

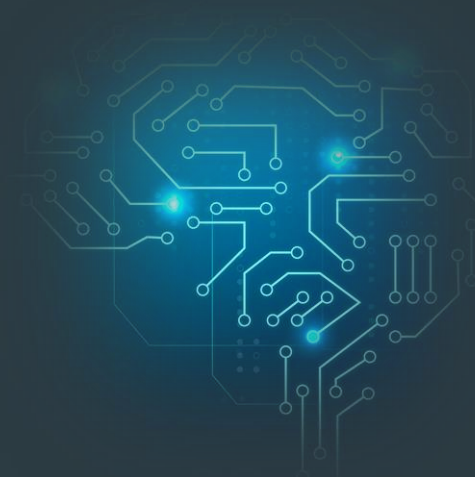
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AUTOMATED WHATSAPP MESSAGING

What is Automated Messaging & how does it work?

Automated Messaging is a marketing strategy adopted by thousands of businesses in order to improve customer relations and profits. This is achieved by:

- ▶ Immediate replies with relevant responses
- ▶ No human intervention required
- ▶ Custom menu's and responses
- ▶ WhatsApp to Email conversion
- ▶ Sending files (images, PDFs, etc.)
- ▶ Users can subscribe - added to database for broadcasting
- ▶ Daily/Weekly/Monthly Broadcasting (i.e. marketing specials)



Benefits Of WhatsApp Automation:

BENEFITS FOR CUSTOMERS:

- ▶ Your clients can initiate conversation with businesses whenever they want. Moreover, they can also receive instant solutions to their queries.
- ▶ Receiving instant replies means that they're able to have two-way conversations with businesses.
- ▶ As a result of 24/7 support, there are higher customer satisfaction rates.
- ▶ Businesses are accessible on an already-available platform so their customers don't need to download new apps.
- ▶ In addition to this, users would already be well-acquainted with the functioning and layout of WhatsApp.
- ▶ Two-factor authentication, end-to-end encryption along with business verification offers protection of your users' data and identity.
- ▶ Capable of making conversations more personalized. Overall, this adds to the value as well as quality of interaction.



Benefits Of WhatsApp Automation:

BENEFITS FOR BUSINESS OWNERS:

- ▶ Any business size from small, home-run businesses to even larger corporations can make use of it.
- ▶ Makes your business available and easily accessible from a range of platforms and channels.
- ▶ The richer customer experience provided enriches customer interactions. Thus, it helps with your customer engagement and retention.
- ▶ Has the ability to send broadcasts along with outbound notifications to your clients.
- ▶ They enable improvement of brand awareness and loyalty while enhancing your brand-customer relationships.
- ▶ It facilitates businesses by allowing them to reach out and connect with individuals through a visual and interactive medium.
- ▶ Furthermore, the almost global availability of WhatsApp allows you to create and program a customer-centric chat. This is capable of catering for international audiences.
- ▶ Additionally, they also allow businesses to provide the best quality of customer service that will ensure customers keep coming back to your business.



Benefits Of WhatsApp Automation:

BENEFITS FOR MARKETING:

- ▶ WhatsApp Automation can be used to carry out repetitive tasks otherwise done by marketers. In this way, marketers will have more free time for strategic work.
- ▶ It allows your business' team to navigate as well as direct customers down the marketing funnel.
- ▶ You can make use of Broadcast lists to execute marketing campaigns on WhatsApp.
- ▶ It also assists in setting up an effective channel for generating as well as contacting leads.
- ▶ The use of personalized chats allow for offering intriguing discounts to certain frequent users/potential leads.
- ▶ Moreover, there is the presence of various formatting options and the ability to include multimedia. This enables the marketing team to be much more creative with their own skills.

Benefits Of WhatsApp Automation:

BENEFITS FOR SALES EXECUTIVES:

- ▶ You can run promotions for leads that are growing cold.
- ▶ The 24-hour WhatsApp status feature is a very innovative way of announcing flash sales and deals.
- ▶ Quick replies are useful in keeping your customers engaged during the entirety of their purchase.
- ▶ You can also share updates on customer orders as well as other important notifications.
- ▶ It allows your business to up-sell. This is done through recommendations of relevant and suitable products along with the links to buy them.
- ▶ Help customers make sales-related decisions.



How Can These Systems Be Used?

- ▶ Internally (employees), externally (customers), or combined
- ▶ Sharing and collecting of data
- ▶ Share contact cards with recipients
- ▶ Share files of all types
- ▶ FAQs answered on the go
- ▶ Can be used for orders & bookings
- ▶ Gather feedback from Customers
- ▶ Converting WhatsApp to E-Mail



How Does The Service Maintain Human Interaction?

