



Ignite Customer Engagement

Unleash the Power of WhatsApp Business with NGAGE CPaaS

CUSTOMER ENGAGEMENT IS TRANSFORMING

With the advent of the digital age, consumer demands are reaching new heights. To stay ahead, operators and enterprises are embracing digital-first marketing strategies to engage with customers precisely when and where they need it, creating immersive experiences across multiple channels. In this new age Omni-Channel communications, operators and enterprises are creating seamless digital journeys through advanced messaging capabilities such as Conversational AI and WhatsApp.

Gartner predicts that by 2026, 90% of global enterprises will leverage communications platform as a service (CPaaS) as a strategic IT skill set to maintain digital competency, up from 30% in 2022.

INTRODUCING WHATSAPP BUSINESS

WhatsApp has over **2.7 billion** monthly active users in over 180 countries. It is predicted that this number will reach 3.14 billion by 2025. Its inherent reliability, security, and familiarity have woven it into the fabric of daily life, connecting friends and families like no other platform. This widespread adoption has catapulted WhatsApp into the realm of a must-have channel for business messaging, transcending market, region, and industry boundaries.

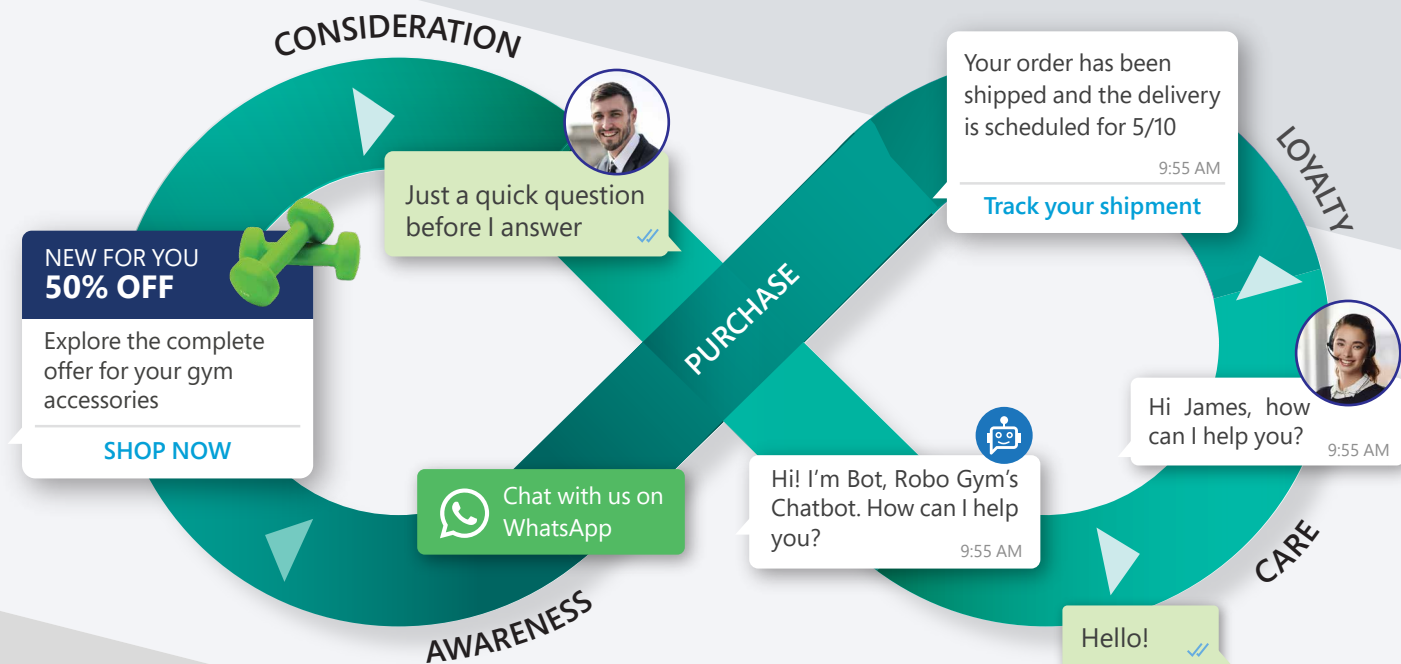
WhatsApp's unique features, including rich media capabilities, real-time communication, and strong user engagement, make it an exceptionally effective channel for various use cases across the entire customer journey.

