



## About WhateX

WhateX is a business WhatsApp solutions provider, enabling brands and teams to connect with consumers over WhatsApp.

Consumers have moved on from email and the modern lifestyle means people are harder to connect with.

Utilising the power of WhatsApp API, WhateX opens up WhatsApp as an official communications channel for your sales and service teams.



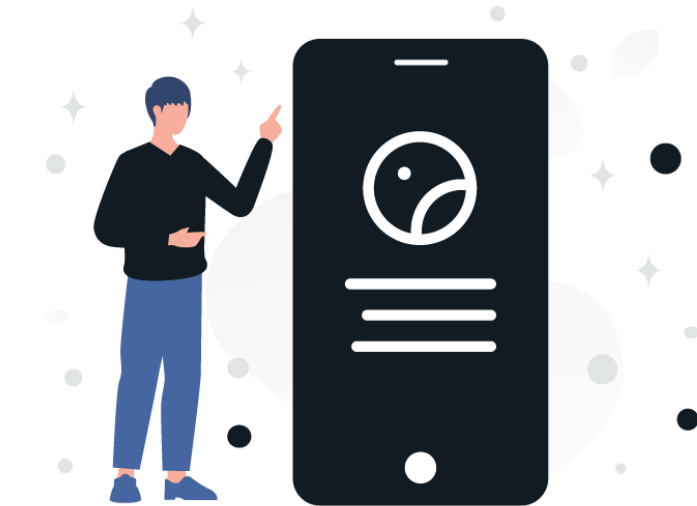
## Why WhatsApp?



Messaging is the preferred method of communication in our personal lives



WhatsApp is the most popular messaging app in over 100 countries and boasts over 2 billion active users.



