



Chorally

# WhatsApp Business

Enable messaging as your new storefront!



# WhatsApp Business

The WhatsApp Business Solution creates meaningful customer relationships on the largest chat app globally.

**1 billion**

Daily active users

**2 billion**

Monthly users

**60 billion**

Messages sent a day



# Why choose messaging

Instead of focusing on email, post and legacy channels



**90%**

of users prefer using messaging to communicate with businesses / organizations

Dimension Data

**3 minutes**

95% of all messages are read within 3 minutes, compared to several hours for mail

mobilesquared

**98%**

open rate for messaging in comparison to only 20% for email.

mobilesquared



# WhatsApp Business Solutions



## WhatsApp Business App

- Business app available on Android
- Only for small businesses
- Manual use



## WhatsApp Business API

- Scalable use
- Integrations
- Business features



**Migration  
Partner**



# Frictionless Customer Journey

Notify, promote, sell, and engage on WhatsApp  
Business and beyond – with one chat API

- **Alerts and Notifications**

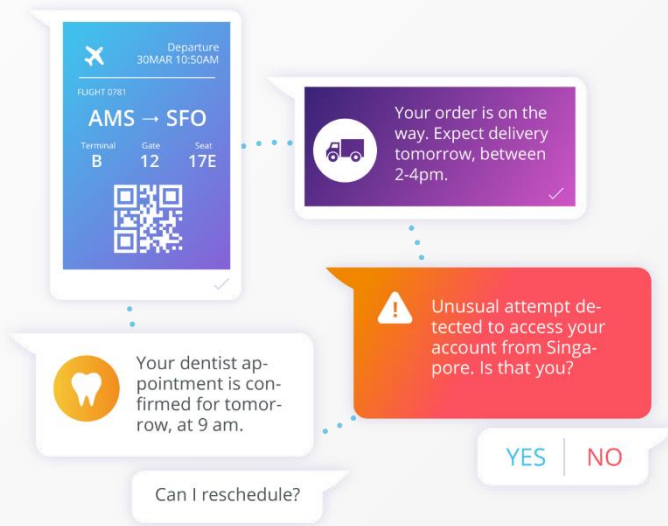
Make sure your customers get time-critical information at the right time. Notify customers about shipping information, package tracking, abandoned cart items, and more.

- **Customer Service**

Make it easy for your customers to get in touch, and provide a concierge-like experience that guides customers to complete their customer journey. Keep customers retained with product reviews, and updates about products that are back in stock.

