

# UNLOCKING CUSTOMER ENGAGEMENT

with WhatsApp Business API

Presented by : G Tech Web Marketing





# The Power of WhatsApp for Business

## Market Relevance & Key Statistics

WhatsApp has become the world's most popular messaging platform, creating unprecedented opportunities for business communication.

- Over 2 billion active WhatsApp users worldwide
- 175 million users message a business every day
- Growing demand for personalized, scalable communication
- Customers expect instant, convenient interactions on their preferred channels

Businesses that leverage WhatsApp can meet customers where they already are, driving engagement and building stronger relationships at scale.

## What is WhatsApp Business API?

The WhatsApp Business API is designed for medium and large businesses that need to communicate with customers at scale. Unlike the standard WhatsApp Business App, the API enables automated, personalized messaging that integrates seamlessly with your existing CRM, support systems, and business workflows.

03

Business App: Manual messaging, single device, small business focus, limited automation.

04

Business API: Automated messaging, multi-agent support, enterprise scale, full CRM integration.



# Key Features and Benefits

Core Capabilities of WhatsApp Business API



## Rich Messaging

Send text, images, documents, and interactive buttons. Create engaging conversations with rich media and quick reply options.



## Two-Way Communication

Enable real-time customer support and automated notifications. Respond to inquiries instantly while keeping customers informed.



## CRM Integration

Seamlessly connect with CRM and customer service platforms. Achieve faster response times and enhanced customer engagement.

# Common Use Cases

Top Business Applications



## Customer Support & Ticketing

Handle inquiries, resolve issues, and manage support tickets directly through WhatsApp conversations.



## Order Notifications & Delivery Updates

Send real-time shipping updates, order confirmations, and delivery tracking notifications.

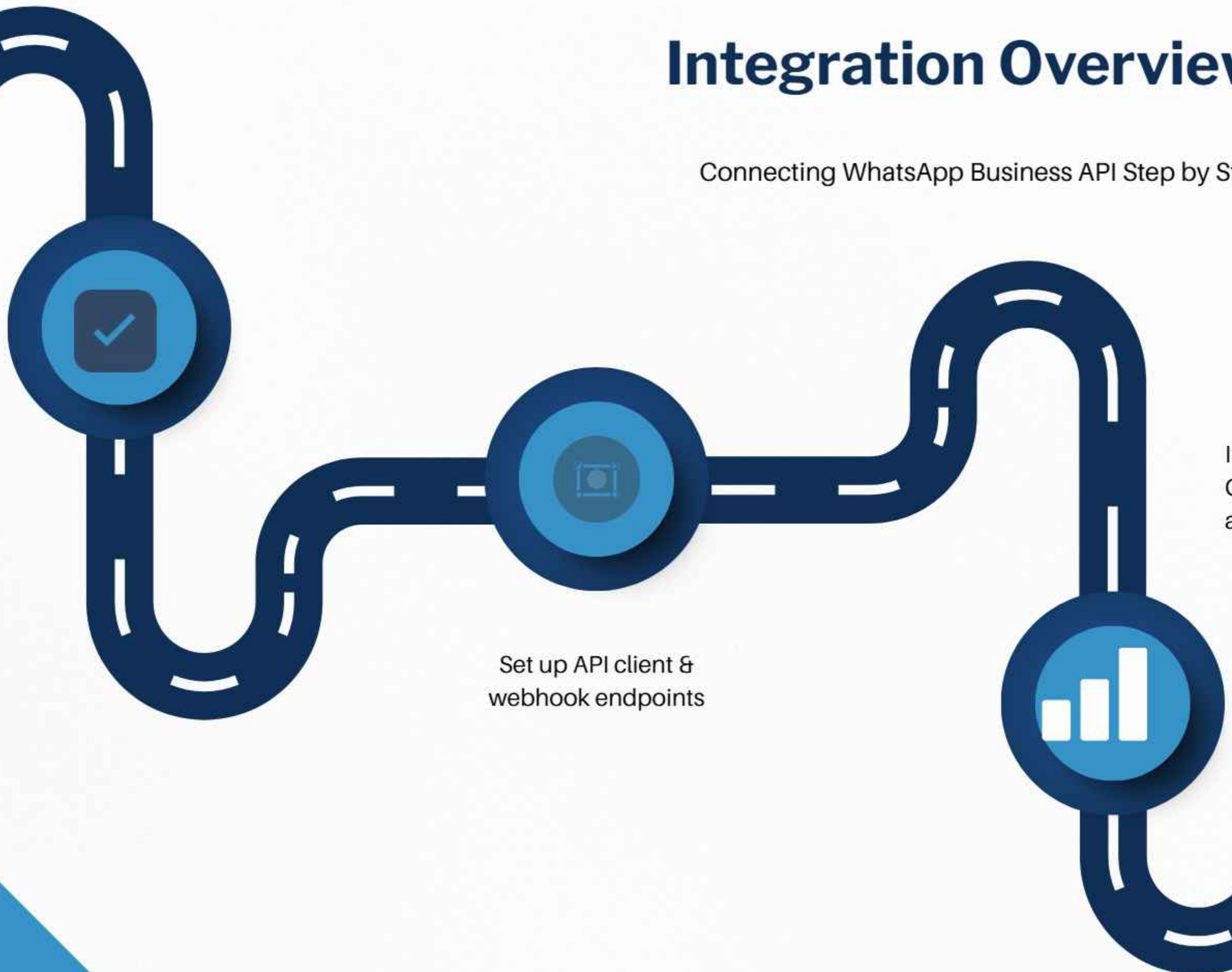


## Appointment Reminders & Confirmations

Automate booking confirmations, send reminders, and allow easy rescheduling via chat.

# Integration Overview

Connecting WhatsApp Business API Step by Step



Register & verify your  
business account

Set up API client &  
webhook endpoints

Integrate with  
CRM/chatbot & monitor  
analytics

# Security and Compliance

Protecting Your Business and Customers



## End-to-end encryption on messages

All WhatsApp messages are protected with end-to-end encryption, ensuring secure communication.



## GDPR and privacy compliance considerations

Built-in compliance features help businesses meet data protection regulations worldwide.



## Message template approval and business verification

Templates require approval to prevent spam; verified businesses build customer trust.

# Pricing and Access Model

## Understanding WhatsApp Business API Costs

WhatsApp Business API uses a message-based pricing structure designed for flexibility. Template messages (business-initiated) are charged per message, with rates varying by country and message category. Session messages within a 24-hour window after a user initiates contact are free, encouraging responsive customer service. Businesses can optimize costs by prioritizing user-initiated conversations and using approved templates strategically. Pricing tiers scale with volume, making the API accessible for growing businesses while remaining cost-effective at enterprise scale.



# Best Practices for Implementation

Recommendations for Successful Adoption



Start with clear use cases aligned to customer journeys



Use approved templates and prioritize consent



Monitor analytics to optimize conversations

1102

## Next Steps & Resources

Ready to Transform Your Customer Engagement?



+91-9810699052



info@gtechwebmarketing.com



www.gtechwebmarketing.com