The average WhatsApp user opens WhatsApp 23 times per day



Personal email accounts are drowned in spam and junk

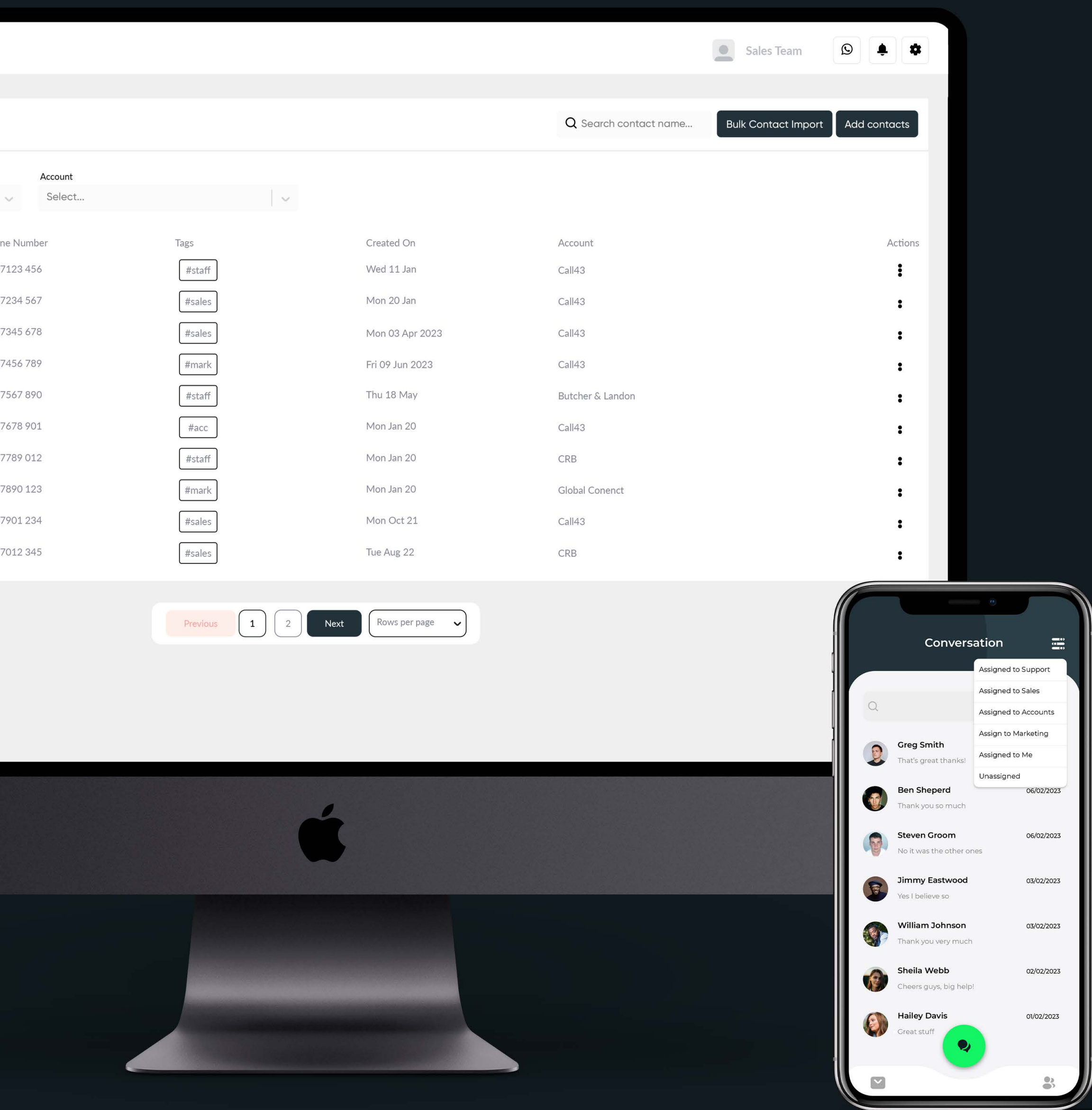


75% of callers hang up at voicemail



Open and read rates are 7 times better in WhatsApp than in email





A Shared Team or Private  
Inbox with Browser Based  
Cloud Software and an App in  
Google & Apple Stores

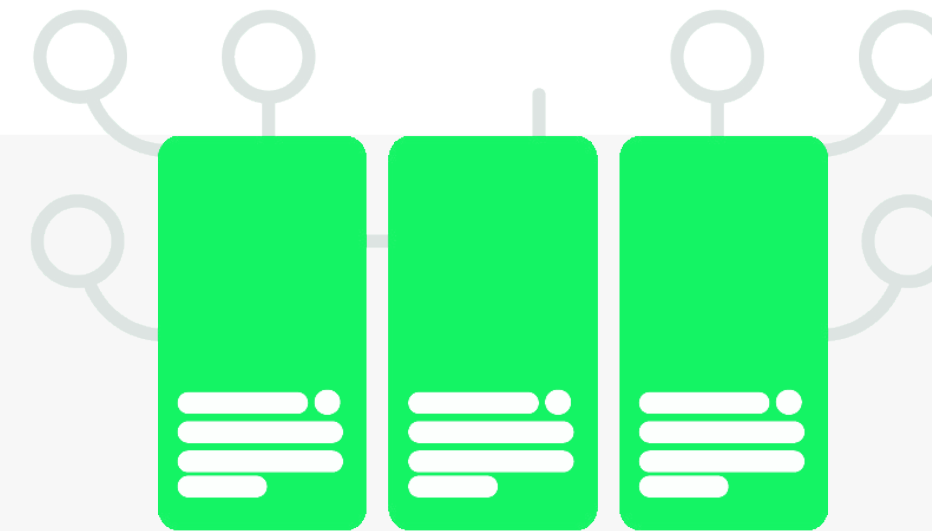
## The Tech Explained



Consumers using WhatsApp  
as normal



WhatsApp API via Gupshup  
enabling consumers & businesses  
to message on WhatsApp