- ▶ The system feels as if you are messaging another person over WhatsApp, with instant replies
- ▶ The system is able to share contact cards with recipients
- ▶ We can also generate and share WhatsApp links should you want your staff/clientele to interact via a personal WhatsApp chat with somebody in-office or in-store
- ▶ The system can be seen as a virtual Personal Assistant handling your admin



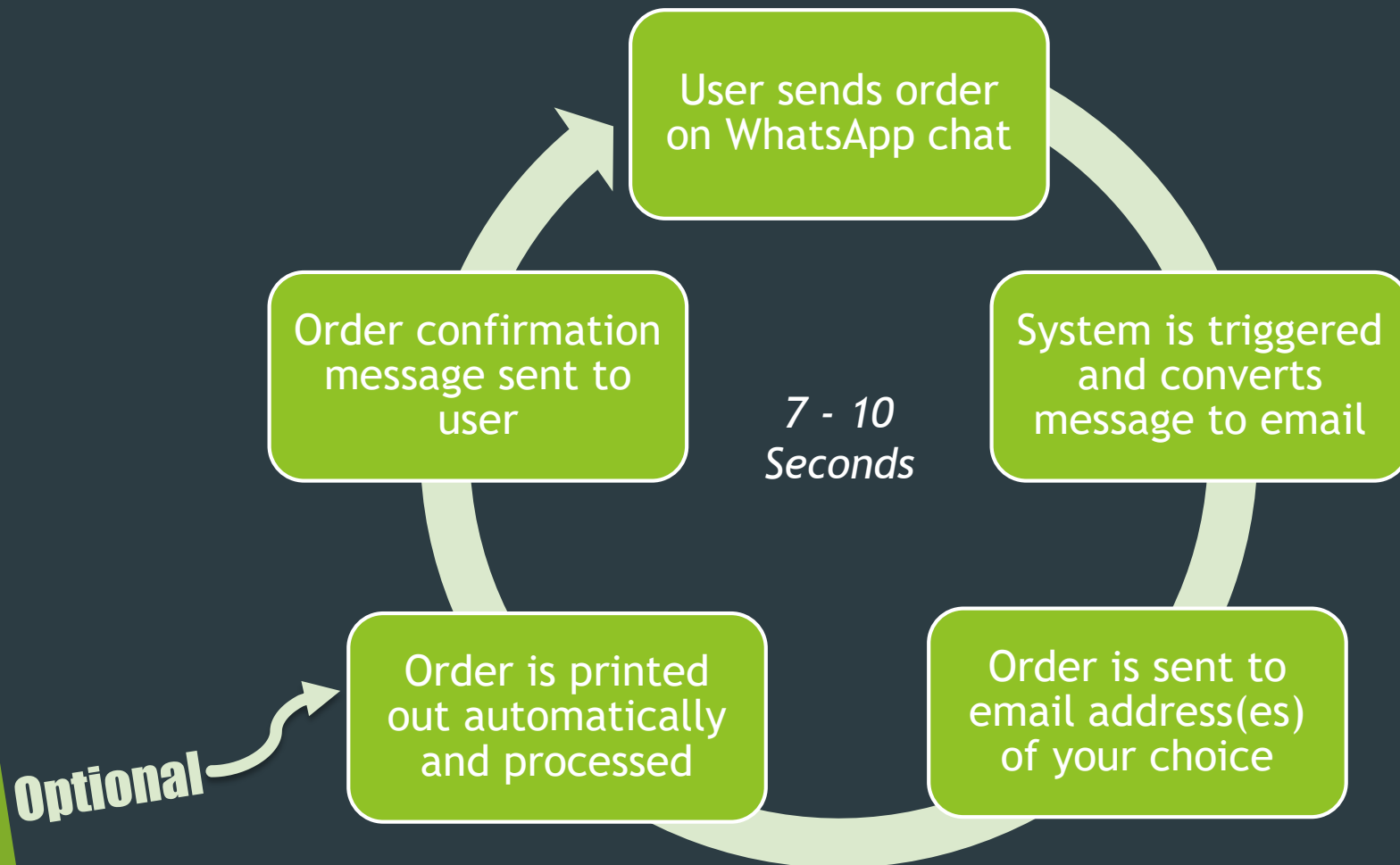
Facts and Figures

- ▶ According to current trends, it is statistically predicted that 5.9 billion people will be using social media messaging by 2025
- ▶ A survey done back in 2020 showed that 75% of people want to communicate with businesses through messaging. This is increasing by the day.
- ▶ Over 100 Billion WhatsApp messages are sent everyday
- ▶ Over 2 Billion active users on WhatsApp at any given time
- ▶ WhatsApp has an open rate of 80% compared to just 25% with email



Order Process Flow example:

Using WhatsApp to Email Conversion



Referral Program - 2023

- ▶ Every client signed on receives their own referral code
- ▶ Refer customers to us using your referral code
- ▶ Every customer signed on using your referral code gets you R1,000.00 off your monthly premium
- ▶ You have the opportunity to pay R0.00 for your system