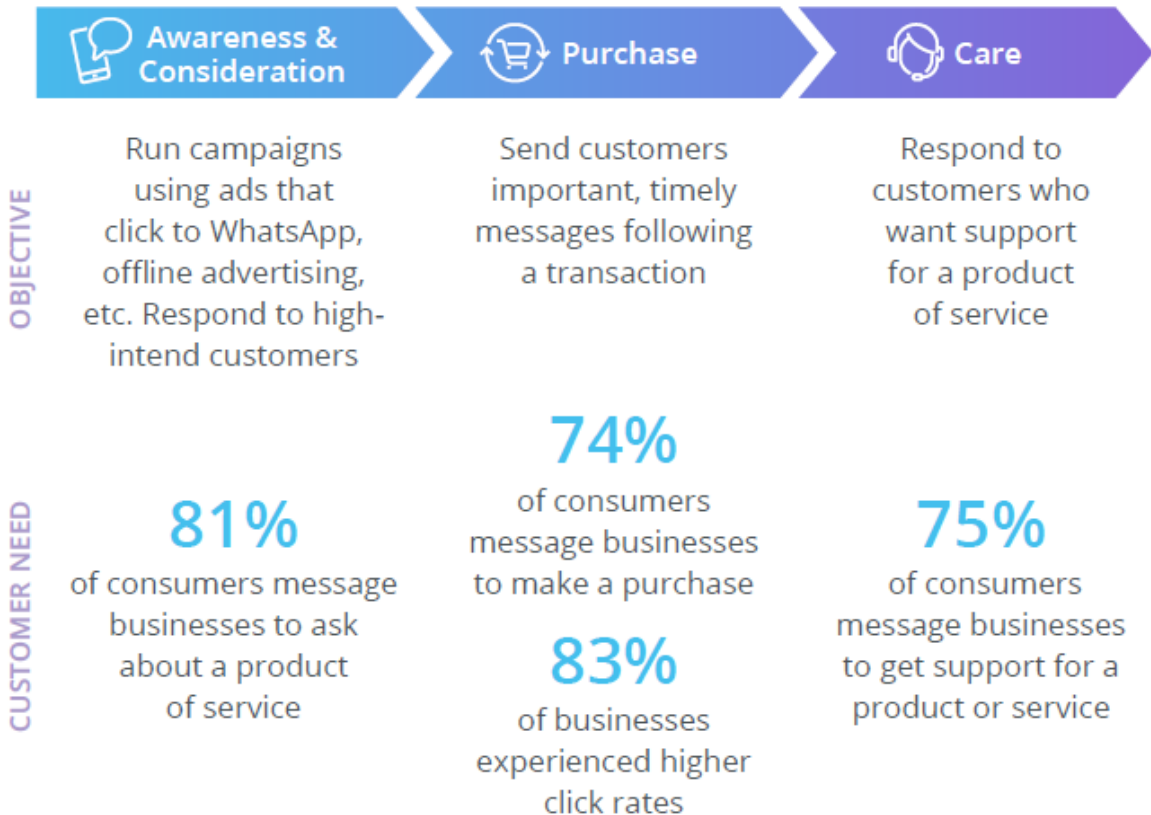
- **Authentication**

Secure customer interactions with user-friendly two-factor authentication (2FA). Protecting your company and your customers at the same time.





# Frictionless CX with WhatsApp

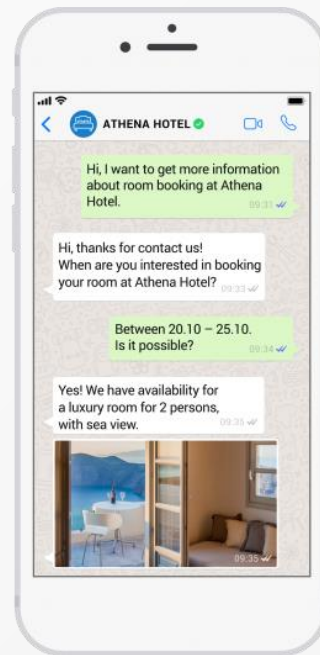
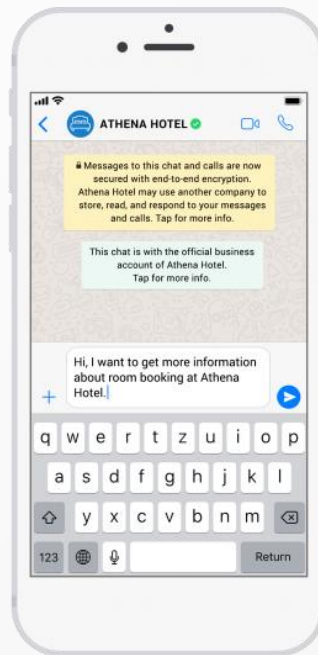
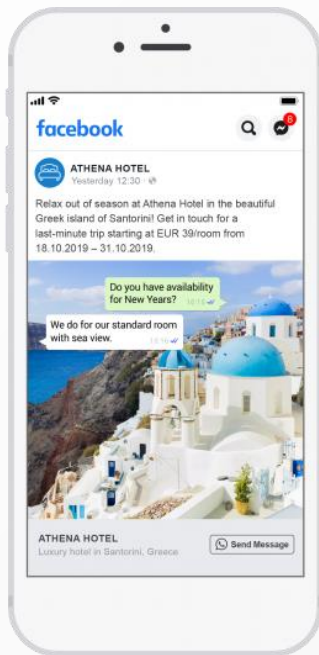




