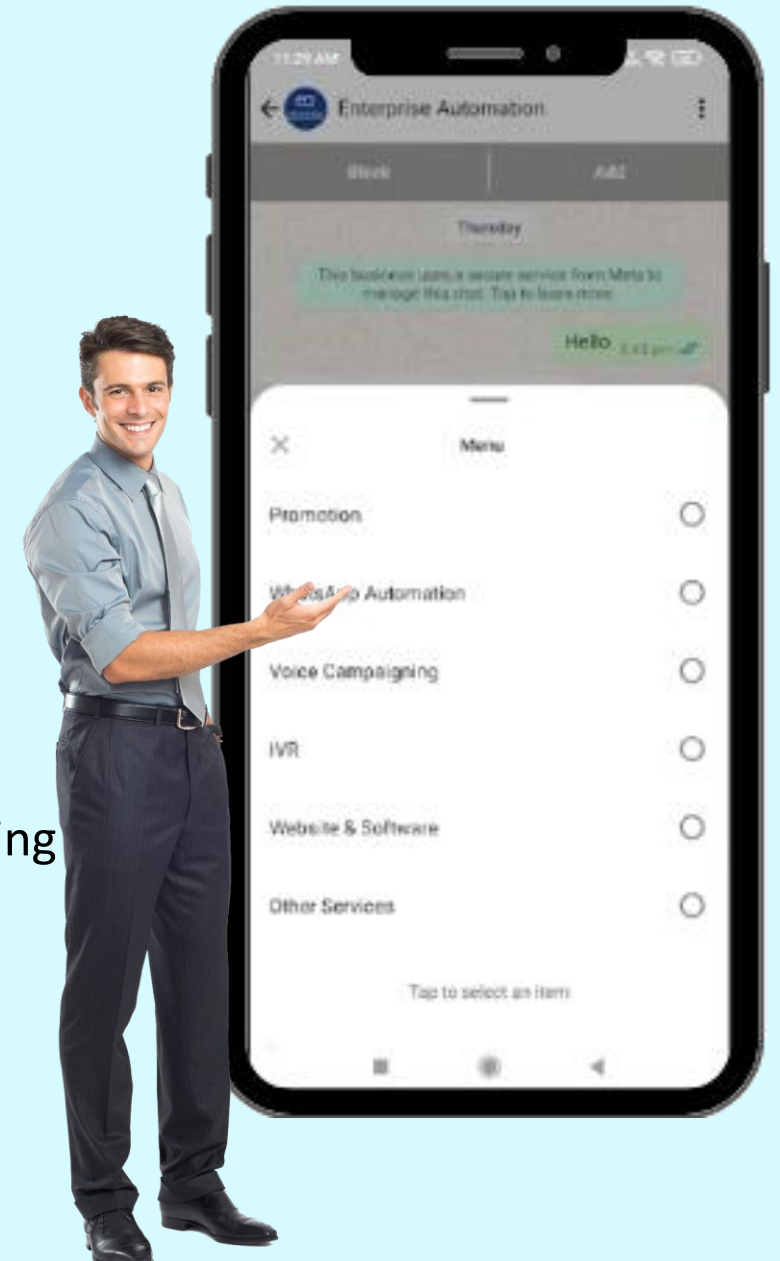# Official WhatsApp Business API and powerful automation

Highlights

➤ Human agent transfer

➤ Contact masking for agents

➤ Agent / Admin level access

➤ Template Creation & Management

➤ Broadcast via excel upload

➤ Broadcast via tags

➤ Automation Workflow

➤ Chat Routing

➤ Campaign Click Tracking

➤ Analytics

➤ WhatsApp Health Monitoring

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Enterprise Automation
BRING ON THE SCREEN

1

Beyond Traditional Text Messaging:

Improve your customer communication by sending **product images and videos** to create a lasting impression. Easily share invoices, brochures, tickets, reports, and other documents within your conversation. Furthermore, enhance your capabilities by sending or receiving location coordinates for smooth product delivery or location-based experiences.

✓ **Upto 100% better open rates with media**

✓ **Build 3x more engaging conversations**

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INTERACTIVE MESSAGING

Clickable Messages, Faster Navigation.

Enhance convenience and ease of access by introducing buttons and list options for quick replies. When multiple options are available, give users the ability to choose from a pop-up list of list items. Furthermore you have the flexibility of extreme customisation, where you can navigate to different messages via a customised text response.

✅ **Build 5x faster navigation experience**

✅ **More flexible conversations flows**

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Send Text Message
Customize your message for users

Send Questions
Ask questions to users regarding App

GoTo
You can reverse your choices

3

1. Send Text Message
Hello! Welcome to [Optical Retail's Name] 👓, your one-stop destination for all your eyewear needs.

2. Send Questions
How can we assist you today?
Contact Us
Send Feedback

We value your feedback! Please answer these 5 quick questions.

3. GoTo
2. Send Question

Design your conversation with complete flexibility.

Experience revolutionary node based chat builder that lets you create conversations in minutes. With its advanced features, go creative and deliver intuitive conversational experience to your customers. Automatically store customer details during conversation with the chatbot, this information helps you profile customer for enhanced targeting & filtering in future.

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4

Broadcast Messages that drive sales.

Reach new audience on WhatsApp with a tempting offer or an introduction to your product. Simply upload a database of your customer contact numbers and start reaching your audience in no time. You can send personalised notifications for dropped cart, shipping status, discount codes and more.

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LIGHTNING FAST BROADCASTS

⚡ **200** message/sec

5

AUTO ASSIGN LEADS

Imagine the power of teamwork.

It gives you the flexibility to work on the same enquiry with multiple team members from different teams or departments, so that you can serve your customer in the best possible manner. Not just this you can automatically assign enquiries to different team members based on preset rules, for example, you can forward enquires for MBA to person X, and enquires for MCA to person Y without any human intervention.

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Pricing with Features	BASIC	ADVANCE	BUSINESS
Max Conversations (incoming + outgoing)	5000/month	5000/month	7500/month
WhatsApp Charges	On Actuals	On Actual	On Actuals
No. of Team Members	1 Owner	1 Owner+1 Agent	1 Owner+7 Agents
Send Template via API	YES	YES	YES
Bulk Message Broadcast	YES	YES	YES
Message Speeds	800/min	1200/min	2000/min
No-Code Chatbot (Nodes)	NO	30	100
Tags / Custom Attributes	NO	15/15	30/30
WhatsApp Catalog	NO	NO	YES
WhatsApp Flow Forms	NO	YES	YES
Instagram Chatbot	NO	NO	YES
Integrations	NO	All Basic ones including FB Leads, Chat GPT	All Basic ones including Google sheet automation, Shopify, Woo commerce, FB Leads, Chat GPT
Deep API Integration	NO	NO	YES
YEARLY CHARGE(Including GST)	**Rs.4,786/-**	**Rs.12,828/-**	**Rs.23,760/-**

Excluding GST@18%

IMPORTANT NOTES

- The WhatsApp Blue Tick is a verification badge that shows up next to a business's name, letting users know the WhatsApp account is official and trustworthy. Blue tick approval is subject to Meta policy.

- For meta verification process; GST certificate, Website and a SIM without having any WhatsApp is mandatory as per META policy.

- Meta outgoing campaigning charges as per META Pricing Policy is payable by clients end direct to META account (Facebook), any other charges may or may not applicable as per META (Facebook policy) for Meta verified WhatsApp. (Please check below META charges)

Meta Charges

Marketing (Rs)	Utility (Rs)	Authentication (Rs)
0.7846	0.115	0.115

As on 1st October 2024

Contact us

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