

Start using WhatsApp in your Customer Service today!



Unlock your hidden CS potential with babelforce and the embedded Vonage Messages API for WhatsApp!

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Key benefits

of using WhatsApp through babelforce



Integrate with anything

Integrate all backend systems to achieve streamlined communication & self-service automations



Multichannel CS

Easily serve your customers via all your communication channels and offer them a channel switch from IVR



Faster resolution time

Deflect calls to WhatsApp and handle complex queries for your customer without keeping them waiting

- [1.https://fortunly.com/statistics/whatsapp-statistics/](https://fortunly.com/statistics/whatsapp-statistics/)
- [2.https://www.facebook.com/business/news/insights/3-ways-messaging-is-transforming-the-path-to-purchase?ref=fbliq_series](https://www.facebook.com/business/news/insights/3-ways-messaging-is-transforming-the-path-to-purchase?ref=fbliq_series)
- [3.https://www.smatbot.com/blog/whatsapp-vs-sms-email-ivr](https://www.smatbot.com/blog/whatsapp-vs-sms-email-ivr)

Why use WhatsApp?

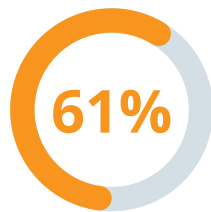


The latest data shows that **70% of all WhatsApp users¹ check the app daily**, making WhatsApp one of the **most heavily used messaging apps in the world**.

Unlike email recipients, who don't feel the urge to open their new messages, WhatsApp users are highly engaged.

This engagement, combined with tailored automation and easy-to-access customer data, is bringing businesses into customers' lives in a more meaningful way.

Delivery confirmations are standard and, as a result, **WhatsApp is the most efficient and transparent** communication tool that you can use to connect with customers and resolve their issues quickly and easily.



Of customers²
prefer instant messaging over email



Open rate for messages³
delivered to the customer

The bottom line



Connect with customers on their preferred app



Automate up to 90% of tasks



Go live in under 8 weeks



Create new net benefits in your contact center



The major benefits of our joint solution are within reach for any CX-focused business.

Contact us today

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