WhateX software hosted on AWS  
in Europe



Business using the WhateX app  
and cloud software to message  
consumers

## How WhateX Can Help You

### Your current Issues with using WhatsApp without WhateX

- ✗ Customer conversations are being conducted on personal WhatsApp accounts by your staff
- ✗ The business has no visibility of private conversations on staff's personal WhatsApp meaning the messages cannot be viewed, tracked or reported on as well as not being captured in the CRM
- ✗ Valuable data and information regarding key relationships sit within the staff's private WhatsApp, which is a business risk
- ✗ Client data cannot be deleted if requested
- ✗ Data is being processed outside of GDPR regulations, and in many cases, in breach of WhatsApp terms & conditions

### The Solution

Using a WhatsApp Business Solution (API) guarantees that your important and confidential information is stored in a centralised location, remaining within the business and fully compliant with GDPR regulations.

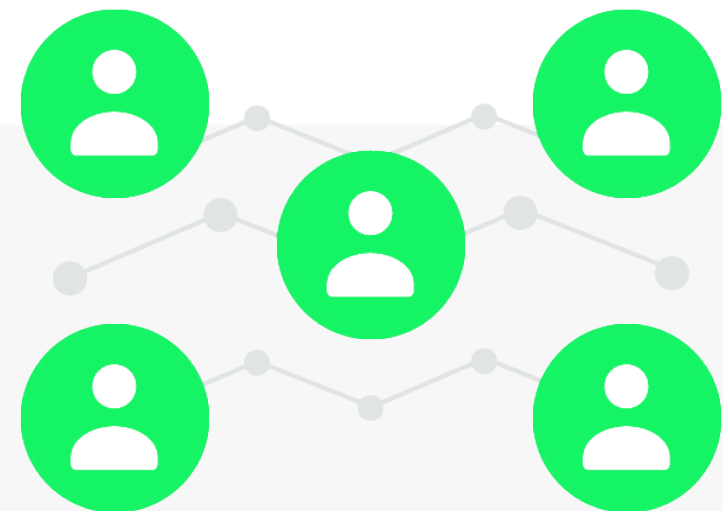
## How WhateX Can Help You

### The communication Gap

- ✗ Notifications for personal email accounts are often disabled, meaning open rates are poor (sub 20%). WhatsApp has a 98% open & read rate — 7 times greater than that of email
- ✗ B2C's report that over 70% of their outbound calls don't get answered
- ✗ Important updates can be missed & scheduling the next stage can become extremely frustrating
- ✗ Failing to communicate effectively can lead to reduce the customer experience and the value of the brand

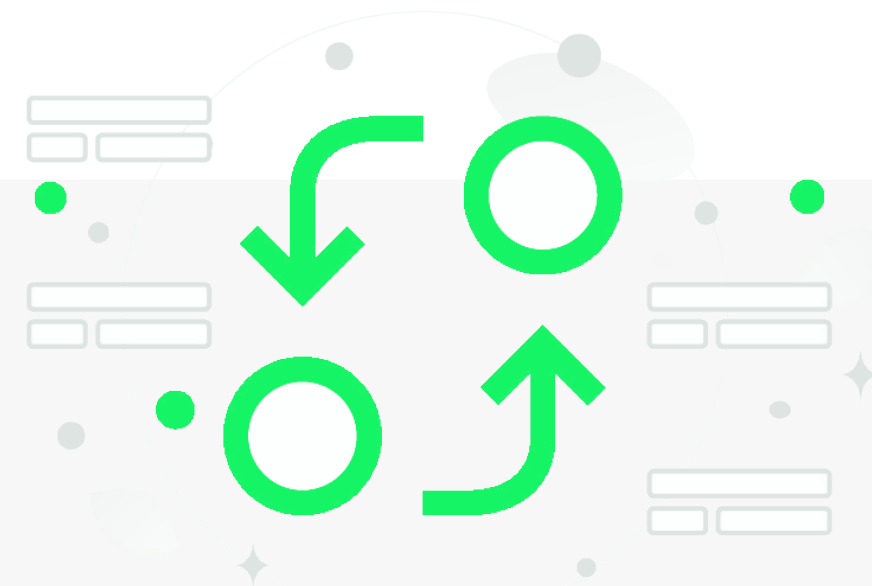
### The Solution

By leveraging the WhatsApp Business Solution (API), you can effectively reach out to your customers through WhatsApp, enhancing communication efficiency with increased read and open rates, prompt responses, and an overall improved customer experience.



