



LIVEPERSON



WhatsApp

Conversational Commerce Through WhatsApp

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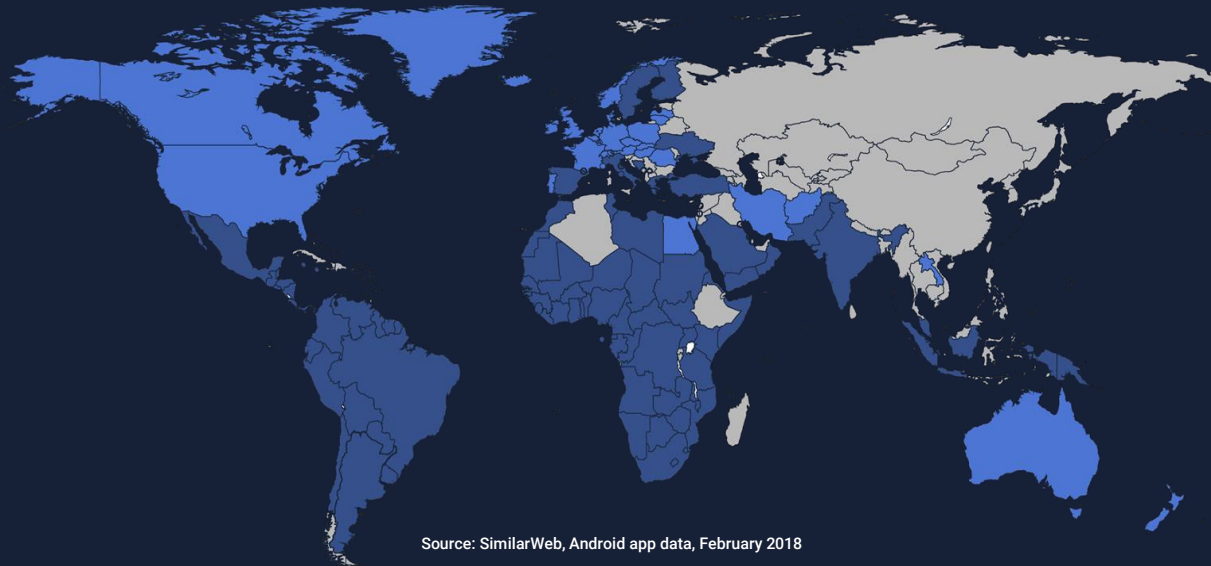
Opportunity

WhatsApp serves 2 billion users across the world

With presence in 104 countries, WhatsApp is the most popular messaging app in the world.