01 | EMBRACE WHATSAPP FOR BUSINESS

WhatsApp Business empowers businesses to delve into data-driven insights, unlocking a deeper understanding of campaign performance and customer engagement. Key metrics such as average response time, first contact resolution time, and conversation duration are readily available, providing valuable feedback for optimizing strategies. WhatsApp's secure encryption safeguards sensitive data, ensuring both business and customer privacy.

02 | WHY MODERN DAY BUSINESS NEED WHATSAPP BUSINESS

With the power of WhatsApp Business, over **50 million businesses** worldwide have revolutionized their customer journeys. This transformative platform empowers you to define, control, and monitor every step of your customer's experience, from their initial query to becoming a lifelong advocate for your brand.



03 | WHY BUSINESSES TODAY PREFER WHATSAPP

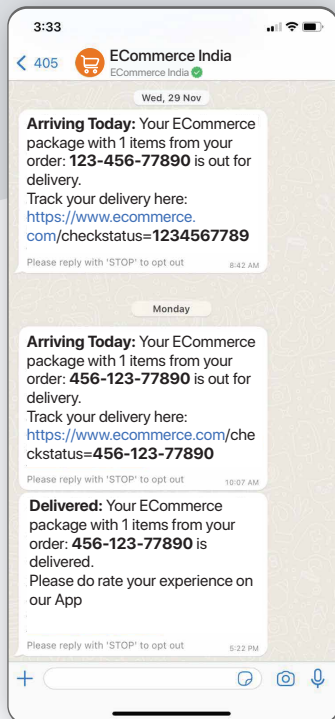


- ✓ Messages on WhatsApp have a **98% open rate with 45-60% conversion rate**, which is 12 times higher than emails and SMS.
- ✓ **Great brand relationships** with the Verified Business profile
- ✓ **2 way conversational experience** with rich media content support

- ✓ **No timeouts** and better opportunities for businesses in **brand advocacy and engagement**
- ✓ **Secure and private communication** with end-to-end encryption
- ✓ **Timely, relevant and personalized communication** with pre-approved templates

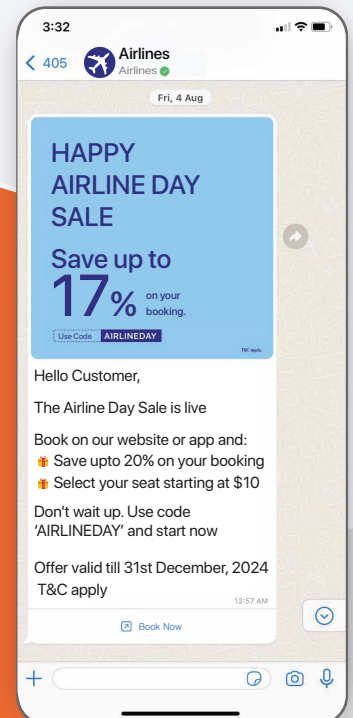
04 | MULTIPLE JOURNEYS LEADING TO CUSTOMER SATISFACTION

As a transformative force in business communication, WhatsApp Business Platform empowers companies to craft personalized conversational journeys, guiding customers seamlessly through every touchpoint of their experience. This platform uniquely caters to four key conversation types:



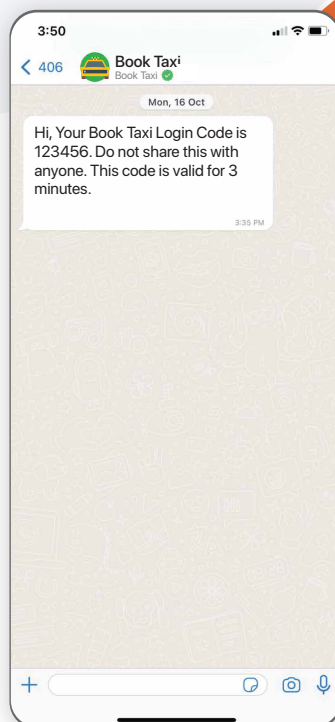
UTILITY

Engage customers in meaningful conversations that fulfill specific needs, from facilitating agreed- upon transactions to providing timely updates on ongoing engagements.



