

24 April 2020



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WhatsApp Notifications

What kind of communications can be sent over WhatsApp?

Whatsapp Template Messages

Pre-approved message templates for outbound notifications like delivery alerts and appointment reminders. They can not be used for marketing. You must use a WhatsApp Template Message if more than 24 hours have elapsed since the user last responded to you. Any other type of message will fail.

Whatsapp Session Messages

Messages sent and received in response to a user-initiated message to your application. A messaging session starts when a user sends your application a message, and lasts for 24 hours from the most recently received message.

Transaction Information

- Transaction Details
 - Transaction Summary
 - Shipping status

Loyalty Information

- Loyalty Points earned for a transaction
- Loyalty Slab/Tier communication
- Points Expiry Reminders
- Feedback/Surveys

WhatsApp Bot

- 1:1 Auto Chat Response for Customer Service(served through partner)
- Keyword based response for Points / Coupon enquiry

Supported Use Cases



Use Case - Post Transaction

1



Use Cases

- Inform customers about the product they bought
- Issue coupons and Points customers earned in the transaction based on their profile
- Ask customer to share their feedback directly on Whatsapp

Example:

Hello Vivan, Thanks for shopping with Purples. Your invoice of purchase is available here.

Hi Arun, You earned 500 purples's point with this transaction, you can use them till 30th June.

Reporting

Track # of transaction, ATV, ABS , total purchase of customers who got this message on Whatsapp and on other channel

No. of customer who redeemed points/coupon when got message on Whatsapp

Feedback Captured : Number of Customers

Use Case - Loyalty Alerts

1

2



Use Cases

- Congratulate customers on their tiers upgrades
- Alert before tier is about to downgrade
- Alert before their point expires

Example:

Congrats Jesse! You are a gold member now. Here are the benefits you get for being a Gold Member!

Hi Max, your Gold Membership will downgrade soon . Shop for \$100 before the end of this month to retain your membership privileges!

Reporting

Track difference in No. of transactions, ATV, ABS , total purchase of customers who got this message on Whatsapp vs those who got it on other channels

No. of customer who got the tier upgraded or redeemed points

Use Case - 1:1 Keyword Based chat



Use Cases

- Nearest store to you
- Ongoing offers, Personalized coupons and available points

Example:

- Customer's member page
- Dear Vivan, Your nearest store is near St john's college Kormangala. The shop is open from 10AM to 9 PM every day. <Shop location>.For getting the Contact number reply with **Contact**.

Reporting

Customers who used help section - Track difference in # of transaction, ATV, ABS , total purchase of customers who got this message on Whatsapp vs that on other channel

Use Case - Service based queries

1

2

3

4

5



Use Cases

Chat bot based auto response for – Transaction history, point history, QnA
1-1 Service based manual response – manual responses by service desk team

Example:

Dear Vivan, Your nearest store is near St john's college Kormangala. The shop is open from 10AM to 9 PM every day. <Shop location>. For getting the Contact number reply with **Contact**.

Reporting

Customers who used help section - Track difference in # of transaction, ATV, ABS, total purchase of customers who got this message on Whatsapp vs that on other channel



Timelines



WhatsApp Setup Process - Timeline

T - 35 days

1

WhatsApp Consent Capture

Identify and build the right solution to capture consent

T - 35 days

2

Verified Facebook Business Account

Verification of Brand's Facebook Business Account to get access to WhatsApp

T - 15 days

3

WhatsApp Business Account Creation

Capillary will help in getting a WhatsApp Business Account after verification of Facebook Business Account

T - 10 days

4

Templates Whitelisting

Templates are created on WhatsApp Business Account for whitelisting

T - 5 days

5

CRM Integration with WhatsApp

Loyalty Events are mapped with approved WhatsApp templates to send real time notification

Go live

Consent Capture



Getting Customer Consent in store

Get customer consent in store through cashier initiated flows

1 At POS Terminal

Ask customer to give consent at the time of billing through POS terminal and pass this information to Capillary System

2 InStore App

Cashier can take customer's consent from Capillary's InStore App which sits on POS system.



Getting Customer Consent in store

Get customer consent in store through customer initiated flows

3 QR Code

When the customer in store, he/she can scan the QR code placed in store using mobile phone to give consent on a webpage / microsite.



