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DIGITAL CONFERENCE

Indonesia in Focus

UNLEASH YOUR DIGITAL MARKETING POTENTIAL BY LEARNING DATA AND TECH STRATEGIES

xo

How to Transform Your CX

WITH WHATSAPP CHATBOTS

xo

Win Ramadan 2022 with

OMNICHANNEL STRATEGY

xo

Leveraging Data

TO UNLOCK IMPACTFUL RESULTS

xo

Sustain Your eCommerce Momentum

AND DRIVE SALES ALL-YEAR LONG

date **THURSDAY** JAN/27/2022

time [01.30 – 05.45 PM (GMT+7)]

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How to Transform Your CX with WhatsApp Chatbots

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Transform your CX with WhatsApp Chatbots

MODERATOR

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SPEAKER

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Head of Customer Engagement Solutions, ADA

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What to expect from this session

- Deeper understanding on how **WhatsApp Chatbots** can help brands deliver a better customer experience, build brand loyalty, and ultimately drive business outcomes
- WhatsApp Chatbot Use Cases
- How to transform CX this 2022

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Customer expectations have changed.

Transform Your CX with WhatsApp Chatbots

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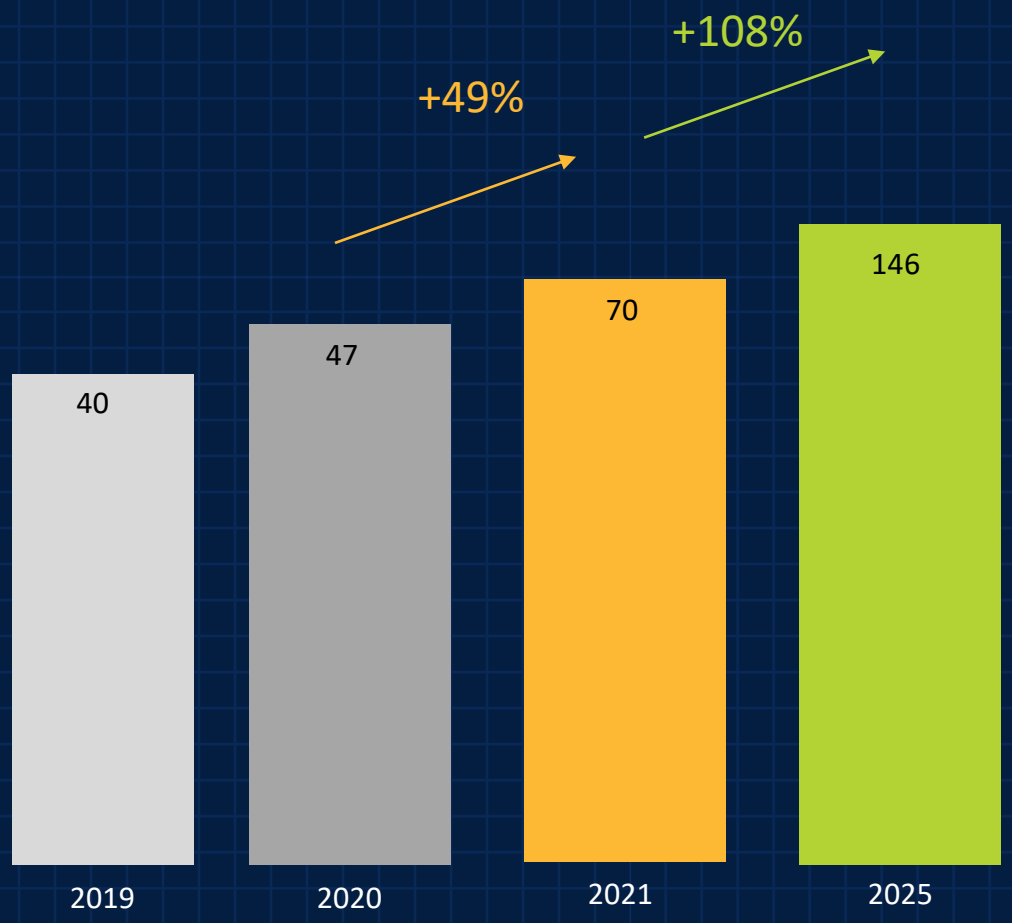
As a mobile-first market....

