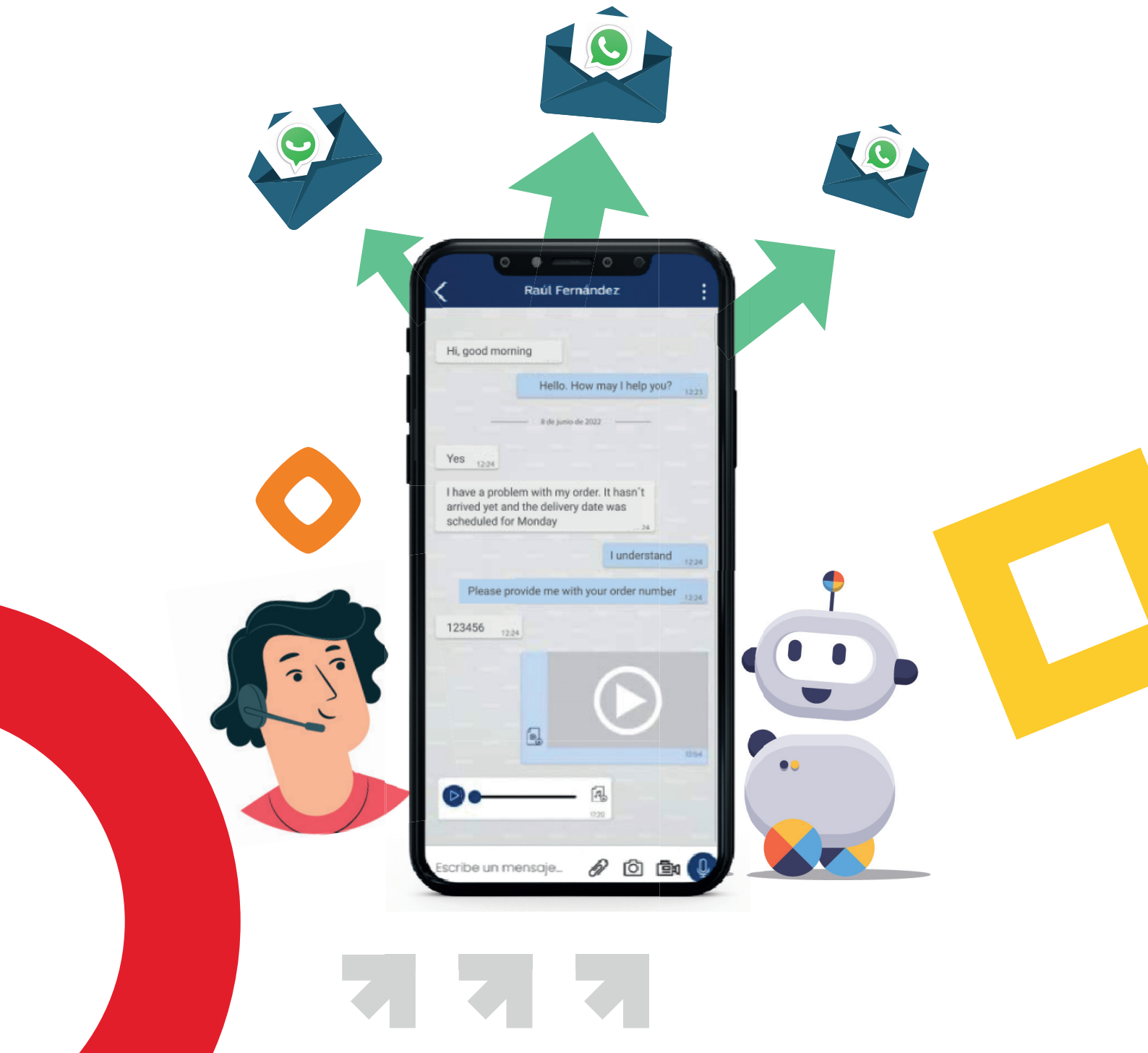


WhatsApp Communication Management System



What is it?

A mobile platform to conduct and automate through artificial intelligence conversations between customers and agents/traders.

The communication manager allows to unify and use a single number of Business WhatsApp in a corporate environment that complies with the personal data (GDPR, etc.).