## Collaboration

- Shared team inboxes WhatsApp
- Tailored Access Controls for work-related conversations, enabling assignment to individuals and teams, as well as tagging for targeted marketing broadcasts
- Support for various media types, allowing the sharing of documents, images, barcodes, URLs, and videos
- Comprehensive Analytics and Reporting Capabilities



## Integration

- Streamline communication by logging conversations into your CRM for enhanced visibility
- Empower customers to initiate chats via your website, social media, or QR codes
- Enhance customer engagement by integrating with your phone system to automatically send WhatsApp messages and reduce call abandonment rates



## Automation

- Utilise bots to improve the prequalification of sales leads and enquiries
- Automatically direct queries to the appropriate team for prompt customer responses
- Effortlessly handle after-hours requests
- Automatically respond to third-party email leads and forms through WhatsApp



## Encryption & Compliance

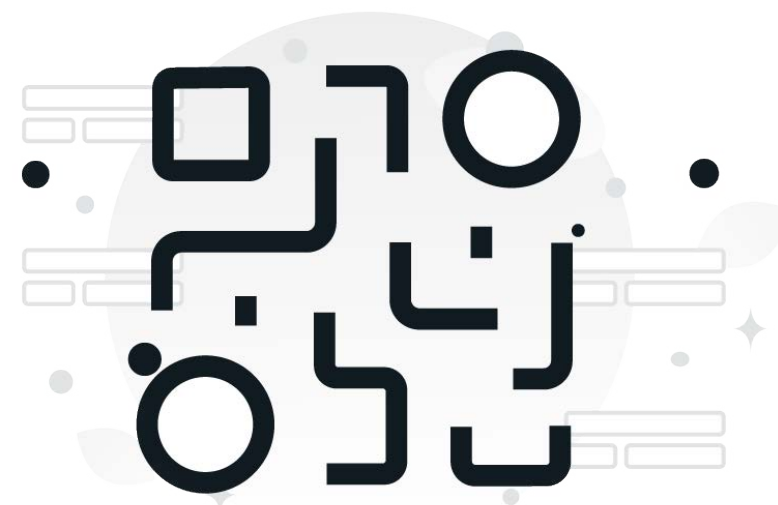
- GDPR Compliant WhatsApp
- Adhere to WhatsApp's Personal & Business Policies
- MiFID II Compliance
- End to End Encryption
- Phishing resilient



Let customers start chats from...



Your Website



QR Codes



3rd Party Lead Providers



Waiting callers from your Hosted Phone System



Contact Us Form



Social Media

## Outbound employees can reach out

### Add & Tag Contacts

#### Add Contact

Use the form below to add a contact

Select Account

Butcher & Landon

Name

Mark Anthony

Phone Number

07986345321

Tags

Search tags...

Cancel

Submit

### Bespoke Messages

#### Variables

Enter the necessary variable once you are happy click submit to send.

Template Message

Hi {{1}}. I just tried calling you in regards to {{2}}. Can you let me know when it is convenient to speak, or alternatively, we could chat further here? Please confirm either way Thanks {{3}}.

1

Simon

Add Tag

2

An update on your project

Add Tag

3

Sandra

Add Tag

Cancel

Previous

Submit





Automation & Bots

Guide customers to the correct department/team

Reply\*

Thank you so much for contacting Call43

Please reply with the following keyword from the options 📌

👉 Demo - to schedule in a web demo of our WhatsApp messaging solution


👉 Sales - to chat with a member of the sales team

👉 Support - for any existing customers who need assistance

👉 Other - for all other enquiries

Automation enabled

☒



Assign messages to a team or users

Add Automation

Use the form below to add an automation

Keyword

lettings

Response Type

Assign

Assignee

Select...