# Click-to-Chat

Use Facebook and Instagram for discovery and promotions

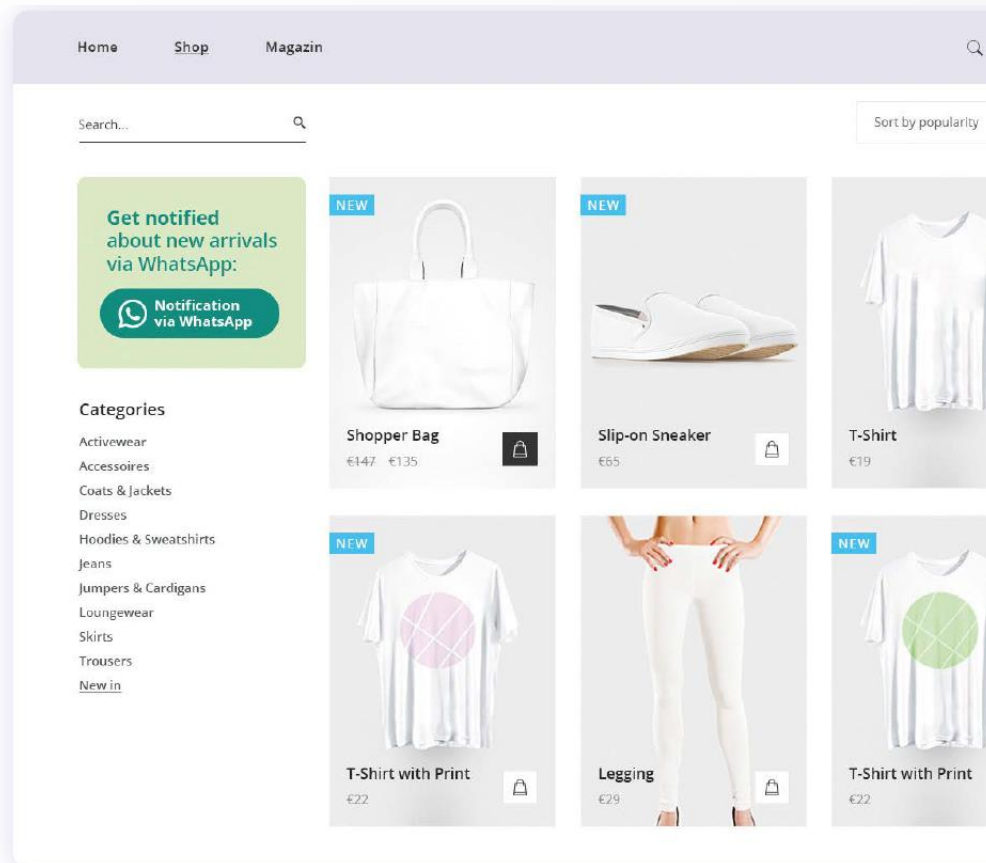
Provide a faster, more personalized online shopping experience.



# Conversation buttons

## Shared curated content

Add easy, non-intrusive WhatsApp conversation starter buttons for key content, letting customers get product information at their own pace.