Usage among smartphone users

● Most popular ● Second most popular



Source: SimilarWeb, Android app data, February 2018



Feature Highlights

Verified Profile



End-to-End Encryption

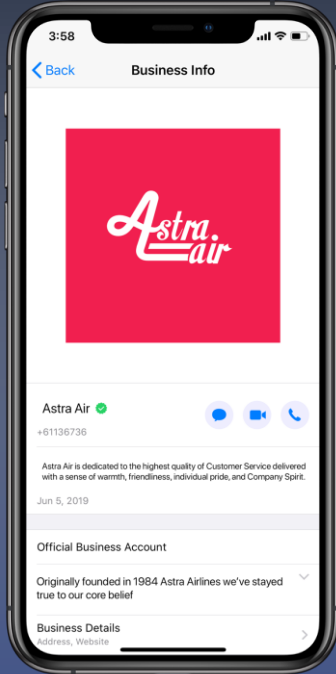


Data Masking

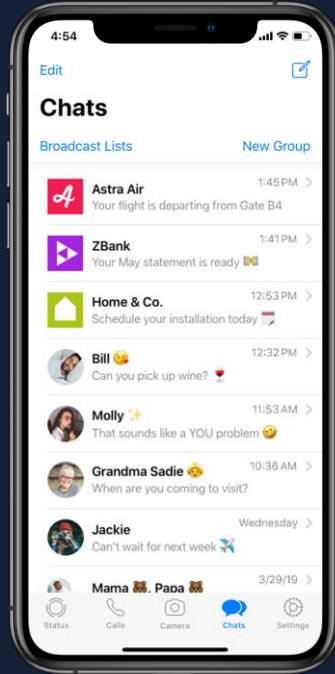


Verified Business Account

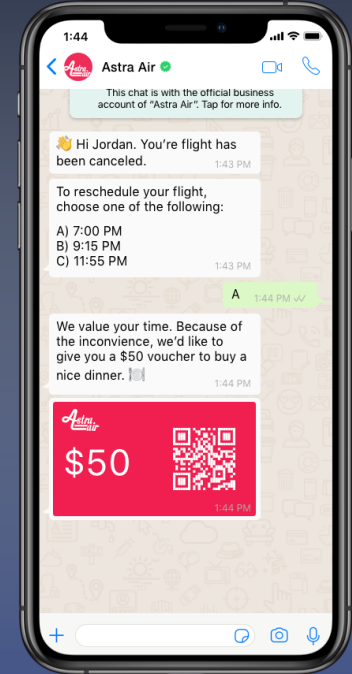
Brand logo and
verified name



Next to friends and
family



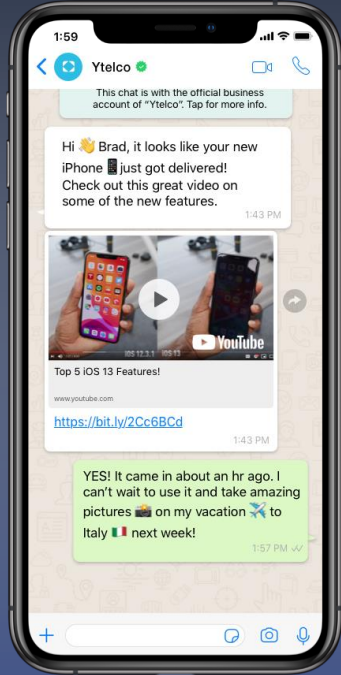
green badge = Official
Business Account



Rich Messaging

#1

Rich Links



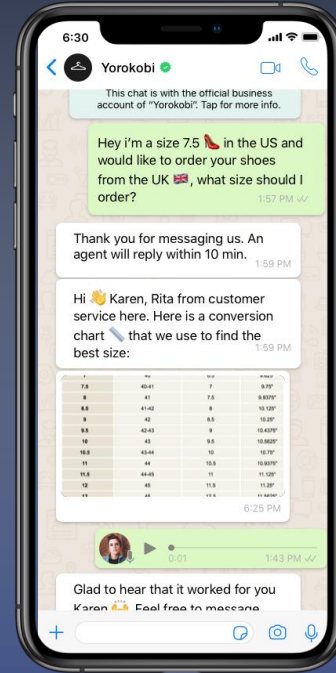
#2

Documents



#3

Audio Messages



#4

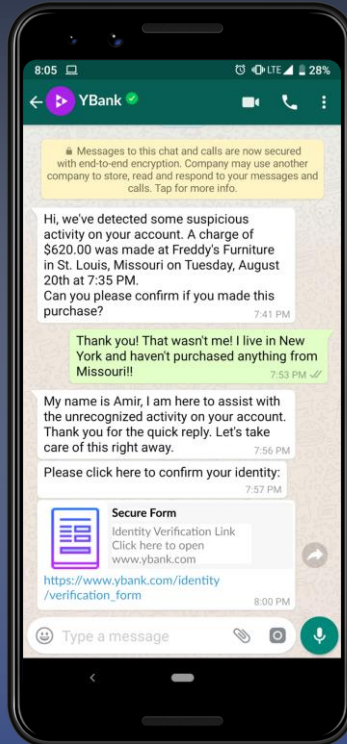
Photos



Rich Messaging

