



Business Mantra
"Impetus, that your business needs!"

WhatsApp Business Platform

Building Viable
Business Communications





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Let's Dive In With Our WhatsApp Business Platform





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WhatsApp Business Platform Features

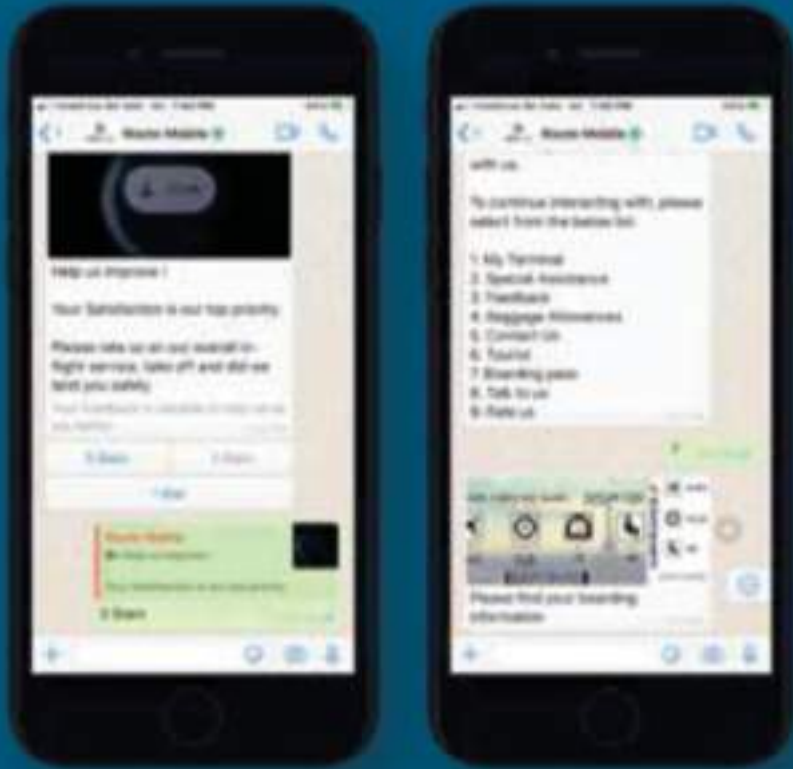


1. **Your Brand:** A business account clearly displays your company name at the top of the screen.
2. **Your Business Logo** for easy recognition
3. **Get Verified:** With a verified badge in green , you gain more of your users' trust.
4. **Message Templates:** Initiate conversations with pre-approved message templates
5. **Send Rich Media:** Relay multimedia messages as message templates and in the support window. These include images, documents, videos, locations, and more.
6. **Encryption:** All messages are end-to-end encrypted



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Conversation Based Communication



WhatsApp defines a conversation as a 24-hour session of unlimited messaging between a person and a business. The 24-hour conversation session begins when:

1. **Business initiated Conversation:** When businesses initiate messages to users (templated messages), this will initiate a conversation, regardless of whether users reply to that message within the next 24 hours
2. **User Initiated Conversation:** A business reply to a user message is delivered within the 24 hour window
3. In both cases, the conversation session begins when the business's message is delivered
4. There is no limit on the number of messages a business and a user can exchange in a single 24-hour conversation session

Pricing Model:

- Conversation based pricing



Communication Formats

Business Initiated Messages

- Business initiated messages starts when a businesses initiate messages to users. This will initiate a conversation, regardless of whether users reply to that message within the next 24 hours
- Needs pre-approved message templates and an Active Optin
- Send rich communication like text, images, documents, video files & interactive button (call to action & quick reply)

Use Cases

- Account update
- Delivery update
- Business invoices
- Booking alerts & reminders



User Initiated Messages

- A User initiated message starts when a business reply to a user message is delivered within the 24 hour window
- Send text, images, documents, videos, audio files, locations
- No Opt-in and No Pre-approved templates needed