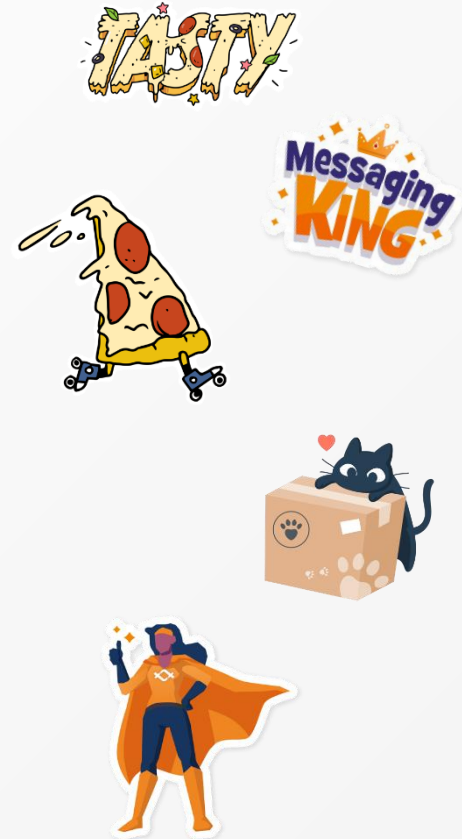
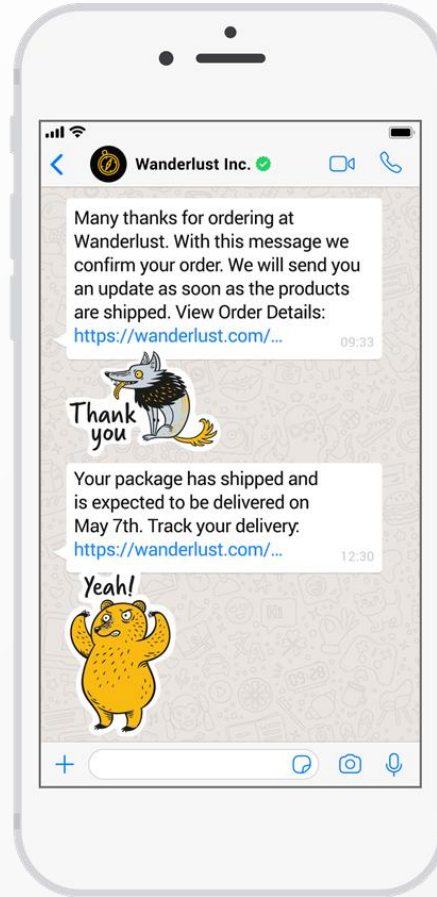




# Branded Stickers

## Make your brand stick!

WhatsApp stickers are digital elements that offer an engaging way to give your customer conversations a branded and fun look.





# Guided selling

## Sell more.

Guide your customers to find the products they're looking for



**RUNNERS 365**

1  
Okay, let's see! Are you looking for a running jacket for  
19:30

Women Men

2  
Men, okay. 🏃  
You need a jacket with the following functions (multiple answers possible):  
1 Water-repellent 💧  
2 Wind-resistant 🌬️  
3 Very breathable 🌬️  
19:30

Water-repellent, okay. 💧  
You want the following features for your dream jacket (multiple answers possible):  
1 Reflectors 🌟  
2 System Zip 🧥  
19:31

Okay, we've found some! 🎉  
19:31

We've found some!  
The following styles could be just what you're looking for.  
<https://runners365.com/>  
10:31

Sure, no problem.  
What's your zip code?  
19:38

3  
Our nearest store is:  
19:38

Runners 365  
Kerpener Str. 150-152  
50170 Kerpen  
<https://map/navigation/>  
19:38

Hi, I'm looking for the perfect running jacket.  
19:30

Men  
19:30

1  
19:30

2  
19:31

Performance 100 looks good! But I would prefer to try it in one of your local stores instead online shopping.  
19:38

50935  
19:38

**KEMAL LAABI**  
Male, 30 years old  
Controller  
Lives in the suburbs close to nature  
*Kemal is a very athletic guy. He trains hard for his next marathon participation. When choosing new sportswear he appreciate an expert advice and looks at reviews.*



# Expert advice

## This is service!

Help customers with specialized advice to help them find the right product during the 24-hour Support Window.

