



LIVEVOX

Chat With Your Customers On WhatsApp

Livevox seamlessly integrates WhatsApp into a comprehensive omnichannel suite so you can send and receive messages from a single desktop. **Why WhatsApp?**

Expand your reach with customers and prospects

WhatsApp is the primary messaging channel for customers in many countries because it is generally less expensive per message than SMS outside the US. LiveVox offers verified WhatsApp Business Account as part of our comprehensive omnichannel suite. Your WhatsApp Business Account will feature your brand name, signalling to customers and prospects that they can trust you, making engagement easier and more accessible.

WhatsApp is part of the LiveVox omnichannel suite, which means you won't have to manage yet another provider. You'll use WhatsApp just like you would SMS, webchat, or email and access each channel from a single messaging hub. Additionally, we'll help you navigate the WhatsApp Business Platform Policies, such as Message Template guidelines and the 24-Hour Rule.

Messaging templates: Business-initiated conversations



Marketing – Send promotional offers and product announcements to increase awareness and engagement.



One-time passwords – Send codes that allow your customers to securely access their accounts.



Transactional - Send account updates, order updates, alerts, and share important information.

LiveVox will submit your message template to **WhatsApp for approval. Once approved, you can leverage the message template to initiate WhatsApp campaigns to your customers.**

Expand your reach with customers and prospects

Customers can reply to your message or initiate a conversation with your business at any time. Once a customer sends you a message, you can reply to the customer for up to 24 hours. During the 24 hour period, you can address the customer's service questions and follow up with promotional material. You may choose to reply using a chatbot or a live agent. A message template is not required during the 24 hour period. Once the 24 hour period passes, LiveVox will let you know that you must use a message template to re-engage the customer.

Build trust faster on a customer-preffered channel

Your WhatsApp number has a Quality Rating. If too many people block or report your business, your Quality Rating will drop and WhatsApp may limit your ability to send messages. We recommend making sure that customers OPT IN to receiving WhatsApp messages from your business and that they expect the material you send them

Consider putting a QR code for your WhatsApp number on your website and other promotional material. It is easier to leverage the WhatsApp channel when the customer initiates the conversation with you.