Then

Now

In Indonesia…

Internet economy by GMV ($B)



- Indonesia’s digital economy is poised to grow to the approximate value of USD363 billion by 2030, almost double the current value of Southeast Asia's digital economy at $170 billion*.
- **21 million new digital consumers in Indonesia since the pandemic began. Of the new consumers, 72% are from non-metro areas – a highly positive sign of growing penetration in the region's largest market.**
- These new users are here to stay, given 96% of them are still using digital services and 99% intend to continue going forward.
- **The implication is clear** – **this will accelerate the growth of messaging applications (eg-WhatsApp) users** as customers' expectations are much **higher** and they expect to communicate with businesses **24x7x365**
- WhatsApp (2 billion users worldwide)* is **the most popular messaging application in Indonesia, with 180-200 million users, followed by FB Messenger, Telegram, MiChat.**

Source:
Google, Temasek, Bain & Company (e-Conomy SEA 2021)
Jakarta Globe's Indonesia to Double the Size of Current SE Asia’s Digital Economy 2030

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What does this mean for medium and large businesses in 2022?

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The Future of Customer Experience is now here.

Elevate and transform your CX to reshape your entire customer engagement strategy with ADA, a WhatsApp Business Solution Provider.

CX MAPPING

Visualise how a customer engages with your business across digital touch points to transform your CX with AI-powered WhatsApp chatbots

AI-POWERED CHATBOTS

Accelerate your customer support with WhatsApp chatbots to help your customers 24/7 through smarter targeting, automation, AI, NLP and ML

LIVE CHAT AGENTS

Double agent productivity by running customer support on WhatsApp at scale

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In a 2020 survey conducted by Salesforce, customers had this to say....

70%

70% of customers expect companies to create **new ways** to get existing products and services.

71%

71% of customers state that **now** is the time for businesses to **update and upgrade** how they operate, engage, and contribute to society across a variety of fronts.

80%

80% of customers state that the **experience** a company provides is as **important** as its products or services.

88%

Amid the pandemic, 88% of customers expected companies to accelerate their **digital initiatives**, while 68% stated that COVID-19 has elevated their expectations of brands' digital capabilities

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What are WhatsApp chatbots?