#5

Secure Forms

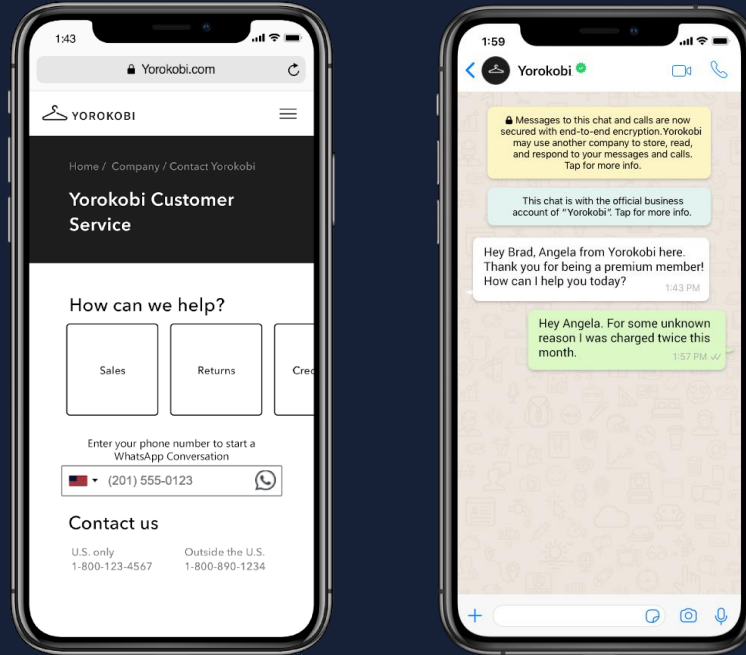


Entry Points

Consumer-driven conversations

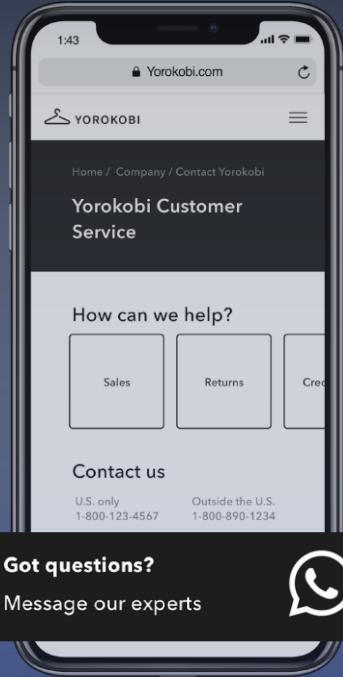
Click-To-WhatsApp

Brand can pass page/app context + login status

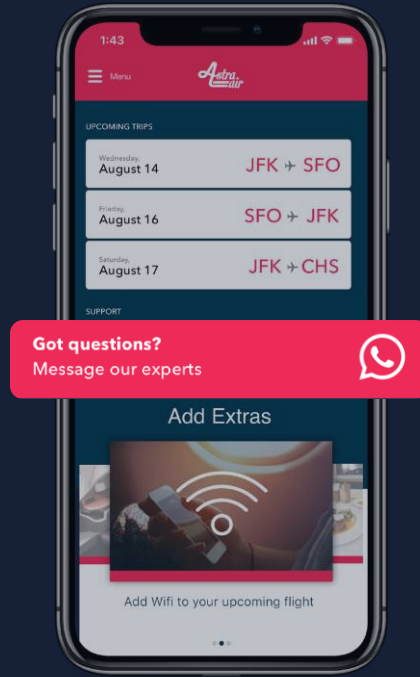


Consumer-driven conversations

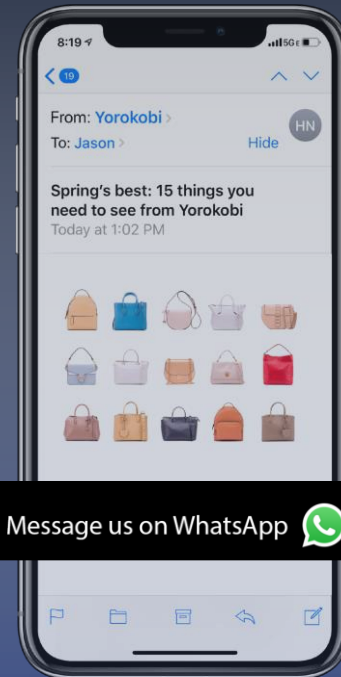
Mobile Web



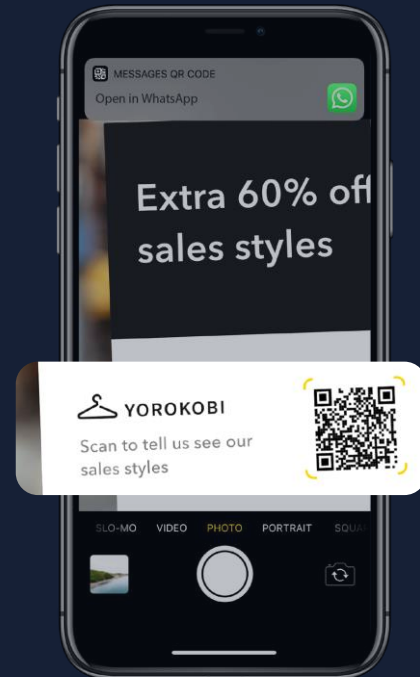
In-App



Email



QR Code





Banco General

Click-to-WhatsApp Buttons on mobile web and app

94%

First Contact Resolution
(9% more than web chat)

91%

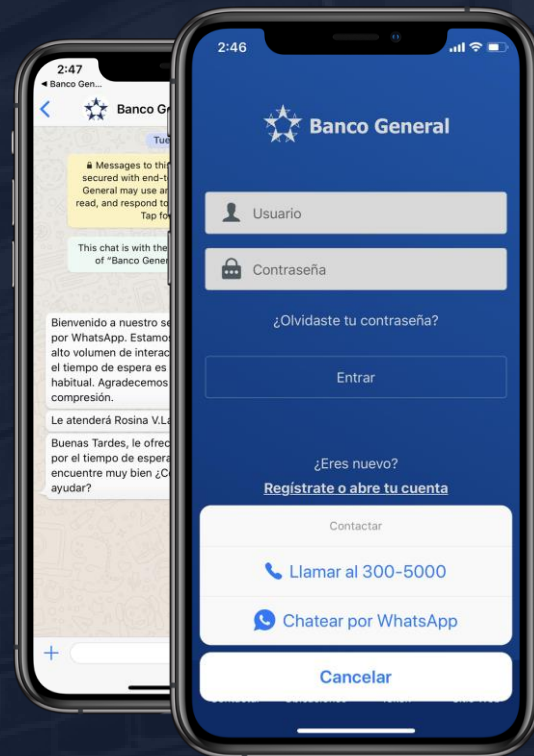
Customer Satisfaction score
(7% more than web chat)

70%

Of customer conversations
occurred via WhatsApp