4 Missed Call

Ask customer to give a missed call to a 1800 number to register interest in getting WhatsApp messages from the brand



Getting Customer Consent through Campaigns

Get customer consent through outbound communication

5 Outbound Campaigns

Customer can be sent an SMS or Email which has a link of microsite or brand's WhatsApp account to capture his/her consent.

Hello John, we are now on WhatsApp. Use this [link](#) to opt-in. To learn more [click here](#).



Updates over WhatsApp

Do you want to receive important information and updates over **Whatsapp**?

Please enter your phone number

SUBSCRIBE

6 IVR Flow

Outbound calls to use automated voice messaging to press a specific key on the dial pad to opt-in



IVR

Hello John, we are now available on WhatsApp. Press 1 to start getting updates on WhatsApp

Getting Customer Consent through website

Get customer consent through existing online flows

7

Checkout Flow

Include receive notifications by WhatsApp as an option in the existing checkout flow in an eCommerce site



I want to receive delivery notifications over WhatsApp.



8

Registration Flow

Include WhatsApp as a channel to receive communication during customer registration

Please contact me by



Phone



SMS



Email



WhatsApp



WhatsApp Setup



WhatsApp Enterprise Account

Verify Facebook Business Manager Account & request for WhatsApp Business Account

1. Verify Facebook Business Account by following these [steps](#). This process takes anywhere between 5 – 20 working days
2. To make a Business Manager Account on Customer's behalf YM need to provide some details to FB by which a request will be raised to FB for the same. This takes up to 5 working days. The details are as follows:
 1. About Message (WhatsApp Status)
 2. Logo: 1:1 aspect ratio
 3. Address
 4. Business Description
 5. Business Category
 6. Contact Email
 7. Website URL
 8. FB Business Manager ID
 9. WhatsApp Number
 10. WhatsApp Account name (to be displayed to the end user) - Note that this cannot be changed later.
3. WhatsApp has their own [Commerce Policy](#) which restricts some Businesses to sell/promote specific products through WhatsApp

If brand already has a Business WhatsApp account enabled through other vendors, then this process can be skipped and account can be reused

Templates Whitelisting

Approval of templates that will be sent to the customer

1. Message templates are created in the WhatsApp Manager, which is part of WhatsApp Account in the Facebook Business Manager
2. Message Template is a combination of Text and Template Tags which will be replaced with CRM information when it is being sent to the customer
3. Message templates will be reviewed to ensure they do not violate WhatsApp policies
4. Each template can be no more than 1024 characters along with Tag Resolution
5. Whitelisting of templates generally take about 5 working days

CRM powered by WhatsApp



Loyalty Notifications

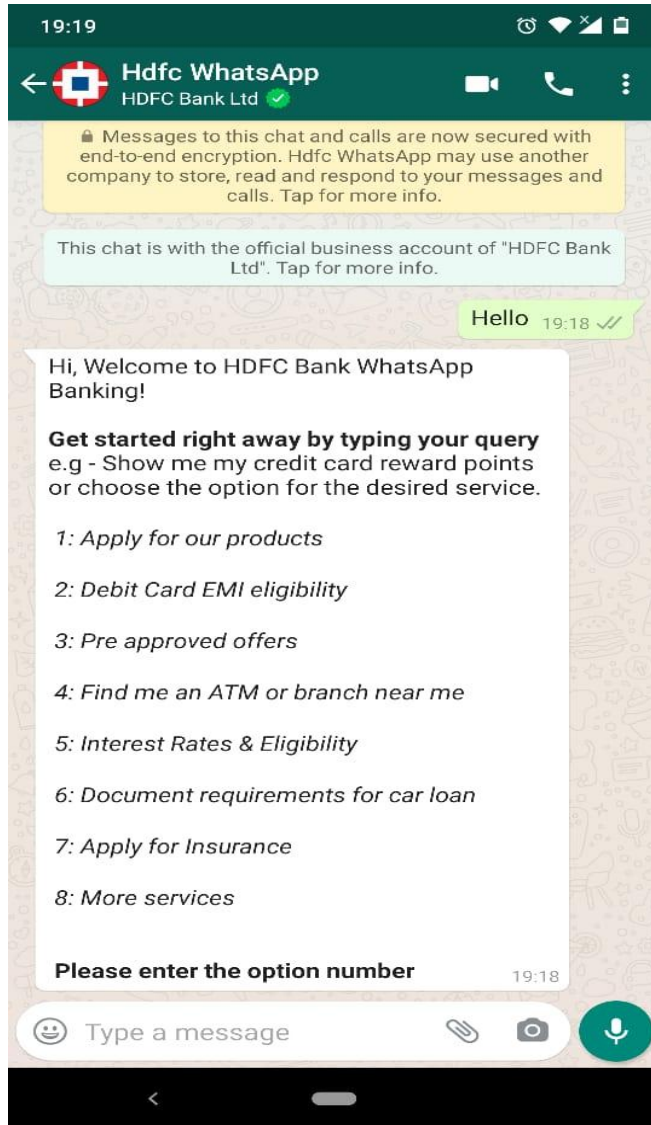
WhatsApp notifications can be sent on the following events