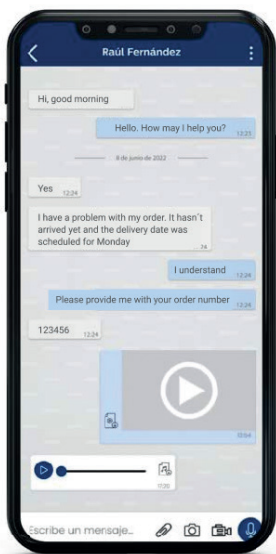
In addition a WhatsApp Communication Management System allows:

- The company to have 360° visibility of all conversations with the customer
- Notifications delivery to customers from the same number.
- Chat and respond to customers, anywhere and anytime.
- Avoid losing customers. Whether holidays or leaves of absence, keeps you in touch
- Automate the most recurring requests or doubts of your customers, delegating them to a chatbot with artificial intelligence.
- Referring your customer's conversation to their salesperson or agent.
- Greater control of business hours.
- Avoiding non-corporate environments and secure information management.

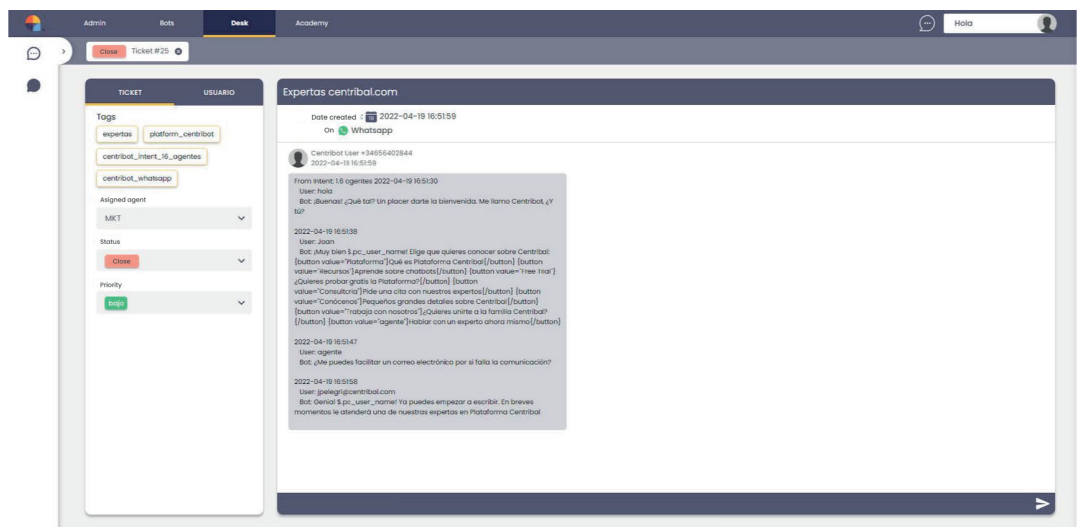
How it works

The platform collects all your customers' queries, regardless of the channel: WhatsApp, Facebook, Telegram, Instagram...

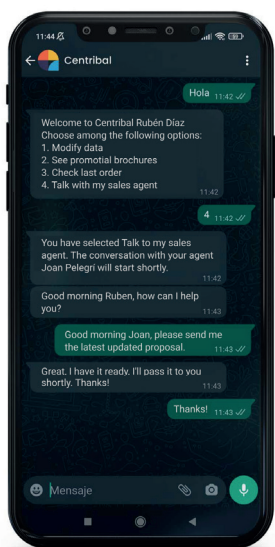
The customer's request can be automatically answered by a chatbot or referred to an agent in a hybrid assistance from any channel.



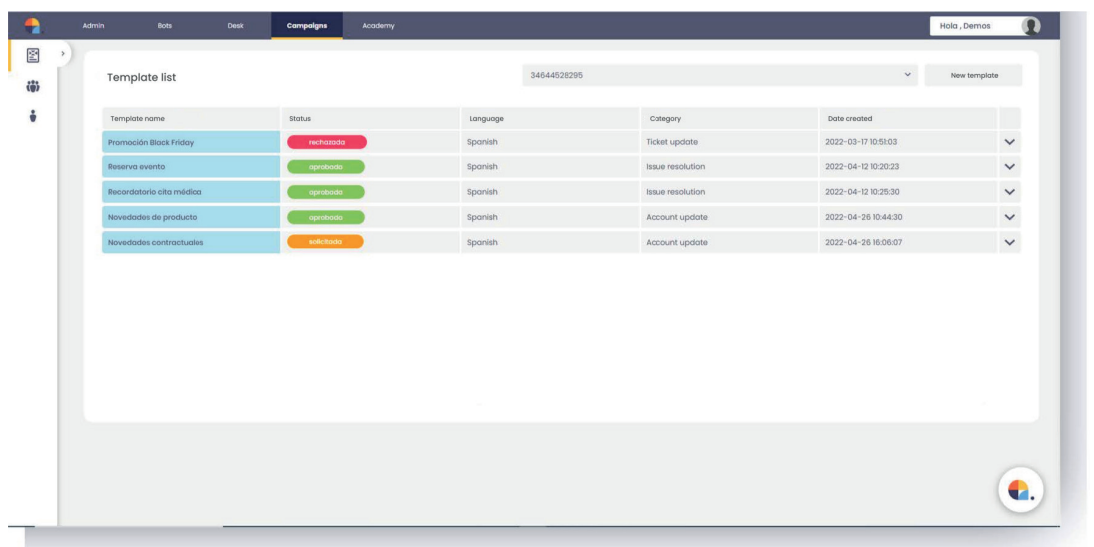
Commercial/agent screen (APP)