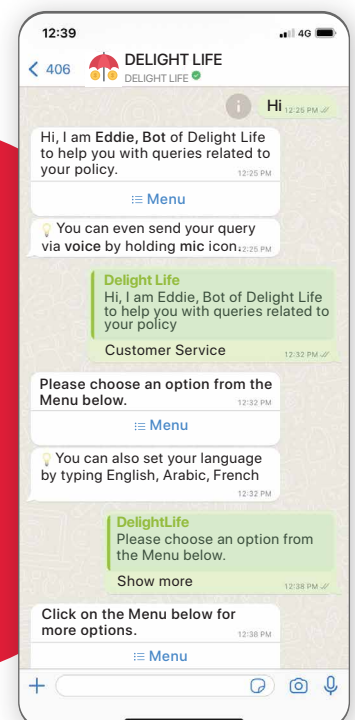
MARKETING

Marketing conversations are proactive interactions initiated by businesses to engage customers with promotions, updates, or prompts. The aim is to foster meaningful engagement and drive desired actions.



AUTHENTICATION

Businesses can seamlessly authenticate users through one-time passcodes (OTPs) integrated into their opted-in conversations.



SERVICE

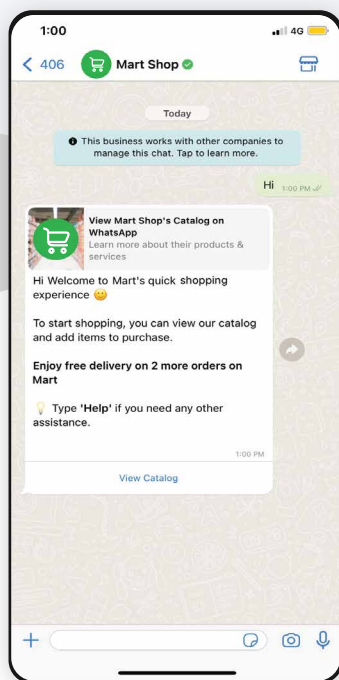
ENGAGE enables the functionality to integrate the Chatbot as per your business use case in order to have service based two-way conversations.

Note: WhatsApp comes with an unlimited conversation window of 24 hrs within a single conversation charge. Conversation charges differ based on the country and message category

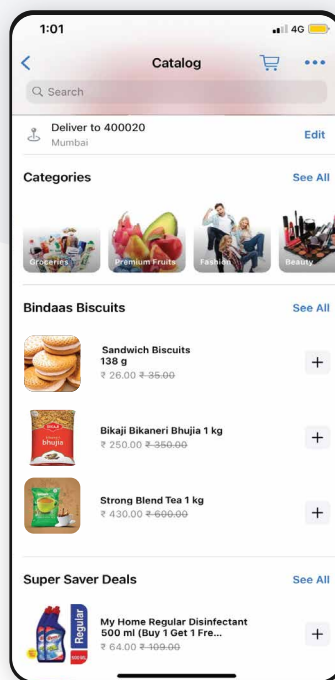
05 | KICKSTART YOUR E-COMMERCE BUSINESS ON WHATSAPP

WhatsApp Business enables a powerful tool - catalog for e-commerce businesses. It allows businesses to showcase their products in a virtual storefront, streamlining the purchasing process for your customers. This leads to increased sales and customer satisfaction.

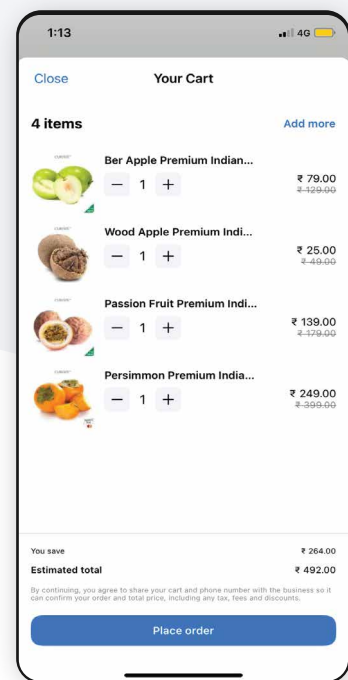
By default, customers can add a product to their cart, or amend quantities directly from the list or product details page. When enabled, cart-related buttons appear in the conversation, catalog, and product details views.



CONVERSATIONAL VIEW

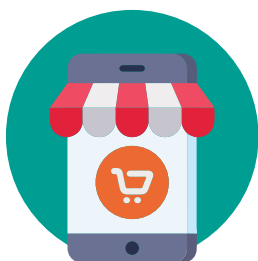


CATALOG VIEW



DETAILS VIEW

06 | WHATSAPP BUSINESS PLATFORM: TAILORED SOLUTIONS FOR EVERY INDUSTRY



RETAIL

Delight shoppers with easy product discovery, guided selling, loyalty program alerts, coupons, re-buys and after-sales engagement.



