

# How Conversational Messaging Keeps You Closer To Customers

Connect, convert, and care for your customers, conversationally.



Modern customers are weary of conventional ways of business communication. They no longer want salesy emails that they mark as spam as soon as you drop them in their inbox. And calls that they hang up on after the first hello.

Instead, they want to connect with businesses in a personalized, one-on-one chat conversation immediately. So, in the era of digital transformation and mobile-first marketing, businesses are increasingly looking for ways to engage their customers actively on their preferred messaging platforms. In comes conversational business. Leveraging conversational business, you can build lasting customer relationships, offering an authentic and immersive chat experience and enhancing brand loyalty.

However, you also need to be on the right platform to engage with your customers. A platform, where customers already feel at home and are constantly present—WhatsApp. With over **2 billion subscribers** globally, WhatsApp Business is one such messaging platform that can help brands deploy a delightful conversational business experience for their customers.

In this e-book, we will explore the importance of conversational business, how WhatsApp Business API can help, and how businesses can leverage it to create high-quality messaging experiences for customers. We will also showcase some case studies to demonstrate how businesses have used **Gupshup's WhatsApp Business API** solution to achieve their goals across sales, marketing, and commerce.

# What is conversational business?

Conversational business is a strategy that uses chat and messaging apps to engage with customers. It is a two-way communication channel that allows businesses to have personalized conversations with their customers, providing them with timely and relevant information, addressing their concerns, and building trust.

## Where has this trend emerged from?

Conversational AI is revolutionizing the way that businesses and customers interact. AI technology, predictive analysis, and messaging apps have fostered this shift in communication style - allowing companies to bridge the gap between traditional customer service models and modern expectations for an engaging experience. Messaging apps are transforming the customer experience, and this trend is only accelerating as more than 2.87 billion people now use them regularly. Being able to provide customers with personalized interactions has quickly become an essential part of any business's strategy: it allows companies to build stronger relationships, and better understand their needs and preferences, all while increasing revenue potential at reduced costs - making for smarter investments.

## The Importance of Conversational Business

The world of work and consumer behavior were transformed virtually overnight by the COVID-19 pandemic, with digital communication playing a major role. In response to health concerns, messaging saw an explosive surge in use all over - giving rise to corporations such as Nestle, Abu Dhabi First Bank, Danone, Tata Cliq, and 45,000+ brands using conversational marketing techniques while quarantined. What's driving some of the world's most recognizable brands to adopt this messaging approach?

### It's simple, it's consumer behavior driven:

As inboxes fill up with impersonal messages and generic offers, technology continues to provide more ways of creating natural conversations. Today, AI-powered chatbots coupled with technological advancements such as powerful personalization tools and AI optimization of unstructured conversations have revolutionized the way messages are communicated - making them more human than ever.



# Why choose WhatsApp Business Messaging?

WhatsApp, one of the most popular messaging apps worldwide, provides a platform for businesses to communicate with their customers conversationally. It provides a range of features such as message templates, chatbots, and notifications, which can help businesses to create a personalized messaging experience for their customers.

With WhatsApp Business Messaging API, businesses can send transactional messages, provide support, and offer promotional content to their customers. WhatsApp Business Messaging API can help create a delightful conversational business experience in the following ways:



## Drive Discovery:

- **Ads that Click to WhatsApp:**

Add a call-to-action button on your Facebook and Instagram ads that, when clicked, open a thread with your business on WhatsApp.

- **Campaign intelligently:**

Make promotions feel more personal by reaching out to customers with products and information of their interest

- **Reach customers where they are:**

Make it easy for people to connect with your business by meeting them where they already are: on WhatsApp. Place a click to WhatsApp icon on your website, list your business on WhatsApp and leave customer engagement to an AI-powered bot built on the Gupshup platform

## Drive Revenue:

- **Sell Conversationally:**

Shopping features such as catalogs, payments, and digital leaflets make it easy for customers to browse products and place an order, right from within WhatsApp.

