

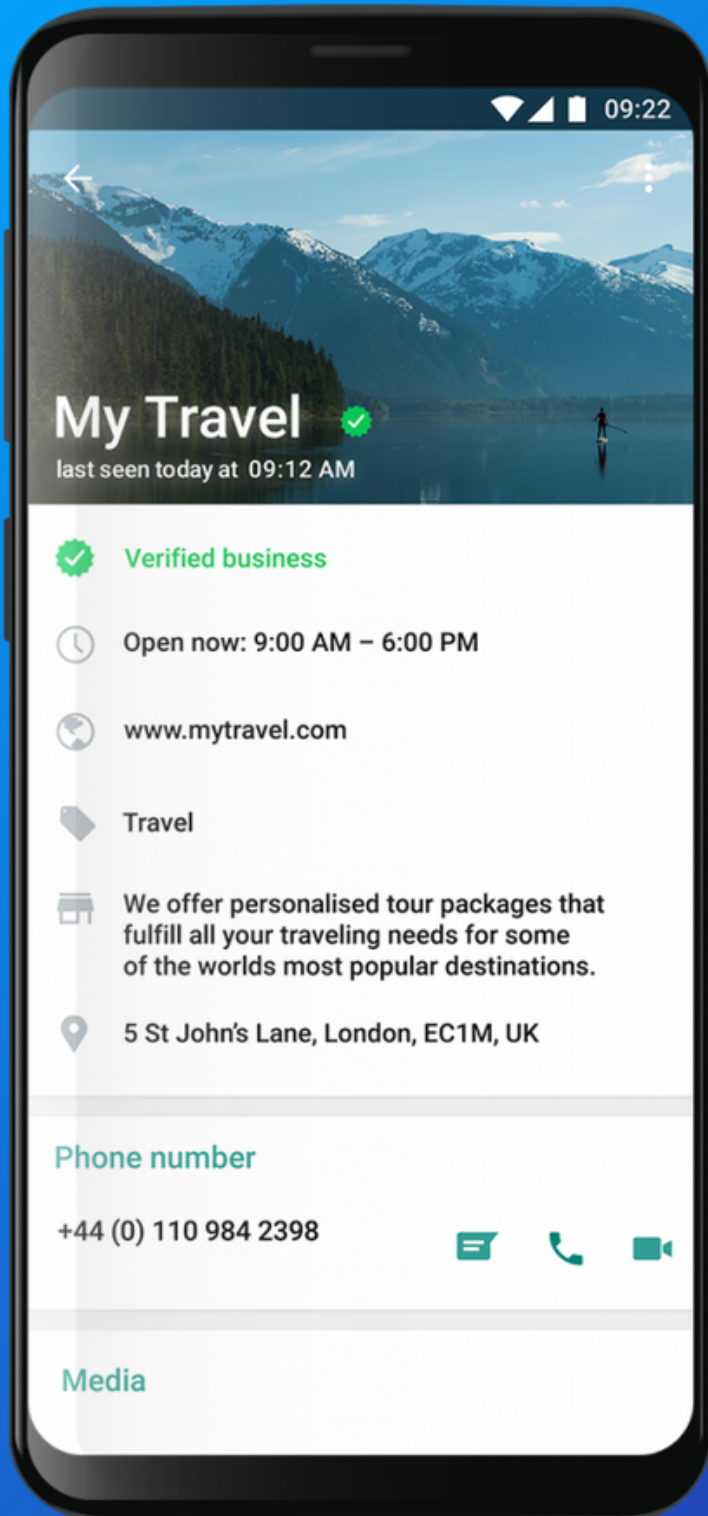
# KHAIRNAR

TECHNOLOGIES

## WhatsApp Business Solution



**reach  
2 billion  
people on  
WhatsApp**



Get Your Own  
 WhatsApp  
Verified Business A/c

**KHAIRNAR**

TECHNOLOGIES

# WhatsApp Business API



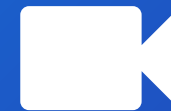
## VERIFIED BUSINESS PROFILE

WhatsApp Business API enables enterprises to build a reliable profile with a green badge that confirms brand authenticity.



## USE YOUR OWN NUMBER

Use number of your choice for WhatsApp Business Solution—either mobile, landline, or toll-free.



## MULTIMEDIA RICH MESSAGING

Leverage WhatsApp's ability to send and receive rich media content such as pictures, videos, documents, locations, links, etc. to your users.

# WhatsApp Business API



## ENCRYPTED SECURE CHAT

WhatsApp ensures the end-to-end encryption of all messages, so that all communications with customers are entirely reliable and isolated.



## HIGH DELIVERY RATES

Businesses can track if the customer has received and read messages.  
12X More effective than email for re-marketing.



## SIMPLE API INTEGRATION

Integrate our REST API into your existing programs (Android/iOS App, Website, CRM, Contact Center etc.) or use our Chat Messaging Console.