Commercial/agent screen (Desk PC)



Customer screen (WhatsApp)



Supervisor screen (Desk PC)

Case study: Company in the wholesale retail sector

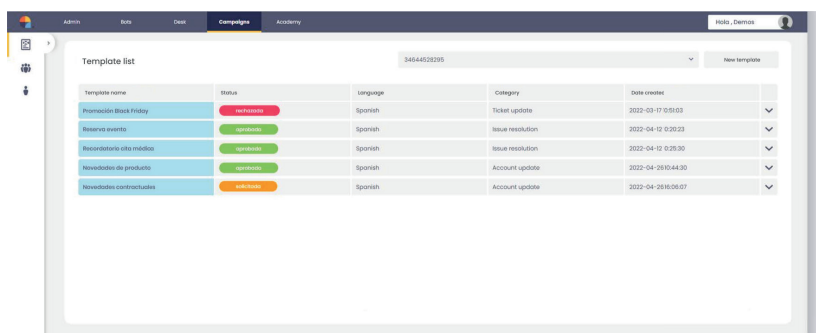
Our client was concerned about the use of personal WhatsApp between his sales staff and customers. Given this situation, the client makes more working hours a salesperson rather than to the company itself.



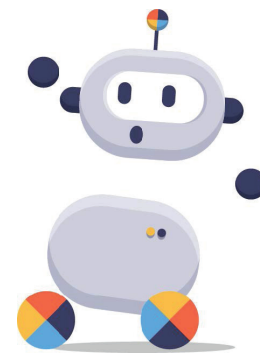
With the WhatsApp Communication Manager there is only one corporate WhatsApp number used by all sales representatives and agents. In other words, sales reps no longer use WhatsApp but install the WhatsApp Communication Manager and deal with customers from a unique business platform. In fact, the Communication Manager shows not only the WhatsApp conversations assigned to that salesperson/agent, but it is also allows to add Telegram, Facebook or Instagram as a means of business communication to customers. In addition, the database used is GDPR compliant.



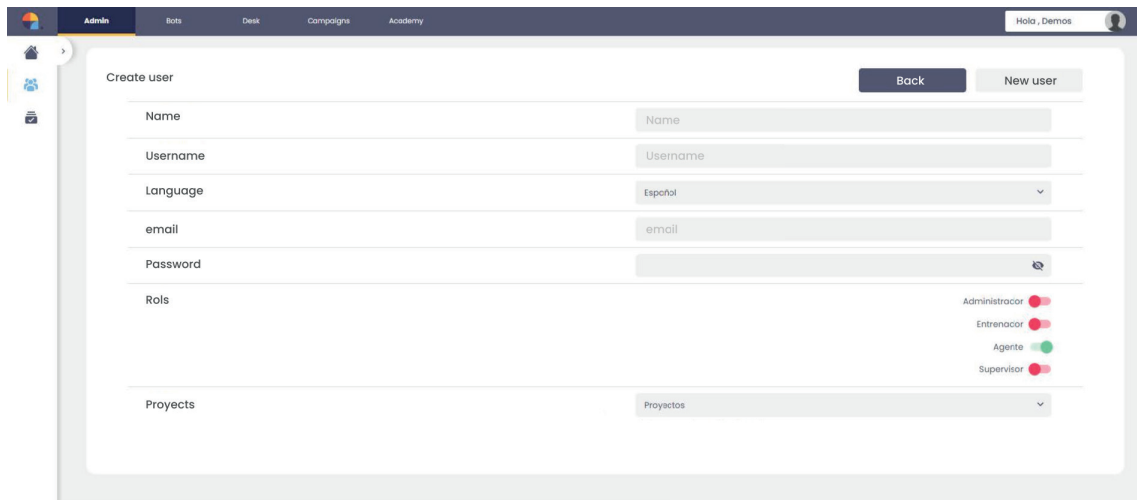
In this way, the conversation with the customer can be automated when it is deemed appropriate. And use Push Campaigns to initiate a conversation that will be followed up by the the salesperson. Confidential information will always belong to the company.