- **Upsell and cross-sell intelligently:**

Shopping features such as catalogs, payments, and digital leaflets make it easy for customers to browse products and place an order, right from within WhatsApp.

## Optimize support costs and increase efficiency

- **Automate L0-L1 queries:**

Deploy automated conversational flows with AI-powered chatbots to mitigate high-volume inbound support requests

- **Smart Assist:**

Leave your human agents to do more complex problem-solving and deflect common queries to a Chatbot on WhatsApp. Implement smart routing from conversations only when live agent support is needed.

# Messaging can drive results at every stage of the customer journey

WhatsApp can be used to engage with customers at every stage of the customer journey. Here are some examples of how businesses can use WhatsApp to enhance the customer experience at each stage:



## Pre-Purchase Stage

- product recommendations
- answer product-related questions
- offer personalized support to help customers make informed purchase decisions

## Purchase Stage

- order confirmations
- shipping updates,
- handle payment-related queries.

**Businesses can also use WhatsApp to offer cross-sell and upsell opportunities.**

## Post-Purchase Stage

- post-purchase support
- handle returns and exchanges
- provide personalized recommendations based on previous purchases
- solicit feedback and encourage customers to leave reviews.

# Optimize WhatsApp Business to its potential to offer unmatched customer delight

WhatsApp Business is a powerful platform that can help you grab customer attention. However, you must leverage this tool to its maximum potential to consistently better conversational customer experience.

Here are some best practices you can follow:



- **Use Messaging Templates:**

Messaging templates are pre-approved messages that businesses can use to send standardized messages to customers. This can save businesses time and ensure that messages are consistent, and professional, and do not flout any messaging or content norms laid by WhatsApp.

- **Create a Personalized Experience:**

Businesses should use customer data to personalize their messaging experience. This can include addressing customers by name, recommending products based on their previous purchases, and providing personalized support.

- **Use Chatbots Effectively:**

Chatbots can be used to automate conversations with customers, but they should be used strategically. Businesses should ensure that chatbots are designed to handle common inquiries and provide quick and accurate responses.

- **Provide Timely Responses:**

Customers expect timely responses when they reach out to businesses on WhatsApp. Businesses should aim to respond to inquiries as quickly as possible, ideally within a few minutes.

- **Handle Complaints Effectively:**

Complaints can be a great opportunity for businesses to turn unhappy customers into loyal ones. Businesses should handle complaints with care and empathy, providing timely and effective solutions to address customer concerns.

# Businesses using Gupshup's WhatsApp Business Solution to elevate the customer experience

Leveraging the expertise of Gupshup—the #1 conversational engagement platform, you can elevate your WhatsApp customer experience to the next level.

With our comprehensive WhatsApp Business solution, you can automate conversational engagement across marketing, support, and commerce.

Don't believe what we say, look at what we helped our customers achieve:



## NoBroker:

Leveraging Gupshup's WhatsApp Business Solution, NoBroker elevated its property listing experience, streamlining the process and increasing ROI by 20X.

[Read here.](#)



## DoubtNut:

DoubtNut boosts learner engagement by 260%, sending 1.8M daily messages over WhatsApp, offering a streamlined learning experience and increasing student engagement and retention.

[Read here.](#)



## Rajasthan Royals:

With Gupshup's WhatsApp solution, RR delivered personalized and interactive fan experiences, creating a 4X increase in sales over 2.5 months.

[Read here.](#)



## TATA CLiQ:

Gupshup's WhatsApp Business solution helped Tata CLiQ reach sales worth \$500K monthly with a 57% click-through rate on WhatsApp.

[Read here.](#)

## Conclusion

Conversational business is becoming increasingly important as more and more customers expect personalized and convenient experiences when interacting with businesses. And it all starts with choosing the right platform to have an impact.

With our WhatsApp Business solution, we help you elevate a messaging platform replete with the necessary tools, to better engage customers in timely and relevant conversations building long-lasting relationships and nurturing customer trust.

Visit us: [www.gupshup.io](http://www.gupshup.io)