**MY PETS**

1  
My cat Fitzzi has a sensitive stomach these days. 🙄 Would you suggest any wet foods for cases like this? 10:30

2  
Poor guy. 🙄 May you like to try our Sensitive Wet Food Kangaroo with linseed oil. It is ideal for sensitive cat stomachs. 🙄 10:30

Sensitive Wet Food  
Kangaroo in multipack or as 400 g tin for cats  
<https://mypets.com/...> 10:30

Sounds good. Let's give it a try. 10:30

Many thanks for ordering at My Pets. 🙄 With this message we confirm your order. Your order number is **142635135** and you can check the status of your order here <https://mypets.com/...> 10:35

You have collected **100 loyalty points!** 🙄 Apply your points for you next order for a 10% discount or collect 50 more to earn 20% off. 🙄 10:35

TODAY

3  
Hi Kati, today you received your order. Are you satisfied? 🙄 Would you like to rate our service? Your opinion is important to us! Here you can leave your review <https://mypets.com/...> 19:30

Sure! Your products and your support are so great. You get from us 🙄🙄🙄🙄🙄 19:30

Wow, great! We're very pleased. Thanks a lot. 🙄🙄🙄 19:30

**KATI SOSCHINSKI**  
Female, 28 years old  
Junior Project Manager  
Lives with her cat Fitzzi in the city  
*Kati prefers online shopping, especially for pet food. She's long term customer at MyPets. Her cat means as much to her as a family member.*

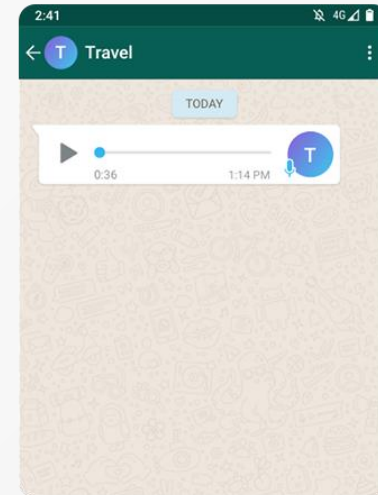
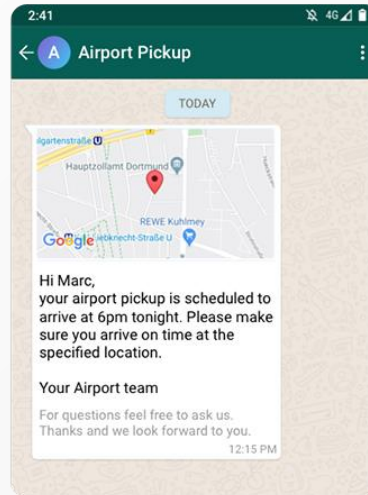
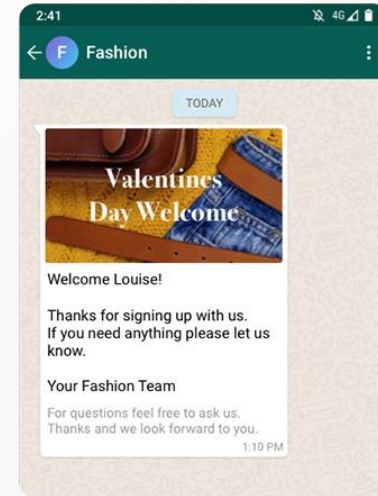
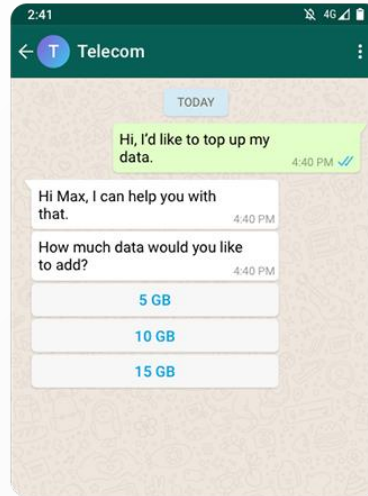
# Rich Media

## Make your conversation visual

Turn your corporate media into rich media:

### Documents

- Images
- Audio files
- Videos
- Interactive buttons
- Locations





# Use cases Not permitted?

There are certain industries and products that will not be approved from WhatsApp. These are stated on [WhatsApp's commerce policy](#).