Category	Event
Registration	Customer Add
	Customer Updated
Transaction	Transaction Add
	Transaction Updated
Points	Points Issued
	Promised Points Converted to Current Points
	Points Redeemed
	Points Expired
	Points Expiry Reminder
	Points Transferred Initiated
	Points Transferred Received
	Redeemed Points Reversed
	Issued Points Reversed
Tier	Tier Upgraded
	Tier Renewed
	Tier Downgraded
	Tier Downgrade Reminder

1. Whitelisted Templates can be sent to the customer on any of the listed events
2. Support for customer related tags and some event related tags

WhatsApp Bot

Workflow automation to FAQs



Setup automated workflows for frequently asked questions and requests. For example:

- Point / Wallet Balance
- Active Coupons
- Stores around me
- Wish listed products
- Delivery Status
- Customer Surveys

WhatsApp allows non approved messages to be sent in 24 hours post inbound customer message to respond.

Custom integration required with CRM to enable some workflows

Pricing

Loyalty Notifications and Chatbot

Loyalty Notifications

Message Volume per Month	WhatsApp Base Charge	Platform Charges per Message
Upto 1 Million Messages	https://developers.facebook.com/docs/whatsapp/pricing/	INR 0.10
More than a Million Messages		INR 0.057

WhatsApp Bot

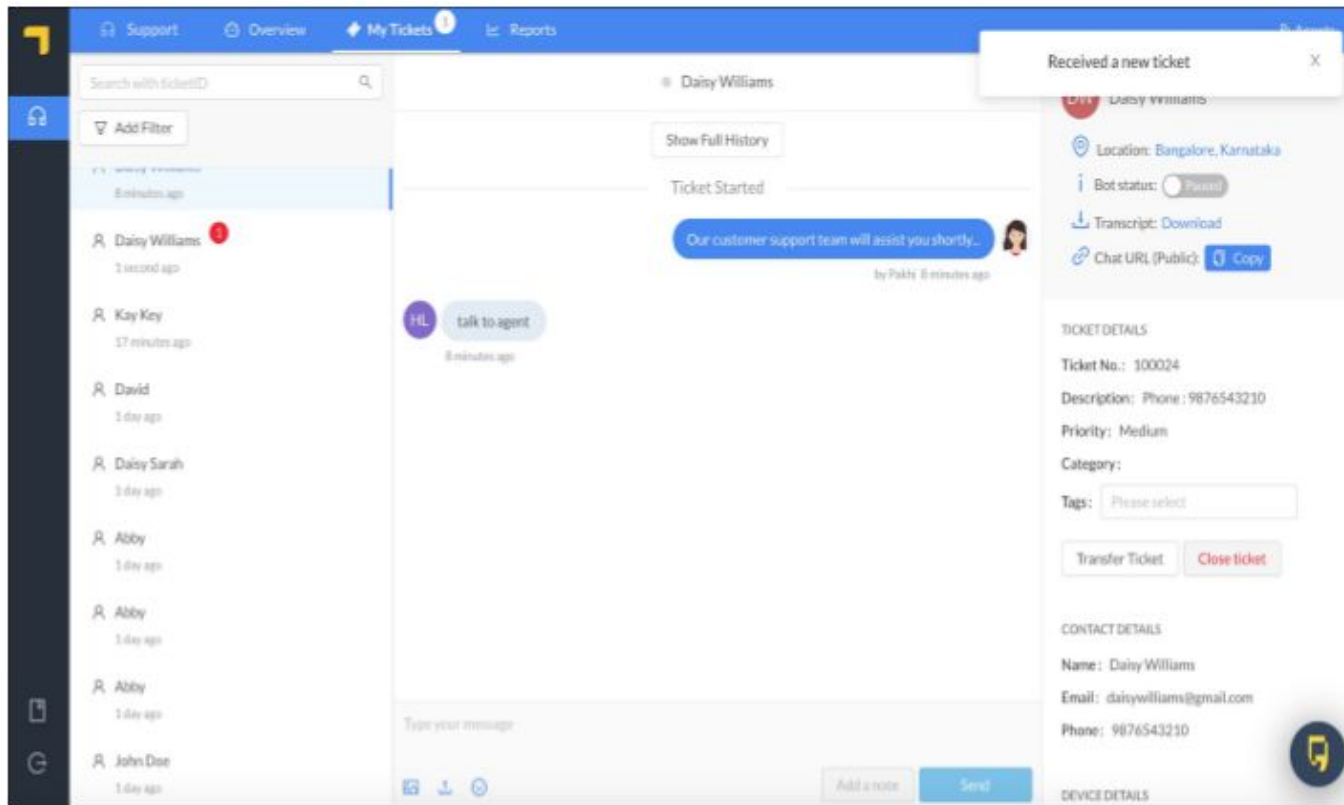
Message Unit	Platform Charge	Validity
Per Conversation	INR 1.15	Resolution or 24 hours