B&L SALES

James Gelbert

Lucy Smith

Simon Hedges

Jack Ryan

Paul Gander

Mark Jacobs

Franklin McBride

Debbie Swansworth

Reply

Thanks for messaging the sales team!

Automation enabled

☒

Qualify with questions & capture responses

Hi

P

Thank you for contacting Call 43

👉 Valuation - to schedule a web demo of our software solution

👉 View - to chat with a member of the sales team

👉 Report - for any customers who need assistance

👉 Other - for all other enquiries

To return to this menu, reply with: 0

Valuation

P

Thank you. In order for us to arrange a valuation, please can we ask you a few questions?

Please can you confirm your name?

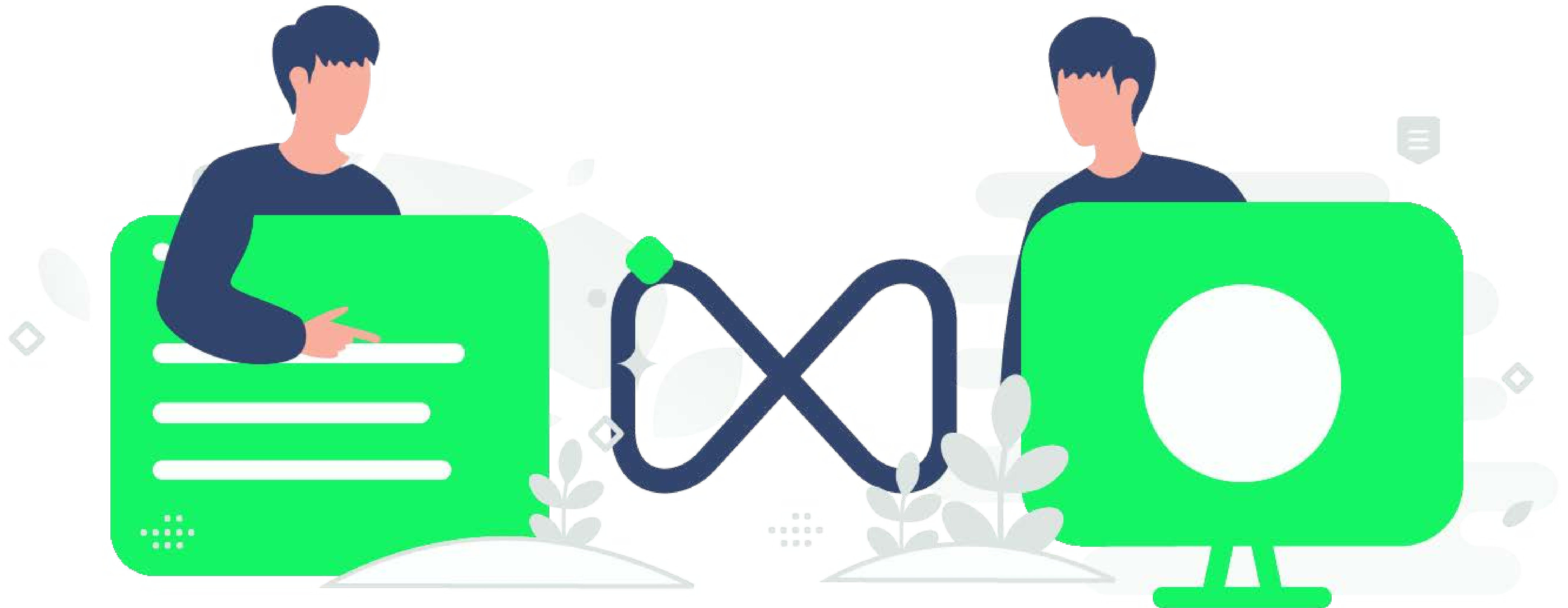
Polly

P

and what is your full address?