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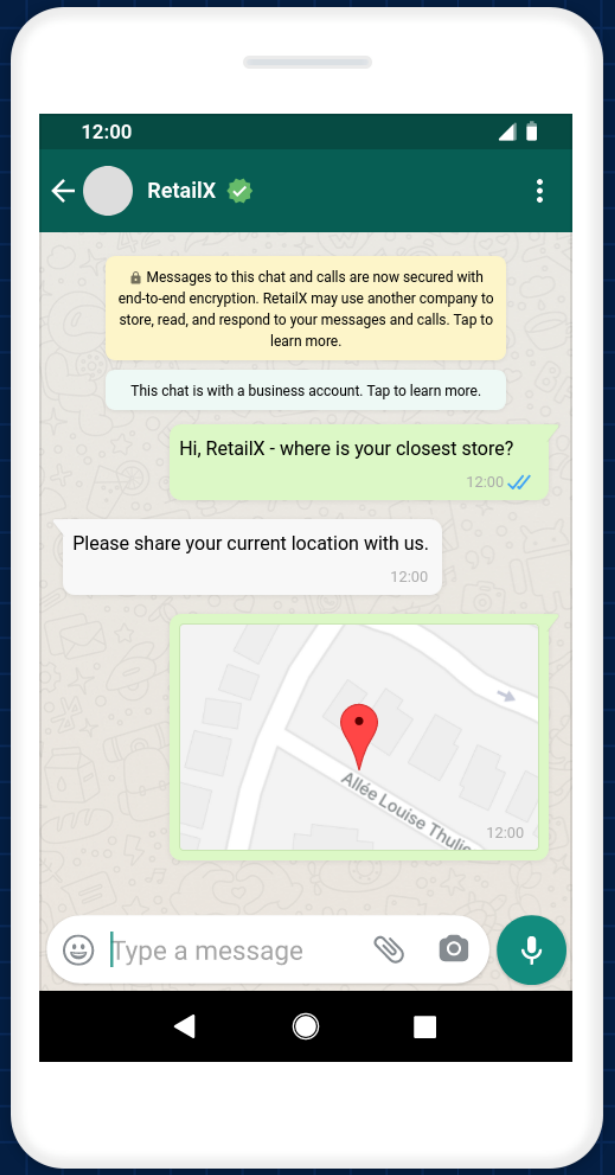
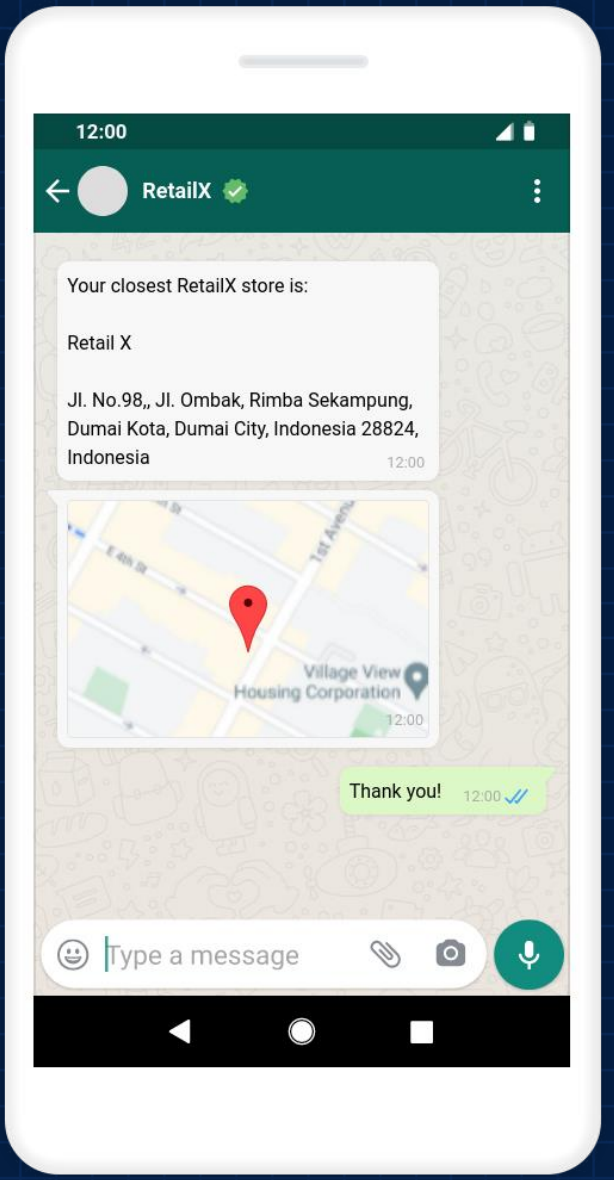
WhatsApp Chatbots

A WhatsApp chatbot is an automated and conversational software powered by rules or artificial intelligence (AI) that runs on our Business Messaging Platform, which has been integrated with the WhatsApp Business Platform.

Deployed over WhatsApp, the chatbots allow customers to interact with businesses and get relevant and contextual responses.

It can integrate with numerous back-end systems such as call centres, CRM, and marketing automation platforms.

