



## Enhance your customer experience & create meaningful relationships in one of the most popular instant messaging app

**Almost**

# 90%

of the global internet population use  
some form of Social messaging  
app to communicate

*Source: GlobalWebIndex's  
'Messaging Apps Report*

**Over**

# 66%

of consumers will feel more  
confident about the brand  
and over 55% more personally  
connected when a business is  
available on a messaging app.

*Source: Facebook*

# 4-6-8

4 minutes to resolve a single  
query handled by a call  
6 interactions at a time in around  
8 minutes managed by agent  
through a chat conversation

*Source: Analysys Mason Research*

**WhatsApp Business API**

# Serving customers through a simple and satisfying digital experience

Today, customers want to connect with businesses in the same way that they chat with their friends and family. It is essential to be present in all the channels where they expect to find us.

In 2018, Facebook launched **WhatsApp Business API**, designed for medium and large companies opens the door to better communications. Leading to better customer engagement, greater trust, and lasting long-term relationships.

## Be where your customers are

### Reach a broad audience

WhatsApp counts with more than

**2 billion**

active WhatsApp users in 180 countries

### Higher Open rates

Over

**98% open rates**

## Send and receive rich content



Videos (MP4)



Images (JPEG, PNG)



Location



Plain Text



Documents (PDF, MS Word, MS Powerpoint, MS Excel)



Interactive buttons: List of options, reply buttons, call to action

## Integrate with existing systems

Integrate our REST API into your existing systems (CRMs, ERPs, contact center, ticketing tools, pay by link, etc.) to offer a more completed, personalized and valuable experience to customers.

## Automate your conversations

Worldline offers the possibility to automate your conversations with predefined rules or applying a more conversational language that will allow to increase your customer satisfaction and reduce operational costs by reducing call center traffic.

Bots can deliver customer service cost savings of

**30%**

Source: Chatbot Magazine



# Several options to onboard easily your clients

## Place a Banner



Placing a **WhatsApp button** on product, service, and shopping cart related webpages/App

## Scan QR code



Include a **QR code** in your packaging, catalog or website/app

## WhatsApp Link



Link to your "Google my Business" or include a "contact me" option in your available Social Networks

## Click on Ads



Click-to-WhatsApp Chat using **Facebook or Instagram Ads**

## SMS Campaigning



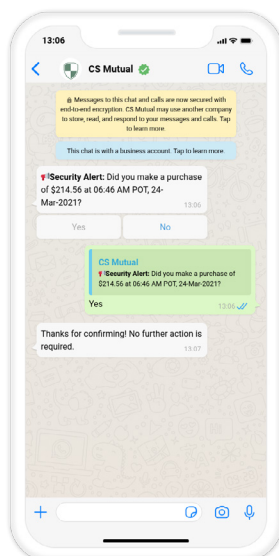
Massive **campaign** through one of the channels where customers have provided the Opt-in, informing about a **new available channel**

# Multiple possibilities to bring customer value

## Business-initiated conversation

**Proactively initiate conversations** with customers to promote relevant offers and promotions, send notifications and alerts to notify about ticket or payment updates, shipping delivery status, and more by using Template messages. Attach images, videos and documents to these messages to **provide a richer user experience**.

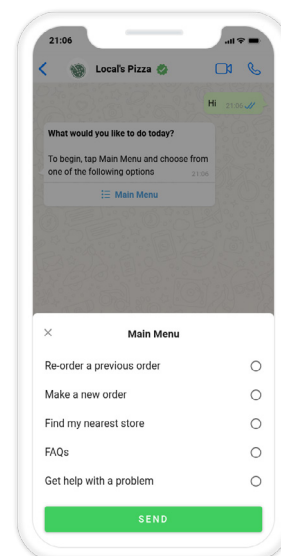
- **Notifications/Alerts**
  - **Order tracking**
- **Marketing campaign**
- **Loyalty program**



## User-initiated conversation

**Promote the channel** as way that clients can contact your business for **customer support or assistance** or to conduct operative and transactional processes.

- **Customer service**
  - **Assistance**
- **Account & Order follow-up**
- **Transactional (including payment)**
  - **Loyalty account**



# Why starting today?

Worldline is a Business Solution Provider to supply WhatsApp Business for medium and large companies



**Time-to-Market agility**



**Early access to new features**



**Direct support**



**Scale as you grow**



**Personalized and innovative Use Cases based on your needs**



Enrich your customer experience with WhatsApp Business API connectivity embedded in Worldline's messaging solutions



**Shared inbox**

Our Mobile Competence Center provides a single and intuitive web interface to **manage all communication** messages with the client between multiple agents without relying on third parties.



**Manage contacts**

Add a single contact manually or import a file with a list of contacts.  
Search by username, a tag or by the phone number.



**Broadcast messages**

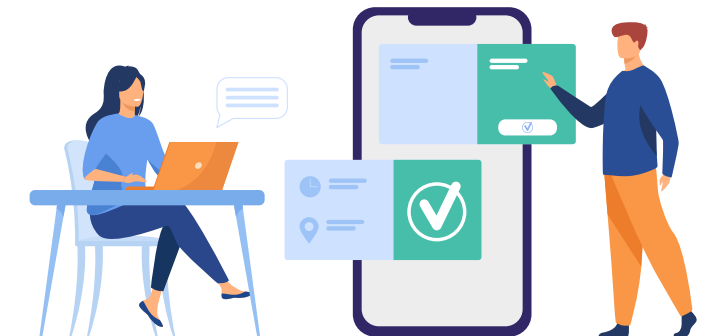
Send Template Messages in a simple or mass format. You can schedule the sending to a targeted segment, at specific date and time.



**Monitor all metrics**

Collect and analyze important data to **optimize process** make business-critical decisions

- Automate a wide range of business use cases from customer service to engagement, and transactional operations with our WL Conversational Platform
- Seamlessly transfer conversations from the bot to a human agent when needed thanks to our handover feature
- Connect with payments, order management or CRM tools for real-time conversations on order updates, refunds, and more



Ask for a demo  
[infoWBAPI@worldline.com](mailto:infoWBAPI@worldline.com)

# About Worldline

Worldline [Euronext: WLN] is the European leader in the payments and transactional services industry and #4 player worldwide. With its global reach and its commitment to innovation, Worldline is the technology partner of choice for merchants, banks and third-party acquirers as well as public transport operators, government agencies and industrial companies in all sectors. Powered by over 20,000 employees in more than 50 countries, Worldline provides its clients with sustainable, trusted and secure solutions across the payment value chain, fostering their business growth wherever they are. Services offered by Worldline in the areas of Merchant Services; Terminals, Solutions & Services; Financial Services and Mobility & e-Transactional Services include domestic and cross-border commercial acquiring, both in-store and online, highly-secure payment transaction processing, a broad portfolio of payment terminals as well as e-ticketing and digital services in the industrial environment. In 2020 Worldline generated a proforma revenue of 4.8 billion euros.

[worldline.com](https://worldline.com)



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