1.6X

Improvement in agent efficiency
(compared to web chat)



<https://www.facebook.com/business/success/banco-general>

Orange Spain

“Djingo” bot and 400 human agents serving consumers 24/7 via WhatsApp

<10
minutes

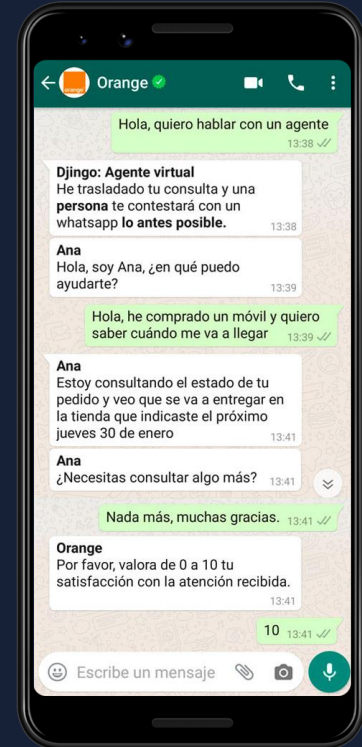
Average Response Time
and Time To First
Response

2.3X

AVG number of
conversations per
consumer

80%

Customers recommend
the WhatsApp channel



<https://www.facebook.com/business/success/orange-spain>

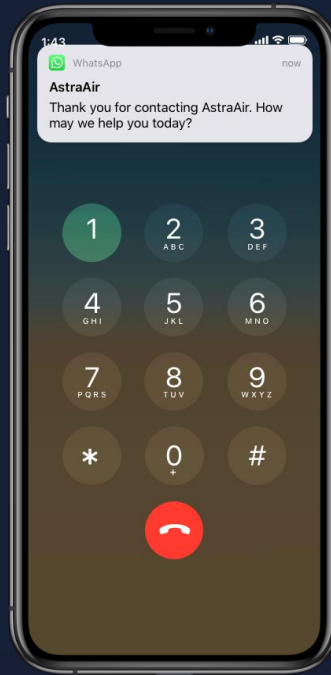
Brand Entry Point

Voice to Messaging

Consumer calls the 1-800 number and is given the option to press "1" to start



~30% of consumers take the option to message and hang up!