## Integrate & Automate WhatsApp with your CRM

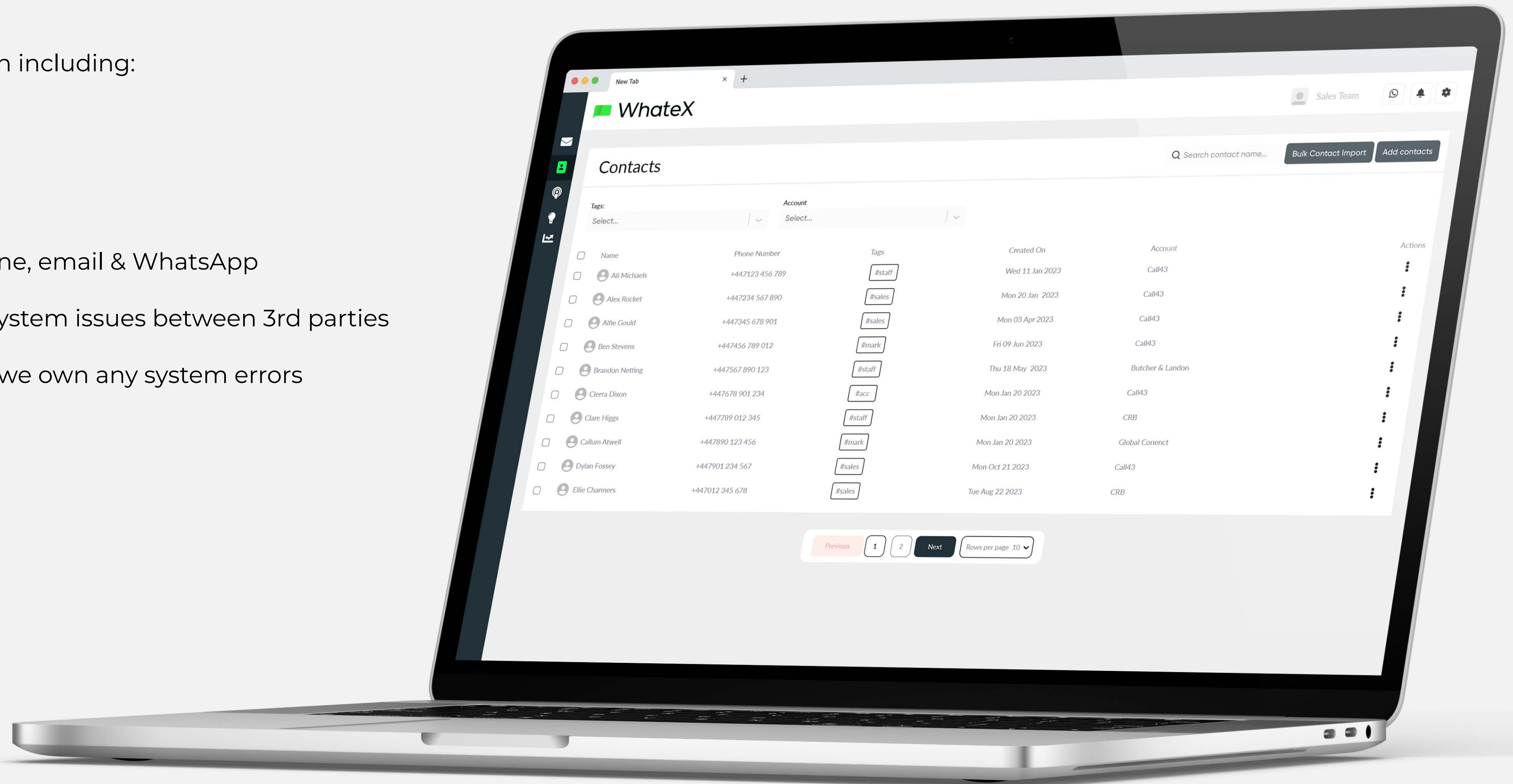


Start conversations & view WhatsApp  
message history from within your CRM

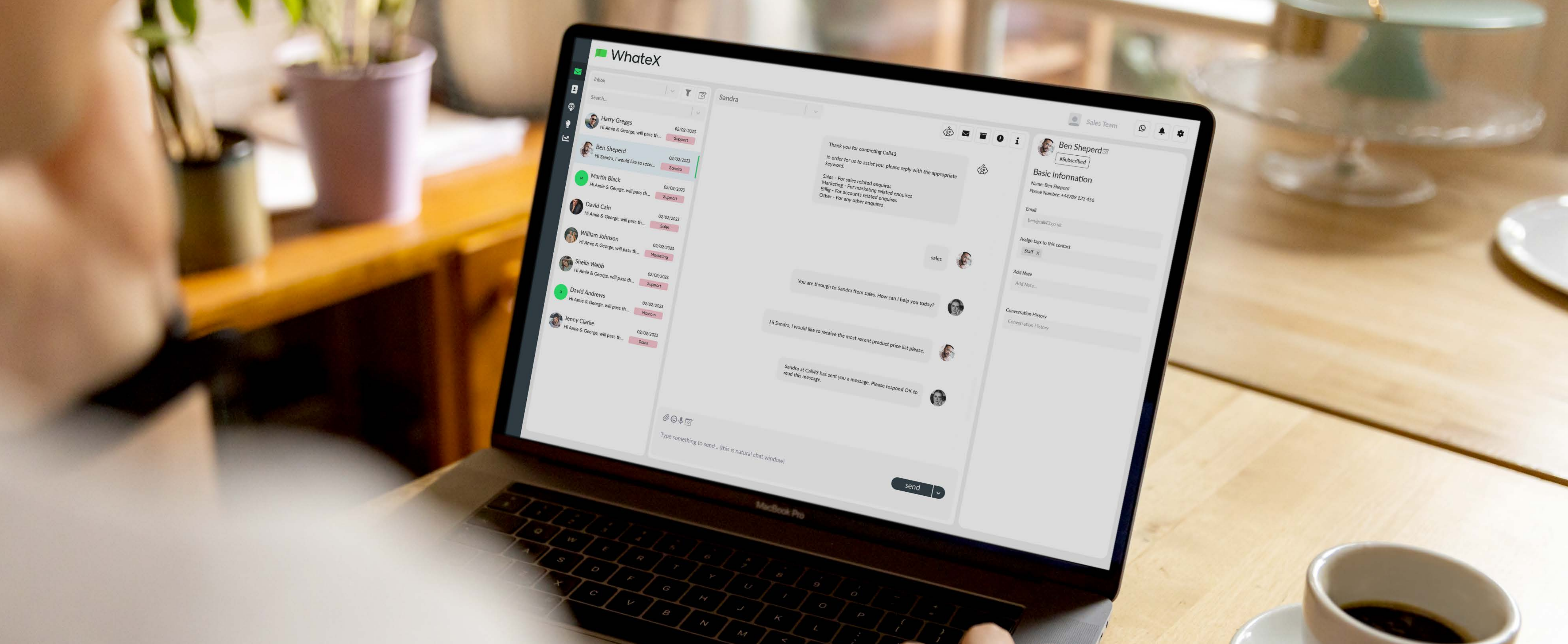
## Why WhateX?

### The communication Gap

- ✓ We provide an end-to-end solution including:
  - Business Number/Name
  - Facebook verification support
  - The software
  - Virtual training on the platform
- ✓ Our costs include support via phone, email & WhatsApp
- ✓ There are no grey areas over any system issues between 3rd parties
- ✓ As we provide the entire solution, we own any system errors







01708 320000

hello@nta.co.uk