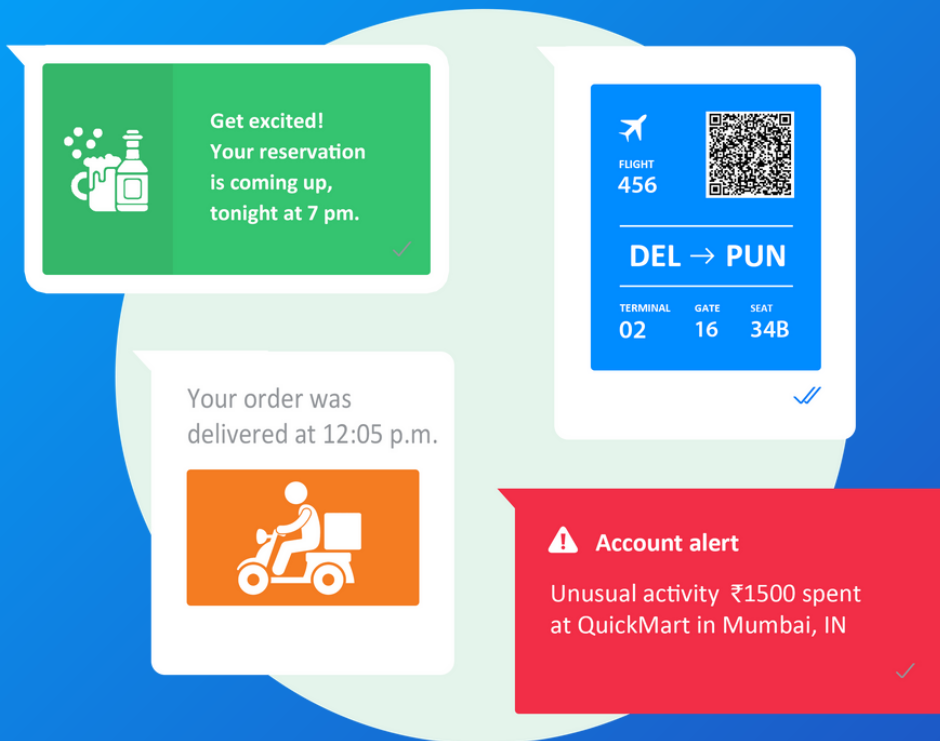


# How to engage with customers on WhatsApp

## SEND AND MANAGE NOTIFICATIONS

Leverage WhatsApp messaging to reliably send critical messages from bus ticket notifications to booking confirmations to delivery alerts and OTPs.

- Personalised messaging to strengthen customer relationships.
- 80% higher open rate than SMS / Push Notifications.
- Easy Setup, Low Cost, High Engagement !



# How to engage with customers on WhatsApp

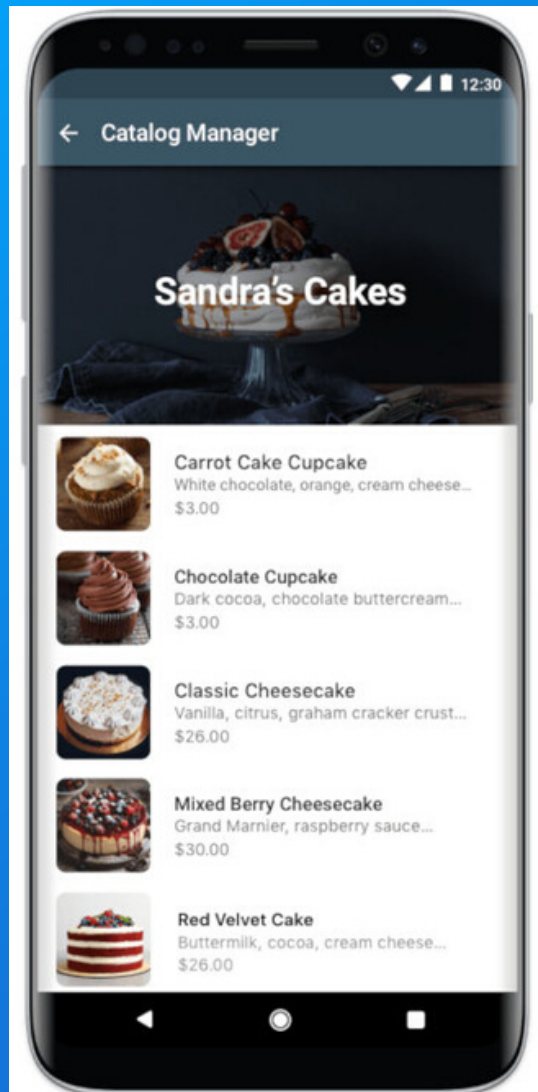
## STREAMLINE CUSTOMER SUPPORT



Empower customer support teams to respond instantly to customer queries and troubleshoot faster using multimedia sharing.

- Available 24 / 7. Provide responses anytime, even after office hours. Multi-Lingual Support.
- Understand your diverse customers in their native languages.
- AI powered Sentiment Analysis to escalate tricky clients to live agents.
- Automate replies to FAQs to solve general queries.

# How to engage with customers on WhatsApp



## HASSLEFREE PRODUCT DISCOVERY

Showcase your products on WhatsApp. Make sales while chatting with customer through WhatsApp's rich and interactive conversational interface.

- Start your own e-commerce store on WhatsApp.
- Add pictures, product details and pricing to create a rich and informative product listing.
- Make sales and accept payments natively through WhatsApp.



# How to engage with customers on WhatsApp

## CUSTOMISED CHAT SOLUTIONS

Can you think of a unique use case specific to your organisation? Feel free to contact us to brainstorm and see your dream chatbot in action.

- Build unique chatbased interactions.
- Solutions for every sector, every department. From Retail to Banking and HR to Marketing.
- Khairnar Technologies' UX and Engineering consulting are always there to bring your imaginations to life.



# WhatsApp in 3 Steps

# 1

## REQUEST ACCESS

Every business has to go through an approval and business verification process. As a first step, request your access to WhatsApp Business.

# 2

## INTEGRATION & SETUP

Once Facebook approves your business, we will configure it with you. Then, you can create your Message Templates and integrate our API (or use our Chat Messaging Dashboard).

# 3

## GO-LIVE

Develop your chatbot using our API and readymade projects. Test internally for a smaller audience, iterate and go live when you're ready. Our tech support is always there for you.

**Ready to connect with  
2 Billion people on  
WhatsApp?  
Feel free to contact us at**



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