

VIVOCHA WHATSAPP INTEGRATION

MESSAGING APPLICATION FOR CUSTOMER CARE

On August 1st, 2018, WhatsApp announced the launch of an API for Business accounts. In this initial phase, the API will be available for a limited number of selected companies among those who requested it, including Vivocha. Therefore, Vivocha customers have the opportunity to preview its potential.

Today, WhatsApp boasts about 60 billion messages exchanged a day and more than 1,5 billion active users per month. This represents a great opportunity for companies that want to easily interact with their customers using the messaging platform they are accustomed to.

Through the use of the Business API, there is now the possibility to send non-promotional messages and interact with customers to provide them with support, and send reminders or documents like purchase receipts. Vivocha is the first Italian tech company in Customer Care to have integrated the WhatsApp channel, which customers will be able to fully benefit from.

WhatsApp Business API

The last news related to the famous messaging platform is the launch of a company API that allows large companies to communicate with their customers through the WhatsApp platform.

It will be possible for companies to send non-promotional messages at a fixed cost, as well as offering real-time customer support and accepting requests via a click-to-chat button on the websites.

The release of the company APIs comes about a year after the launch of WhatsApp Business, which aimed to facilitate the communication of small businesses with their customers.

The new API is instead designed for large companies that operate on a large scale, such as airlines, e-commerce sites, banks, etc.

How the integration works

The WhatsApp Business API Client already supports features provided by the WhatsApp mobile application for Android, iOS, Web and other platforms, including end-to-end encryption.

In addition, the application can be deployed on a server, providing a local API that makes it possible to send and receive messages and integrate this workflow, in this case, with the Vivocha platform.

Here is how WhatsApp integration with the Vivocha platform is put in place:

- A campaign is created in the Vivocha Campaign Builder, and an entry point is defined within the WhatsApp channel. In this case, the entry point

corresponds to a telephone number, which has to be provided by Facebook.

- The user then contacts customer assistance by clicking on the engagement button on the website or on the mobile application and selecting the WhatsApp channel.
- The agent receives the contact request on the Vivocha console and handles it like any other interaction. As this is an asynchronous channel, the contact request can also come in when no agents are available. In this case, it will stay in the queue until it is taken into management by an agent.

WhatsApp integration benefits

- Real-time and Asynchronous: users can alternate between real-time and non-real time conversations.
- Persistent: users can go away and continue the conversation later, returning to the same conversation thread.
- Device Agnostic: consumers can move from one device to another seamlessly (a conversation can start on the desktop website and move to mobile with ease).

The agent can also view some information related to contact history and the previous conversations with that customer.

Furthermore, the user can always visualise the conversation history with the agents, and even if an error occurred, the user would receive a notification on their display as soon as the agent responds to the message, according to the normal settings of WhatsApp.

Use cases

The news proposed by WhatsApp focuses on enabling proactive messages, such as shipping confirmations, flight delays, appointment reminders, etc.

These use cases emerge from how a lot of companies are using SMS today, but it is also possible to imagine different **use cases related to digital customer assistance**.

Every chat can now be managed on a well-known platform and detached from any website or application, **allowing the customer to continue with other activities**.

If, for example, a customer needs information about a new promotion, they can ask their questions through WhatsApp chat, close the website and simply wait for the notification to hit their phone just like any other message through the app.

Take advantage of website escalation

WhatsApp can be used in customer care not only to offer customers a common and simple channel to ask for assistance, but also to escalate conversations from the website channel. **Once the engagement has occurred, the agent must be able to act at the right moment and switch the conversation to the website channel**, in order to focus the customer's attention on the content offered by the brand, and to give them the possibility of completing whatever action they were seeking assistance on (a purchase, the activation of services, etc.).

Live messaging in the Vivocha platform

WhatsApp isn't the only messaging application integrated into the Vivocha console. **Vivocha also offers the possibility to get in contact with customers through the Facebook messenger platform**. Thanks to a webhook that links a Facebook application to the Vivocha console, Facebook becomes another channel that can be integrated into a campaign. It allows the agents in a contact center to be contacted by customers or visitors through the Facebook page of the company,

providing them with the chance to send a message through the familiar Messenger application.

Conclusion

According to Gartner's studies, by 2019, **the number of requests for customer support through messaging applications will overcome the requests for customer support through public social media**.

Messaging applications, like Facebook or WhatsApp, prove this prediction, offering valuable tools to brands and companies that want to keep up with customers' higher and higher requests in the digital assistance world.

Messenger Customer Chat is particularly valuable for customer-service teams, enabling them for the first time to provide consumers with a single, seamless experience across devices. Vivocha consumers can now also chat with a company through the WhatsApp channel and transit back and forth seamlessly without losing the conversation's history and context.