Conversation continues in WhatsApp



Brand Entry Point

Proactive Outbound

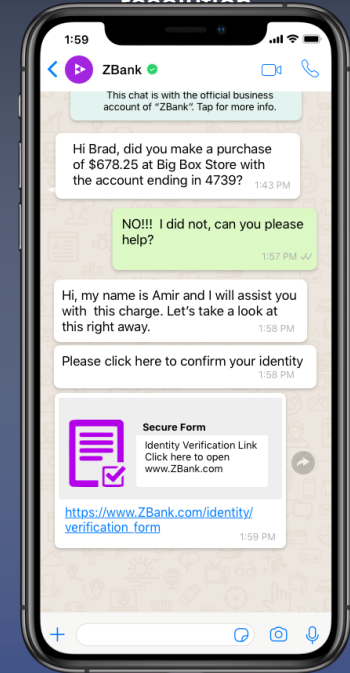
Brand sends proactive notification



Consumer replies in WhatsApp



Conversation continues until issue resolution



Proactive Messaging Tool

< Campaigns **Start New Campaign** PROACTIVE CAMPAIGNS ANALYTICS MESSAGE TEMPLATES

1. Compose Message 2. Define Recipients 3. Schedule Campaign Preview & Launch

Click 'Next' button below or click here to re-enter the recipient phone numbers.

PHONE	Variable: 1	MESSAGES PREVIEW
+447591454167	We're glad to be able to help you out.	Thank you for your patience! We're glad to be able to help you out.

***We display values of up to 4 variables. Please hover over the message preview to see the entire message content.*

Back Cancel Save draft Next

1. Compose Message 2. Define Recipients 3. Schedule Campaign Preview & Launch

Campaign Name
Campaign 2020-03-25 15:42:27

Channel
Prioritized

WhatsApp 441242650378

SMS

Template
24_hours_delayed_response (en)

Route to Skill
ABC

Prioritized Message Preview
Thank you for your patience!
\${(1)}

You can only replace variables S{(#)} with plain text. In this case, the same text will be sent to all recipients. Or [upload CSV](#) with personal message per phone.

Fallback Message Preview 28/140
Thank you for your patience!

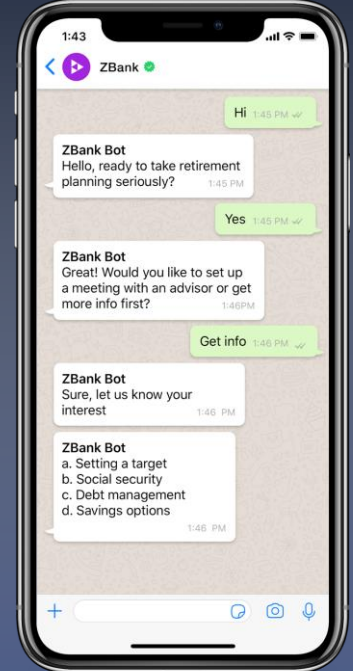
Fallback message will have same content. It is strongly recommended to use a message that is less than 140 characters including the variables text.

Cancel Save draft Next

Conversational Ads

Invite engagement with conversational advertising

- ✓ Unique new Message CTA draws clicks
- ✓ Streamlined journey drives conversion



Walmart Mexico - Superama

Conversational Social Ads & OOH Ads into WhatsApp



1.6X

Increase in Return on Ad Spend (ROAS)

1.5X

AVG # of orders per person per month



WhatsApp Policy

WhatsApp Commerce and Business Policies

Prohibited Use Cases and Business Guidelines



Debt collection



Medical & healthcare products



Government / State-owned Entities*



Real money gambling services



Illegal, prescription or recreational drugs



Proactive Marketing



[Read More: WhatsApp Commerce Policy](#)

[Read More: WhatsApp Opt-In and Business Policy Guidelines](#)