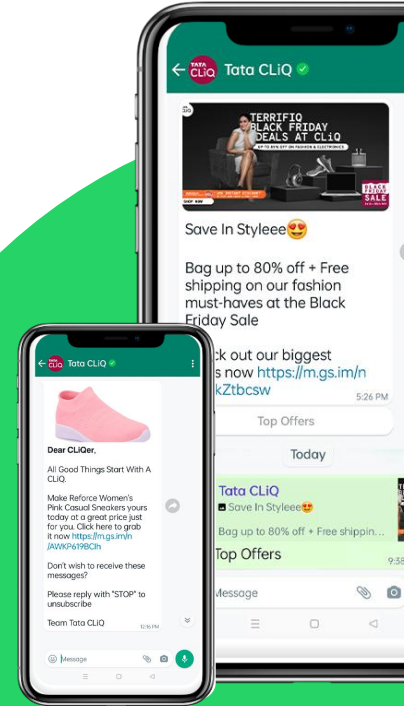
Tata CLiQ is the flagship digital commerce initiative for Tata Group. Through its digital marketplace, Tata CLiQ offers international luxury brands and products across electronics, home furnishings, fashion at affordable prices.

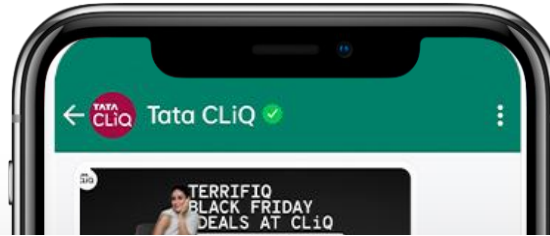
The Goal

Tata CLiQ wanted to reach every customer opting to receive follow-up communications through its website but observed conventional methods often yield lower open rates and less flexibility in creative messaging. To target more customers with personal, relevant notifications, the company needed a dynamic and reliable dedicated communications channel.

The Change

Tata CLiQ worked to determine the most effective communication platform to support its goals for personalized notifications. As a stress test for its channels, including WhatsApp, Teams developed marketing campaigns that used insights from data scientists to target a percentage of shoppers with custom messages driven by their behavior on the Tata CLiQ website. These messages, personalized for opted-in customers, featured product recommendations based on a one-month browsing history, abandoned cart follow-up, price drop alerts for wish-listed products, and welcome coupons for new users.





“

“Our customers had a clear preference for WhatsApp, which averaged a 57 percent click-through rate. Customers who visited our website from a WhatsApp notification were **1.7 times more likely to make a purchase**. We’ve seen \$500,000 USD in sales attributable to WhatsApp during our Diwali and Black Friday campaigns, with an **ROI 10 times higher** than our conventional channels.”

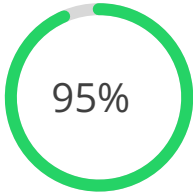
Amit Kumar

Customer Retention Manager



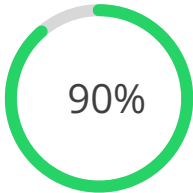
CASE STUDY

Simple, convenient communication and visibility for package shipping services



95%

of interactions are completed through WhatsApp



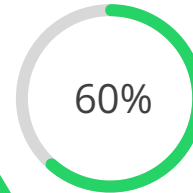
90%

customer satisfaction rating with a 22% increase since implementation



#1

channel for all customer service communications



60%

of all customer conversation happens now on WhatsApp


The Company

Estafeta was the **first company to offer door-to-door delivery services** in Mexico. With 1,500 locations shipping to more than 220 countries and territories, the company employs more than 11,000 people in Mexico and the US.

The Goal

Estafeta needed to create an easy-to-access digital service offering business and individuals quick access to the latest package tracking and delivery information. Facing a global pandemic, Estafeta urgently needed **to efficiently manage millions of incoming customer** inquiries about quotes, tracking numbers, branch locations, and other details.

The Change

The WhatsApp Chatbot, designed to look like a friendly character, provides Estafeta Tips, which serve as guides for the conversation. The experience includes visual instructions presented in branded Estafeta images to offer easy-to-understand, step-by-step instructions. This provides a more **seamless shipping experience** and defaults immediately to live agent support during working hours if a customer can't resolve their query online within two attempts. 





“

“WhatsApp improves our understanding of customers and **greatly enhances the services** we deliver. With the support from Auronix and WhatsApp, we have key allies in our digital transformation.”

María Griselda Hernández

Director of Marketing and Customer Service

experiencia: 4:16 p. m.

¿La atención que recibiste es la que esperabas? (Sí ✓ / No ✗ / Omitir)

LIVECHAT INTEGRATIONS



WHATSAPP BUSINESS

Enhance the power of WhatsApp with add-ons



Stripe

for LiveChat • \$2.50 / mo



Handle payments right in the chat



Rich Messages

for LiveChat • \$2.50 / mo



Engage your customers with rich, beautiful messages.

Thank You

www.livechat-integrations.com