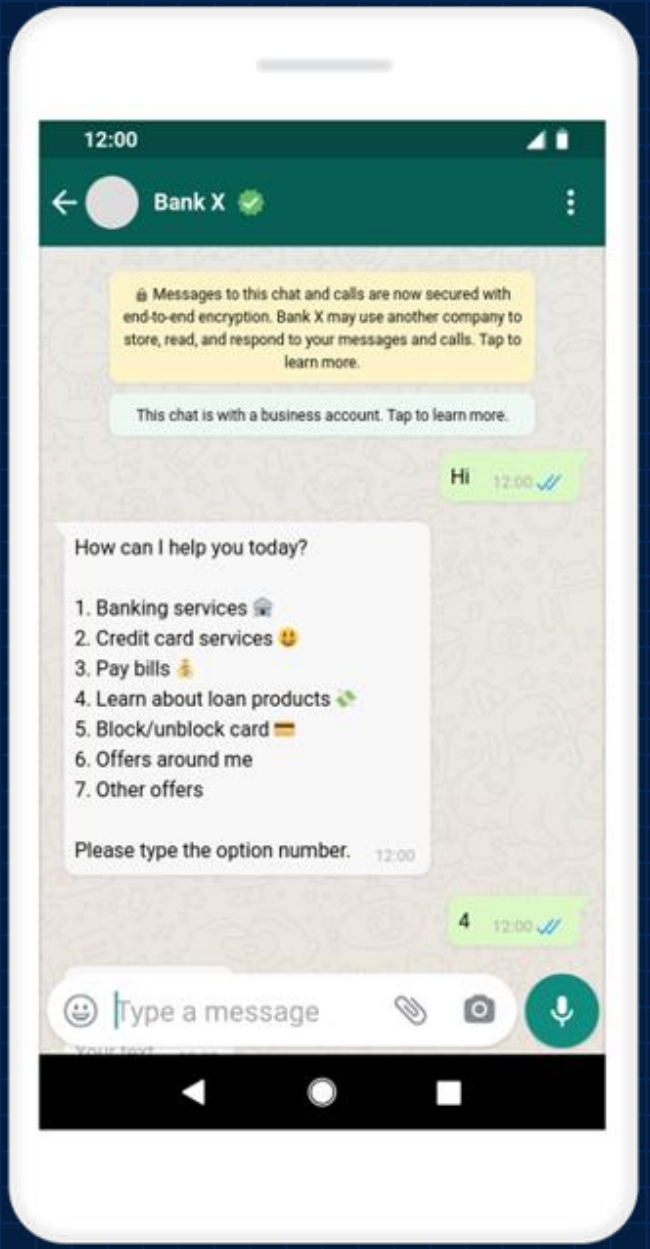


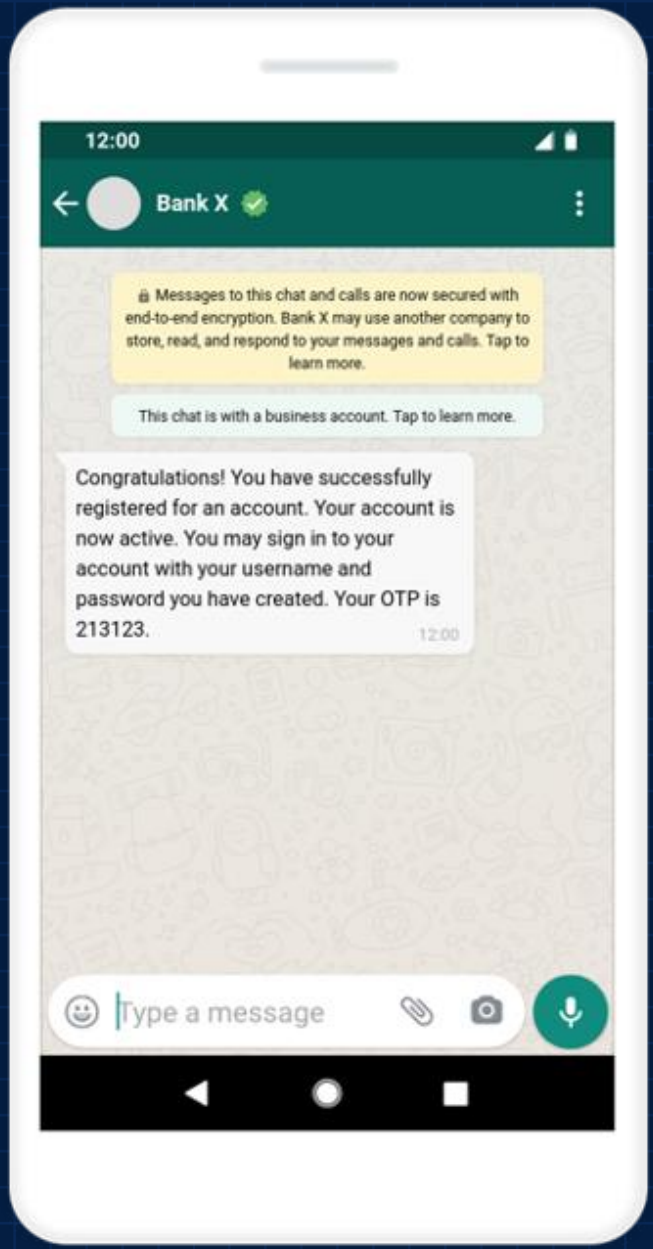


Two Types of Messages

User-initiated messages

1. The user / customer starts a message thread by messaging the business.
2. Price per session.
3. No prior opt-in required.





Business-initiated messages

