

SI No.	Approach	Description	Status	Professional Services Involvement	Effort Estimate
1	Point of Sale - API Integration	The customer provides WhatsApp consent to cashier and POS integration updates subscription	Integration with V2 Subscription APIs by POS vendor	Needed for Consultation	1-2 Days (consultation) 2 days (DB Integration) + Vendor
2	Point of Sale - Instore App	The customer provides WhatsApp consent to cashier who updates the In store profile of customer	Out of the box (In-Dev)	Not needed	No Effort
3	QR Code / Website Integration	The customer can scan a QR code or visit a webpage to update their WhatsApp consent	Custom Integration with V2 Subscription APIs	Needed	3 Days
4	Missed Call	Give a missed call to 1800 number to update WhatsApp consent	Custom Integration with Telephony Vendor and V2 Subscription APIs	Needed for Consultation	1 Day Consultation + Vendor Effort
5	IVR + Call Center Flow	Outbound calls to user to opt in for WhatsApp by pressing a key or speaking with a rep	Custom Integration with Telephony Vendor with V2 Subscription APIs	Needed for Consultation	1 Day Consultation + Vendor Effort
6	Microsite/Landing Page + <Outbound>	Run outbound campaigns to capture customer consent through microsite	Out of the box (In-Dev)	Needed	2-3 Days
7	WhatsApp Link + <Outbound>	Run outbound campaigns to capture customer consent by making the customer send an inbound WhatsApp message through WA link	Out of the box	Not needed	No Effort
8	Ecommerce	The customer checks a box during checkout/registration flow	Integration with V2 Subscription APIs with ecomm setup	Needed	2 Days
9	Mobile Apps (iOS and Android)	The customer provides consent on a particular section in the App	Integration with V2 Subscription APIs by App Developer	Needed	3 Days for each OS