Customer Service on WhatsApp



Customer Service Portal

Use WhatsApp as a Customer Service Channel and manage end to end flows



1. Enhanced Live agent handling capability
 1. Transfer chats between agents,
 2. Bot support during live agent conversations
 3. Chat history of last 5 conversations
 4. Quick response can be configured for Agent
2. Access control - Agent and Admin login
3. Agent Monitoring
 1. Agent login/logout tracking capability
 2. Ticket search capability via agent console
 3. Agent analytics
 4. Service request queuing
4. Multiple Channel Support –WhatsApp, Web, Voice, other Chat Apps
5. Live agent console on mobile (Android and iOS)
6. Integration with CRM, ERP, ticketing tools

FAQs

Brand already has a WhatsApp account enabled by a different partner or direct access from Facebook. Can that be reused?

In such cases, we can reuse the WhatsApp account number to send CRM messages as well. We would require WhatsApp account details and related security tokens to send out CRM messages.

Can marketing related or personalized offers be sent on WhatsApp?

WhatsApp goes through a process of whitelisting templates of the messages that can be initiated from the brand to restrict overt marketing. Even on whitelisted templates, the end customer receiving such messages may block the Brand's account which will gradually decrease the reputation of the WhatsApp account which may lead to closure.

What kind of media can be sent via WhatsApp Loyalty Notifications?

Currently, as part of the Loyalty Notifications, only text messages can be sent.

Can WhatsApp be setup as a priority channel for Loyalty Notifications?

WhatsApp for Loyalty Notifications work only as a mandatory channel. This cannot be setup in the priority flow.

What is the pricing for Customer Service Portal?

The pricing can either be by conversations or by agent access and will be driven directly by Yellow Messenger.

FAQs (Contd.)

Is delivery report available on EI?

This will not be available on EI and the source of this data is Yellow Messenger.

Can the messages sent be seen on membercare?

No. History of WhatsApp messages sent to a client isn't available.

Are there platform charges or monthly charges?

No. We don't incur a setup or a monthly fee. The pricing is on messages sent only.

Use Case - Messages for Online Orders & Statuses

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Use Cases

- Inform customers about Order dispatched
- Arrival, delivery alerts with order tracking

Example:

Dear Aron , your order for Purple'e blue trouser is dispatched for our end. You can track your order [here](#). For any help, please message back as **Help**

Reporting

Overall engagement when engaged via whatsapp vs on any other channel.

Track number of errors in order delivery and delayed deliveies