1. The business starts a message thread by messaging the user/customer.
2. Requires a pre-approved template.
3. Requires prior opt-in

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What are some of the use cases?

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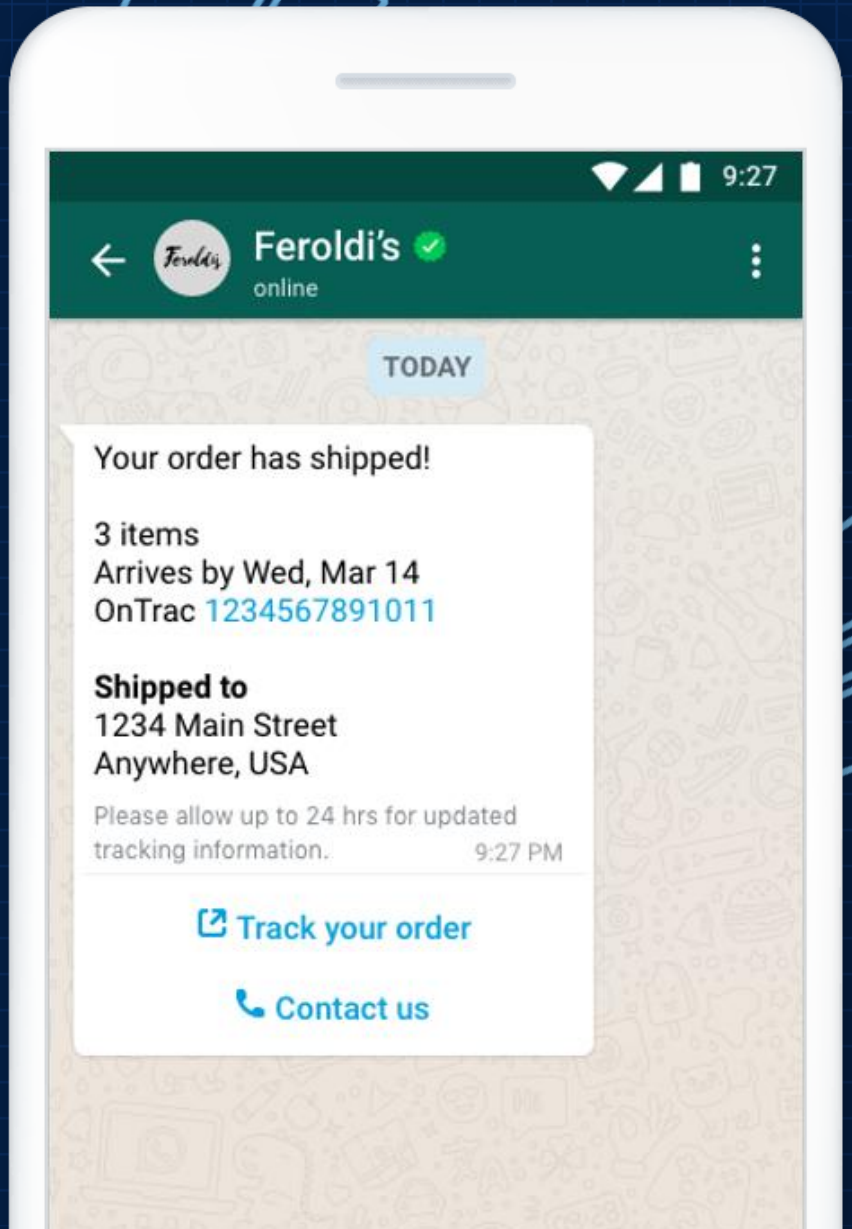
Retail