Use Cases

- Customer Support
- Business chatbot
- App-less banking
- Service enquiry



Session List Feature and Quick Replies

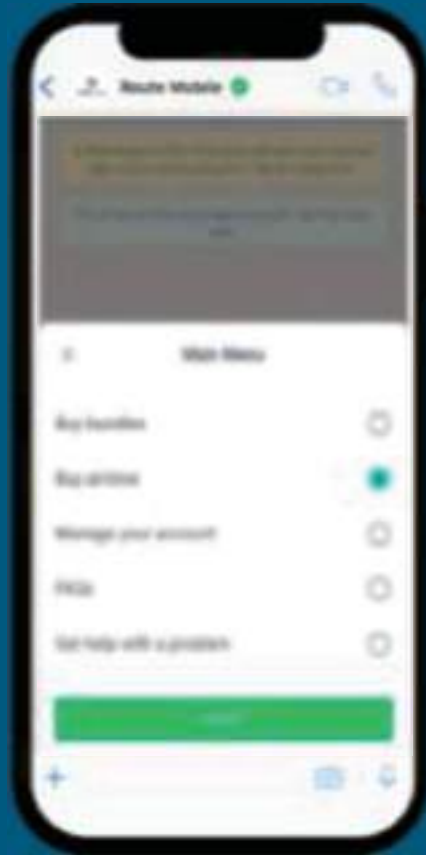
List Feature

Create up to 10 menu options that let users respond to your message or take action.

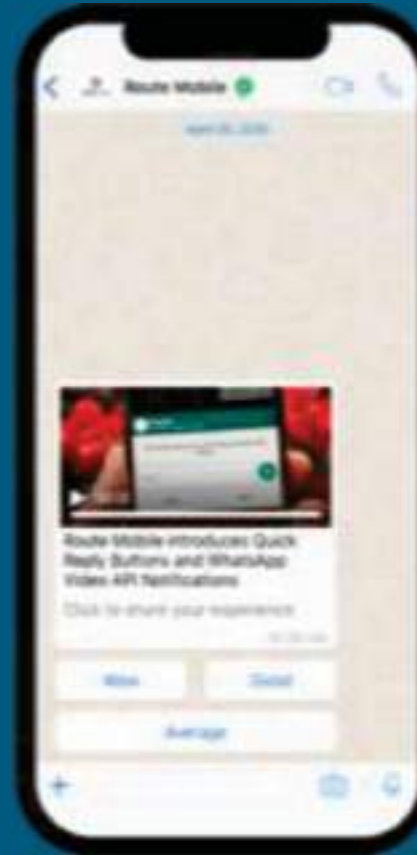
Quick click customizable buttons with 70+language support.

Uses

FAQ menu, Take Out menu, Nearby store Location, Available reservation time, etc.



List Messages



Quick Reply

Quick Reply

Create up to three buttons that lets a user respond to your message or take action.

Quick click customizable buttons with 70+language support.

Uses

Surveys, feedback, ratings, polls, etc.



Message Templates

- Brands can now view all templates via the WhatsApp Business API.
- Dashboard will display their current status (Approved/Rejected/Pending Review) in real time.
- DIY template management
- No dependency for template management
- API and Dashboard to create template