- Tobacco
- Alcohol
- Medicine (even vitamins), Medical advice
- Sale of Animals
- Gaming and gambling (for example, casinos will not be allowed)





Chorally  
**Useful informations**



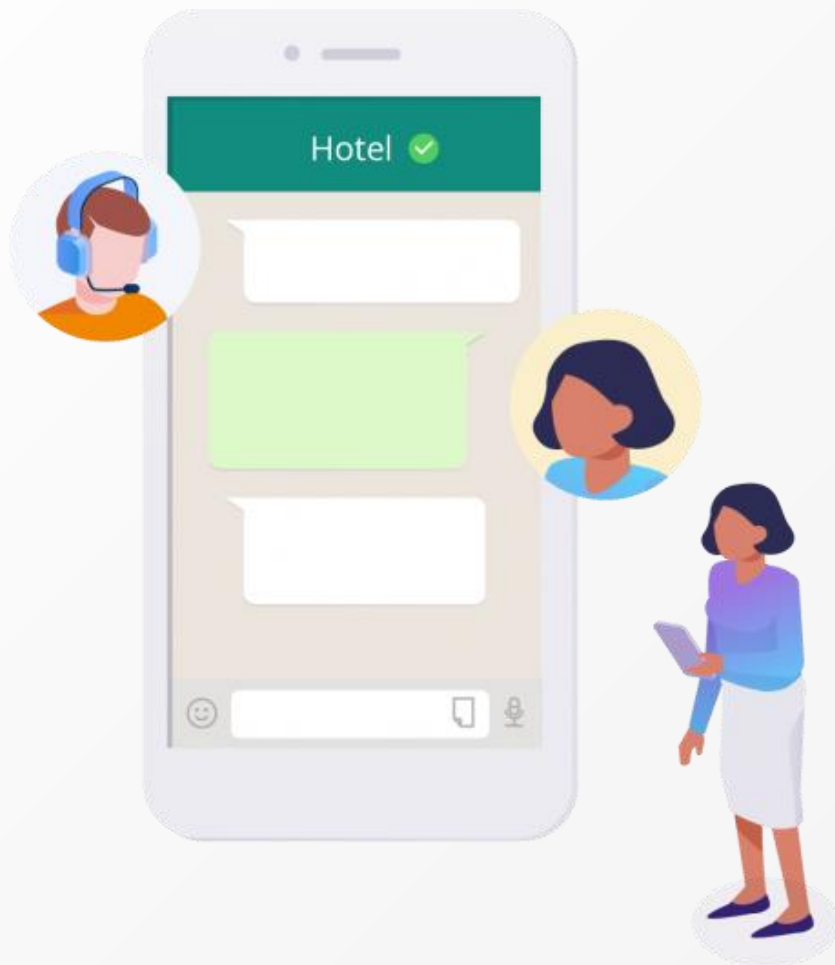
# Conversations through the WhatsApp API

## User Initiated

User initiated conversations can be started from the customer inquiring about a product or service, either on your webpage, mobile app, or even a Facebook or Instagram advertisement (click-to-chat).

## Business Initiated

Business initiated conversations will be initiated with templated messages. These templated messages can be a notifications or alerts sent out to your customer base. Every templated message is approved by WhatsApp. Promotional information cannot be enabled on Message Templates, e.g. fundraising.