Business-initiated

- Order confirmations
- Purchase receipts
- Delivery notifications
- Delivery tracking



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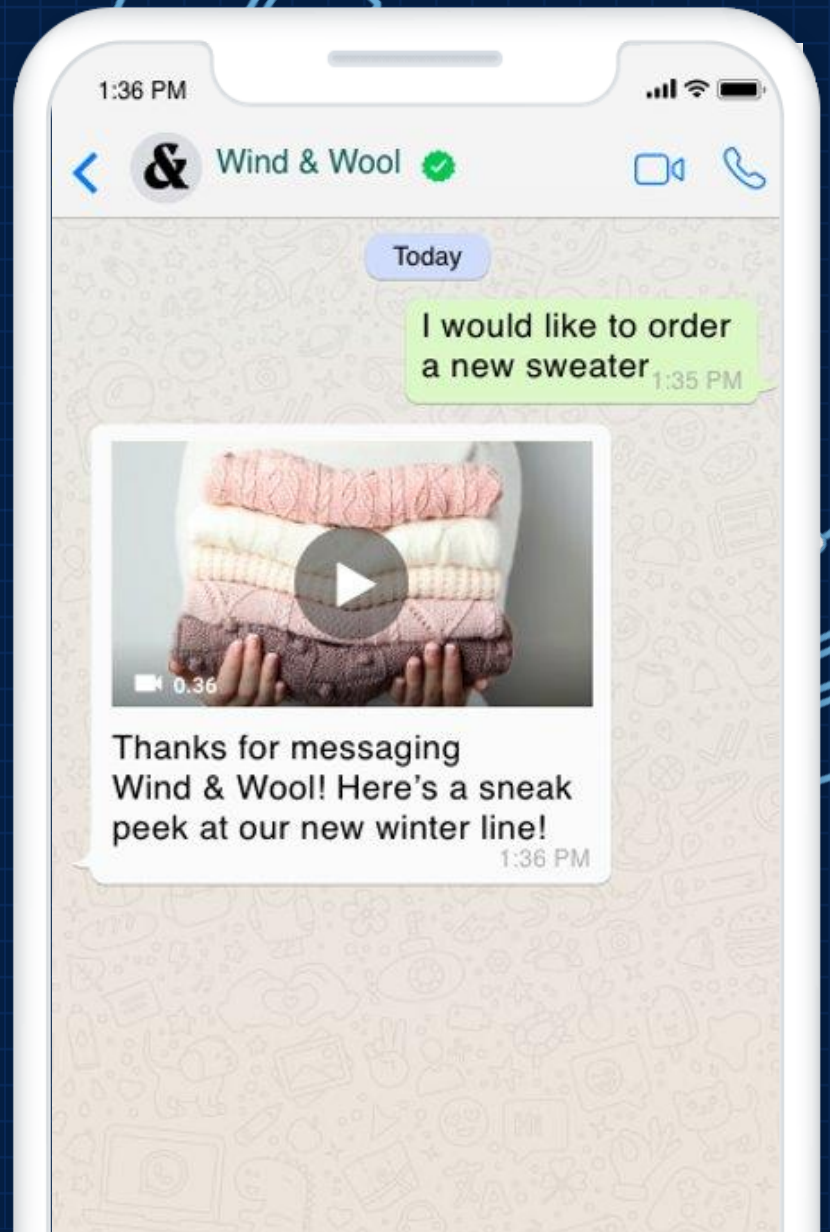
eCommerce