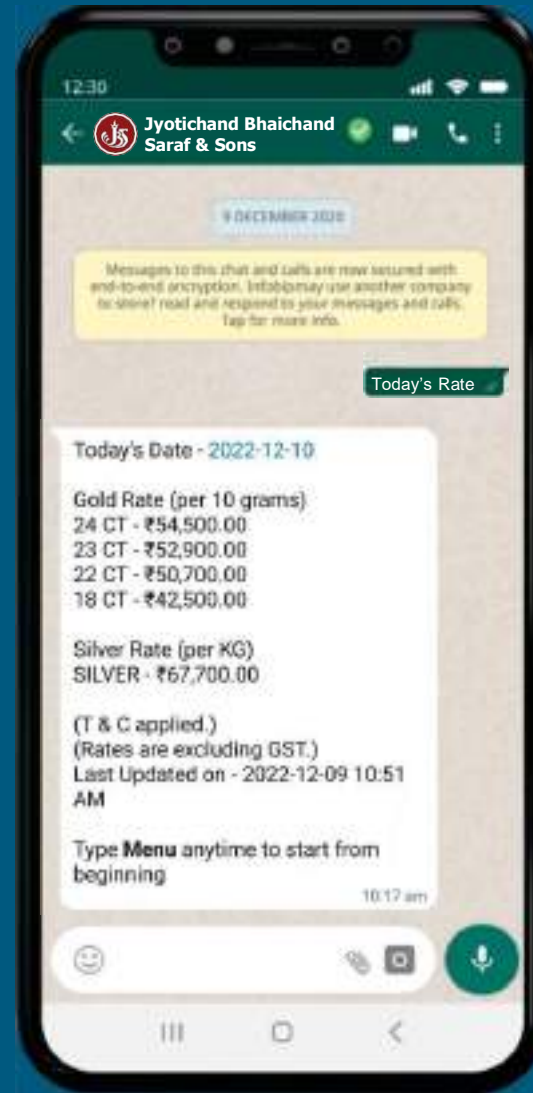
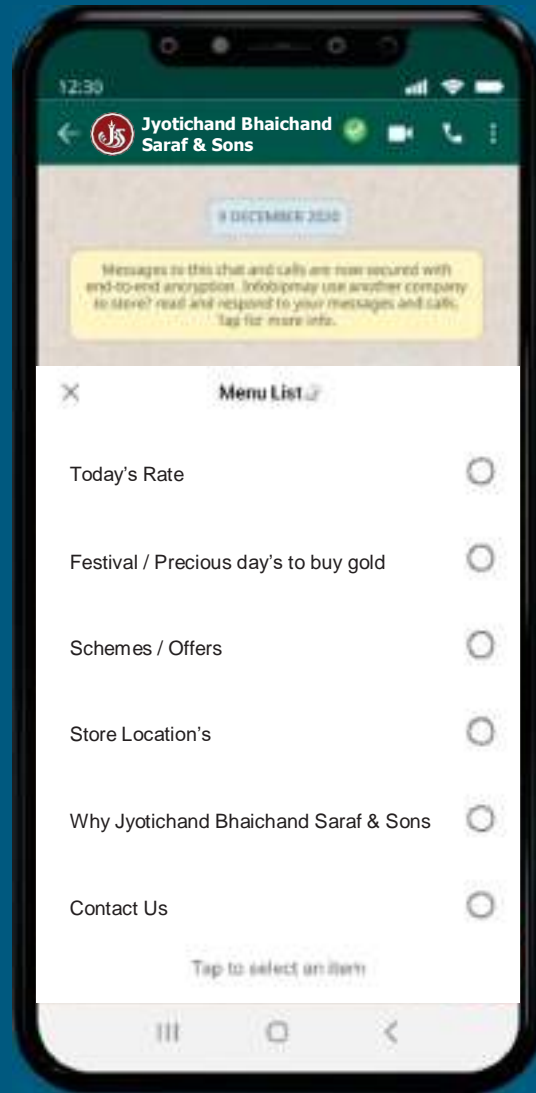
WhatsApp Templates

Template Name Status

Template Name	Created Date	ID	Category	Status	Language	Quality Score	Actions
WhatsApp Confirmation	2023-07-20 10:00	WHT0123456789	WELCOME	APPROVED	en	100	<input type="button" value="Edit"/> <input type="button" value="Delete"/>
WhatsApp ID	2023-07-20 10:00	WHT0123456789	WELCOME	APPROVED	en	100	<input type="button" value="Edit"/> <input type="button" value="Delete"/>
WhatsApp	2023-07-20 10:00	WHT0123456789	WELCOME	REJECTED	en	100	<input type="button" value="Edit"/> <input type="button" value="Delete"/>
WhatsApp	2023-07-20 10:00	WHT0123456789	WELCOME	REJECTED	en	100	<input type="button" value="Edit"/> <input type="button" value="Delete"/>



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Your Probable WhatsApp Chatbot



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Share Products from your Catalog with customers

Businesses have two options to share products when Communicating with their customers:

Single Product Messages:

Single product will be displayed With the complete details of the product

Multi-Product Messages:

Multiple products will be Displayed in the same Window with the short description.

Note : Applicable for All from 1st March 2022





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Enable the WhatsApp Business Platform Today



CONTACT US



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- Web : www.businessmantra.info
- Email : sales@businessmantra.info
- Mobile : +91 99233 77535