FINTECH

Simplify financial services with easy KYC, instant payments, credit card renewals, EMI collections, lead generation and service requests.



FOOD & RESTAURANTS

Revolutionize your restaurant operations with WhatsApp based ordering, meal and add-on recommendations, payments and real-time delivery updates



EDUCATION

Transform Student experience with improved course discovery, 1:1 consultations and automated FAQ's



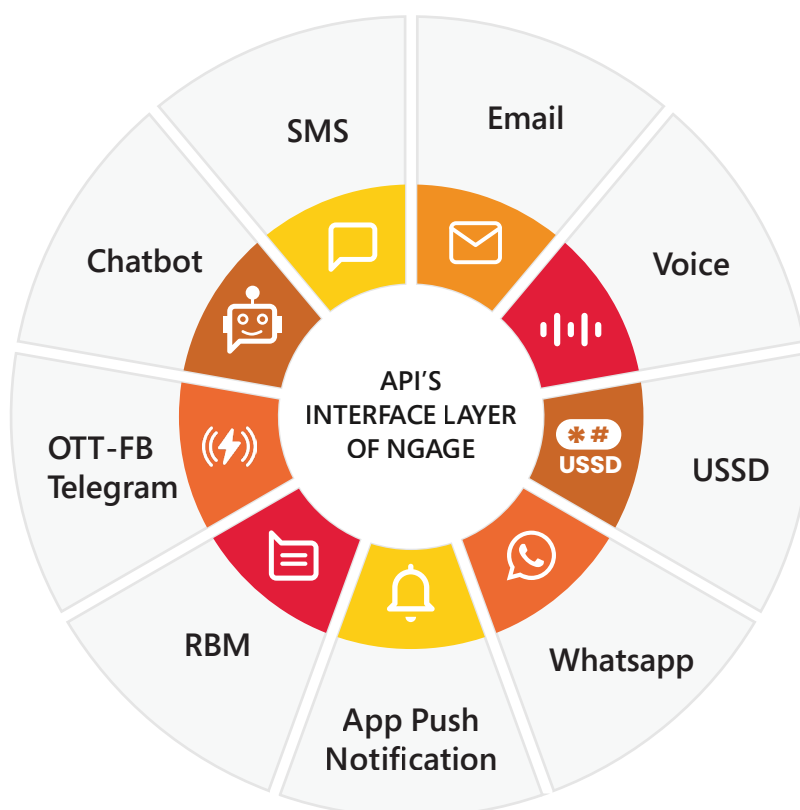
HEALTHCARE

Deliver better health outcomes and unblock staff bandwidth with automated outreach, appointment booking, feedback collection and more

