

# WhatsApp Business Integration



As one of the most popular forms of communication. It's understandable that businesses want to leverage this popularity and communicate with their customers via the app.

Xelion can enable you to provide WhatsApp Business to your customers.

## WhatsApp integration with Xelion

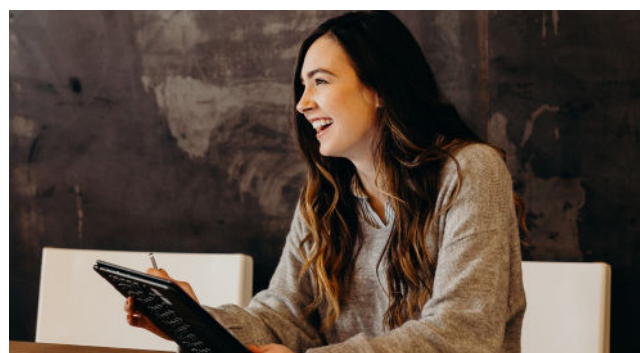
The WhatsApp Business platform is an efficient, scalable solution designed for businesses to integrate into their day-to-day operations on the Xelion platform. Seamlessly integrating into the Xelion platform, WhatsApp Business empowers any team to deliver exceptional personalised customer service.

## Enhance customer service

WhatsApp Business enables your customers to deal with multiple enquiries and have complete visibility of incoming enquiries. Through automatic routing, enquiries can be directed to the right person and place, keeping customer experiences seamless and customer service a high priority.

## Send and receive any file, any format

WhatsApp for Business is changing the face of customer service. Send and receive media documents, URLs, images and video to customers.



## Instant communication with customers

Customers expect excellent communication, and the demand for instant access to a business' customer service team is high.

As a Xelion partner, the ability to offer your customers WhatsApp Business allows them to stay a step ahead and offer their customers outstanding service.

**By channelling conversations via Xelion, you can track all your communications in one system.**

# WhatsApp Business: Features



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## Messaging tools

Automated messages, quick replies and labels allow users to manage customer enquiries efficiently.

## Business profile

Provide all the essential information customers would need such as contact details, address, website as well as a description of the business.

## Integrations

WhatsApp's messaging capabilities integrate seamlessly with the Xelion platform.

## Unlimited user access

Shared inboxes and the ability for multiple users to access the app simultaneously allows enquiries to be dealt with efficiently.

## Marketing tools

Businesses can send individual messages for outbound marketing and service purposes

## Analytics and reporting

Message delivery, response rates and customer engagement can all be recorded and measured in WhatsApp Business

## Message templates

Keep messaging simple and effective by generating templates which can be customised with personal information.

## Click to chat

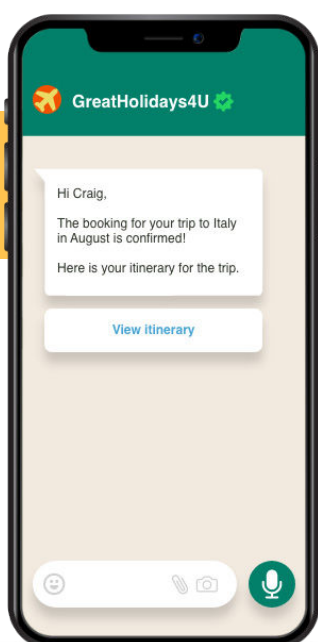
Customers can chat via WhatsApp directly from a website.

# WhatsApp Business: Conversations explained



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Your customers will have the ability to interact with their customers through responding to inbound enquiries. But they can also initiate interactions through templated messages like these:

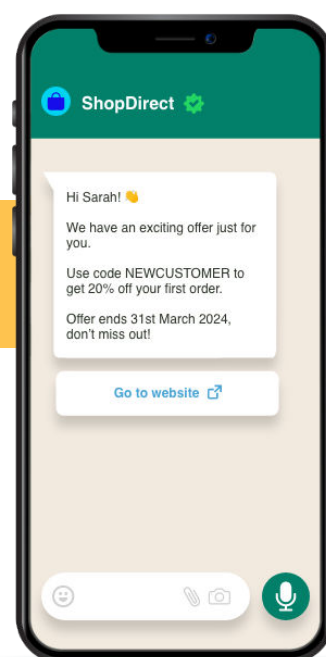


## Utility message templates

A business-initiated conversation in relation to topics such as: transactions, post-purchase updates and notifications or billing statement.

## Marketing message templates

If it doesn't fall under utility, a business may initiate a conversation in relation to marketing a product, service or business.



# WhatsApp vs WhatsApp Business



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## How does WhatsApp Business compare to WhatsApp?

The WhatsApp Platform is perfect for medium to large businesses and call centres that require a high level of customer service interaction such as Sales and Marketing, Operations and IT.

For smaller businesses, WhatsApp Business is the ideal option for interacting with customers one to one and in group messages.

	WhatsApp	WhatsApp Business	WhatsApp Platform
Free messaging	✓	✓	✓
End-to-end encryption	✓	✓	✓
Customer service		✓	✓
WhatsApp T&C's		✓	✓
Message and response stats		✓	✓
Automation			✓
Scalability			✓
Marketing engagement			✓
Integration			✓
Unlimited number of users			✓
Data Protection			✓
Analytics and reporting			✓
1000 free conversations			✓

# WhatsApp vs WhatsApp Business



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Unlock the opportunities of WhatsApp Business for your customers.

Get in contact to find out more.

## CONTACT US

**Holbrook Telecom Limited**  
Unit 9 Holbrook Commerce Park,  
Holbrook Close, Sheffield S20 3FJ

**Web:** [www.uplands.co.uk](http://www.uplands.co.uk)  
**Office:** 0800 24 00 00  
**Email:** [contact@uplands.co.uk](mailto:contact@uplands.co.uk)