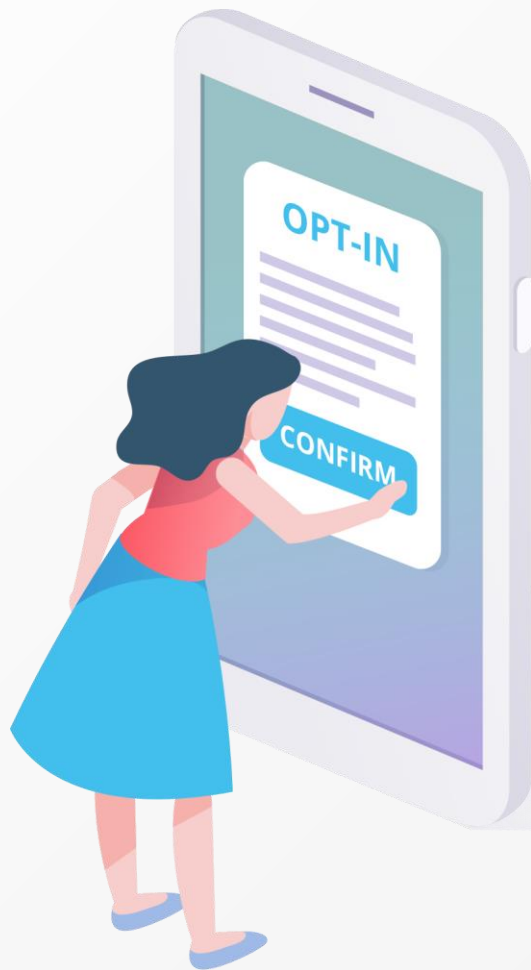




# Opt-in

A user must first consent to receive messages in WhatsApp by opting into them via a third party channel. Your website, app, email, SMS, retail location, etc.

- ▶ Must be an active opt-in, triggered by a user action, such as entering a phone number or checking a box to indicate consent.
- ▶ Clear and concise opt-in messaging so that a user understands what type(s) of messages they will receive.







# GDPR Compliance



End-to-end Encryption



Hosted in Europe



Secure Data Processing



Strict Data Protection



Our WhatsApp Business API is GDPR compliant. A variety of features, our technical setup and infrastructure adhere to strict privacy regulations.

# Use Whatsapp with all the digital and social channels

- **Integrated workflow management**
- **Multiple conversations** simultaneous handling
- **Autoresponders, notification scheduling** and simplified **mass messaging**
- **Integrated SMS Fallback**
- **Holistic Conversation History** and **Unique Customer View**
- **Detailed channel reporting**
- **Dedicated team** in direct
- **Direct contact with WhatsApp**
- **GDPR & Security compliance**

	Ch.	Status	Pr.	Abstract	Tp.	Id	User	Assigned To	Created	Client Updated
WhatsApp	Ch.	working	1	ciao ci sono		45114	393891986619	Care Davide Santangelo	13/3/19 15:10	9/5/19 15:19
All	Ch.	working	1	Ciao ho un problema		45115	393471101070	PR Fabio Castronuovo	13/3/19 16:24	14/3/19 14:36
Mail	Ch.	done	1	Ciao		45120	393287142779	PR Fabio Castronuovo	14/3/19 14:39	14/3/19 14:53
Google Reviews	Ch.	done	1			45121	393407398446		14/3/19 14:53	14/3/19 14:53
Instagram E YouTube	Ch.	new	1	Lorem ipsum dolor sit amet, consectetur adipiscing elit.		45122	393287263469		14/3/19 14:53	14/3/19 14:53
Chat (All)	Ch.	done	1	Example webhook call with emojis 🍌🍌		45153	5491234567890		9/5/19 15:12	9/5/19 15:17
Customer Care	Ch.	working	1	Yusaku		45154	393471101070	Care Fabio Castronuovo	9/5/19 15:17	30/9/19 12:27
Tw @Getchorally										
Comunicazione										
Test Tab										
My Tickets										
PR Nuovi										
Reply Da Care										
All Solved										