User-Initiated

- Return or refund request
- Order update or change
- Product availability request
- Billing or product service inquiry



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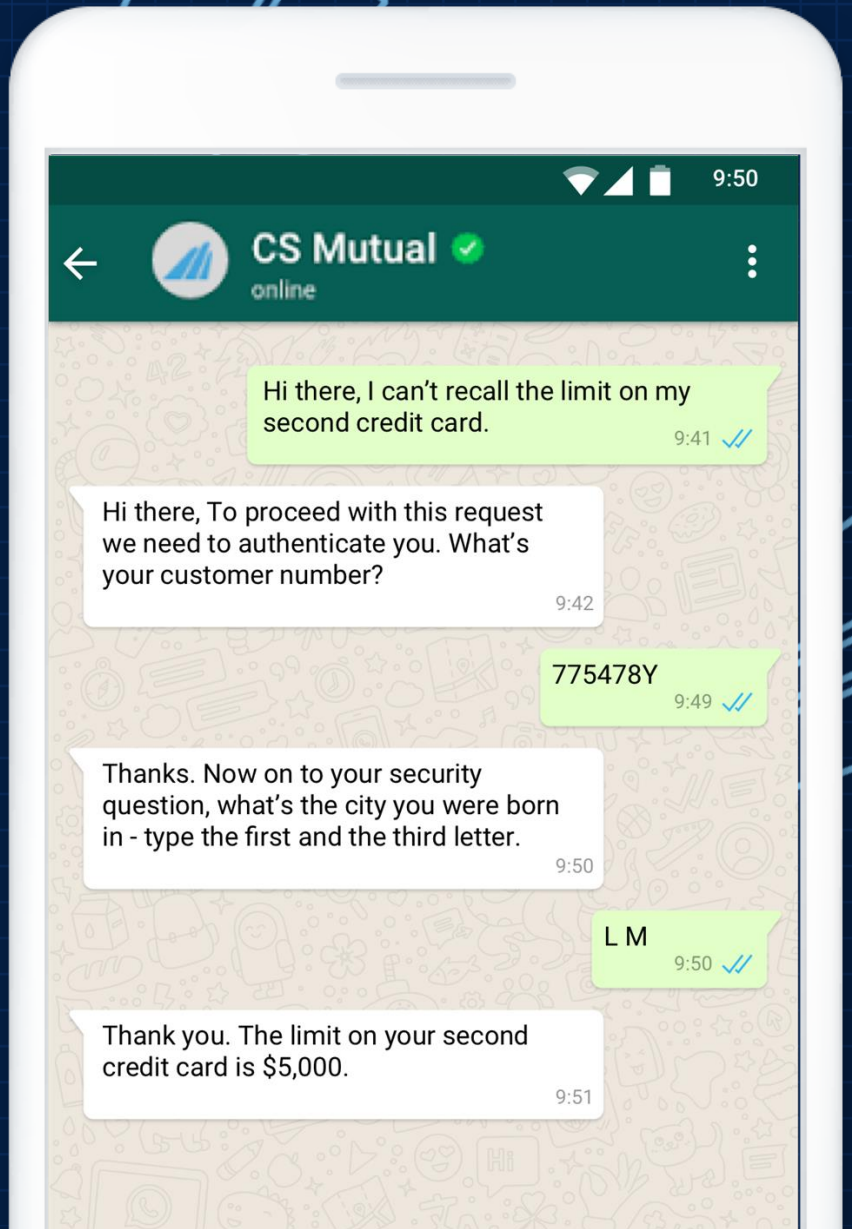
Financial Services

User-Initiated

- Statement request
- Loan balance inquiry
- Credit limit inquiry
- Lost/stolen card reporting
- Account-related service request



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Scan QR Code to try out the WhatsApp chatbot

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