ENABLE WHATSAPP BUSINESS WITH NGAGE

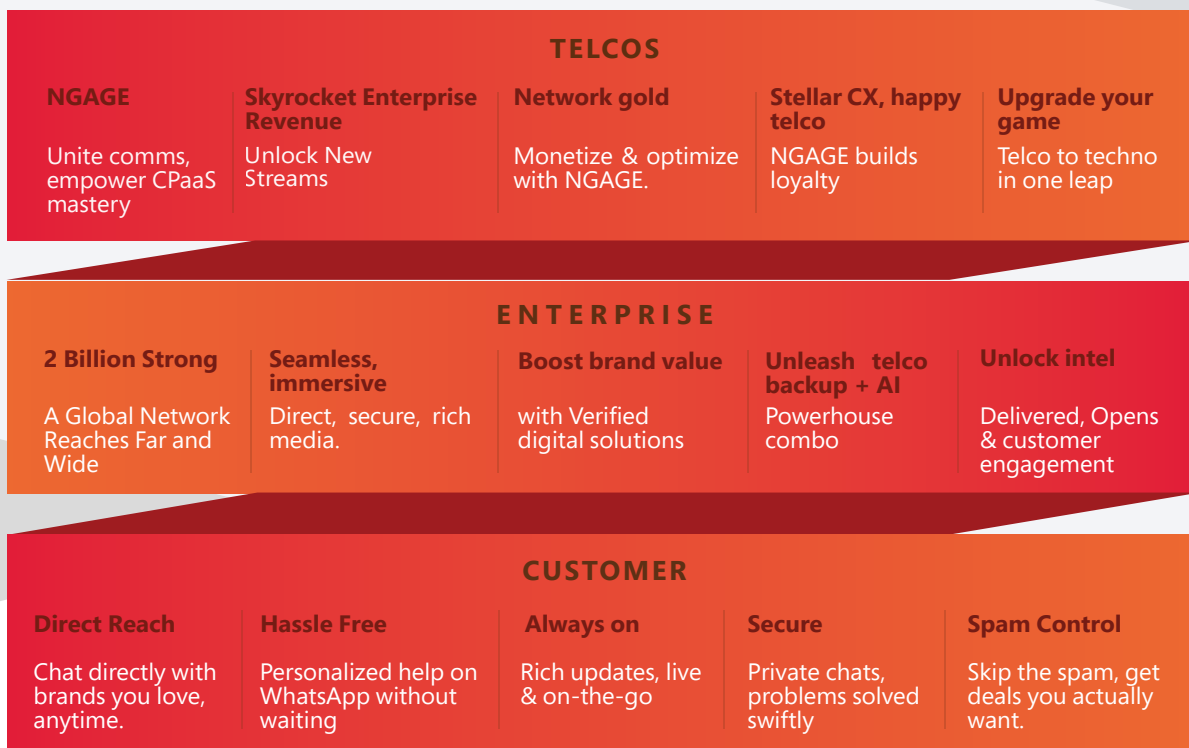
Comviva's NGAGE is an omni-channel CPaaS Platform that provides a wide range of communication solutions tailored for enterprise clients. These solutions enable seamless customer engagement across multiple channels, including SMS, Email, WhatsApp, RBM and Voice. The platform is scalable to meet the needs of businesses of all sizes, including government agencies and developers.

NGAGE's Conversational AI capabilities coupled with WhatsApp Business enables businesses across various industries to enhance customer experiences. By leveraging cognitive automation and Natural Language Processing (NLP), enterprises can automate user interactions in a natural and engaging manner, fostering a more personalized and satisfying customer journey.

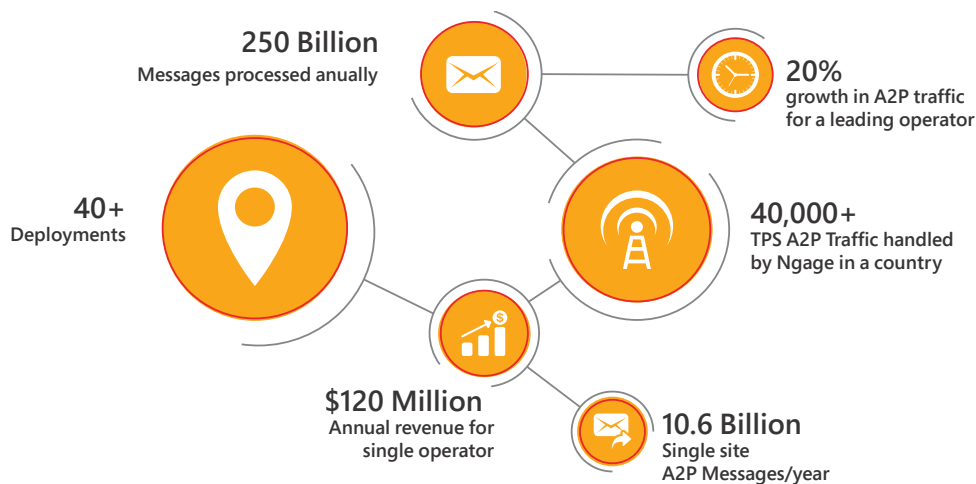


BENEFIT ACROSS THE BOARD

The benefit that NGAGE CPAAS provides to operators, companies and subscribers includes-



NGAGE : TRUSTED BY CUSTOMERS WORLDWIDE



About Comviva Technologies Ltd.

Comviva simplifies business complexity. Our innovative portfolio of digital solutions and platforms brings greater choice, faster time to market and flexibility, to better meet the evolving needs of our customers as they drive growth, transform, and bring efficiency. From maximizing customer lifetime value to enabling large-scale digital transformation, we partner globally with organizations in the communications and financial industry to solve problems fast and transform for tomorrow.

Comviva solutions have been deployed by over 130 Communication Services Providers and Financial Institutions in more than 90 countries and have delivered the benefits of digital and mobility to billions of people around the world. Comviva is a completely owned subsidiary of Tech Mahindra and a part of the Mahindra Group. For more information, visit us at www.comviva.com