Template name	Status	Language	Category	Date created
Promoción Black Friday	enabled	Spanish	Ticket update	2022-03-17 09:03:03
Reserva evento	enabled	Spanish	Issue resolution	2022-04-12 0:20:23
Recordatorio cita médica	enabled	Spanish	Issue resolution	2022-04-12 0:25:30
Notificación de producto	enabled	Spanish	Account update	2022-04-28 04:44:30
Notificación de actualización	enabled	Spanish	Account update	2022-04-28 08:06:07



Agents are created from the Platform.



When a new user contacts the company, no agent is assigned by default. The supervisor is the one who, from the Platform, assigns that ticket to an agent and from that moment on any new ticket from that customer is assigned to the same agent. Afterwards, it would be possible to assign any ticket to another agent manually or automatically.

All tickets and customer history are stored in the Platform, although it is possible to move tickets to the company's CRM in a very straightforward way. All analytics data is fed back into the company's existing reporting system. This way you can measure KPIs and ROI in a consistent and organized way.


KPIs


ROI


SLAs

Still more?

Massive push campaigns

From the Platform you will be able to set up message templates to send them automatically to customer lists.

Notify relevant promotions or offers, manage appointments, generate leads, notify of product availability, build customer loyalty...

Conversational assistance

The Chatbot will be able to maintain the conversation with those customers who reply to the messages. In this way, the user experience will be optimal by giving instant response and 24x7.

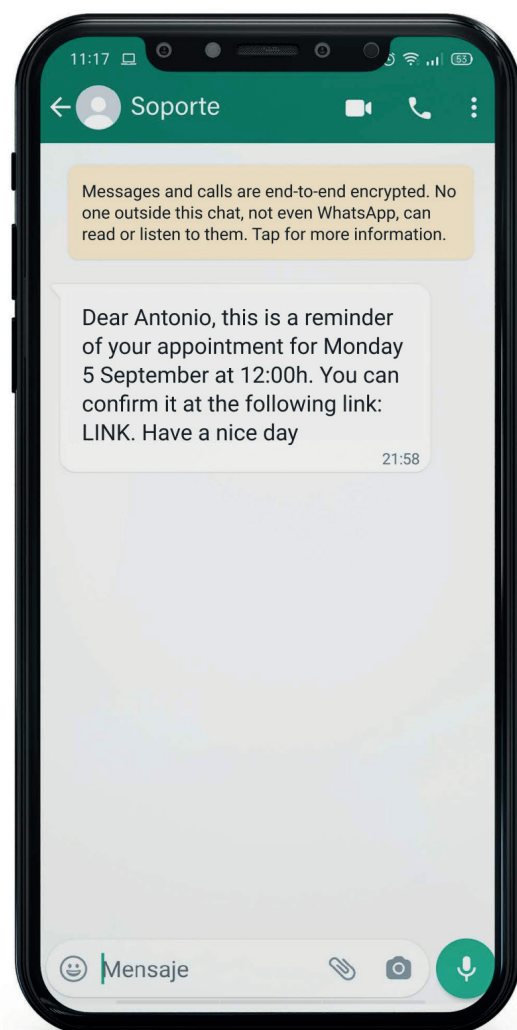
Effective Campaigns

You will see in real time when each message is delivered to any device around the World.

Push messaging integration

Templates can be integrated with tools and systems of any company via webhook. In this way any company can make use of its own tools/systems to send automated and personalized push messages to its customers.

These messages can be sent individually via WhatsApp automatically once your applications are integrated via API.



Customer's challenges

- Business conversations traceability
- 24/7 customer service requirement
- Single WhatsApp number.
- Maintain the mobility of agents or sales representatives.
- Customer information process automation
- Add additional channels to the customer service.
- Reduce costs associated with the number of technicians/agents.
- Manage all queries from a single dashboard.
- Avoid non-corporate environments.

The Benefits of a Communication Management System

- Activates leads and dormant customers.
- Complies with personal data protection regulations (GDPR, etc.).
- Optimizes your company's resources.
- Minimizes operational costs
- Reduces agents' workload
- Offers a bot and personalized attention for every customer oriented business needs
- Secures environments for information transfer

About Centribal Platform

This solution has been built on Centribal Platform, the chatbot management and training platform that allows a company to self-manage and train its own bots through a simple and intuitive control panel without the need for installation.

Thanks

Madrid, Barcelona, A Coruña, Zaragoza, Palma de Mallorca, Huelva, Cádiz, Sevilla,
Santiago de Compostela, Valencia, Milan, Lisbon, Miami, London, Montevideo



marketing@atsistemas.com
634888000
www.atsistemas.com

