

Como incrementar las ventas usando WhatsApp Business API

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Cargo: CEO y co-fundador indigitalall.com & iurny.com



¿Como ha cambiado la vida el smartphone?

- ⦿ Las expectativas de los consumidores son cada vez más exigentes



Help me faster

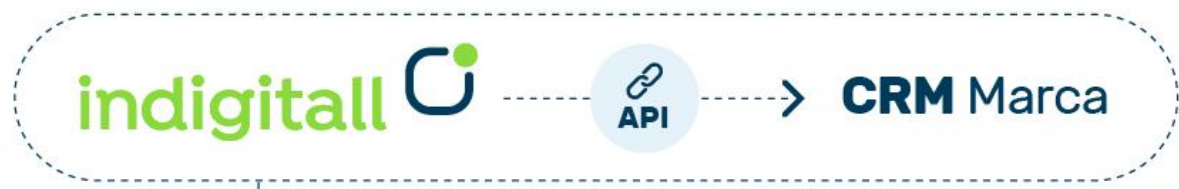


Know me better



Wow me everywhere

Servicio CPaaS + CCaaS



Customer Journey

Outbound

Inbound

Canales salientes

Comunicación **marca-cliente**



Canales entrantes

Comunicación **cliente-marca**



indigitalall es la Plataforma de comunicación con el mayor número de canales digitales salientes y entrantes

Outbound marketing channels

Channel

AppPush



- Alerts that pop up on a smartphone's home screen, sent from a mobile app.



InApp



- Messaging served up while the user is inside your app, driving behavior and raising knowledge.



WebPush



- Notifications designed to reach web users (mobile and desktop) with short bursts of information, even if they're not currently on your website.



InWeb



- Pop-ups and notifications that are delivered as a user browses, shops, and streams on the web.



Si Mariah Carey lo dice, ya podemos decorar el balcón

Pero lo cierto es que ya estamos autorizados para empezar con los preparativos. Y eso es gracias a la icónica Mariah Carey, que ya nos ha dado permiso de forma virtual. Como cada año, el 1 de noviembre, dio el pistoletazo de salida al período navideño rompiendo calabazas de Halloween con un bate al ritmo de su popular tema 'All I Want For Christmas Is You'. Un vídeo que ya













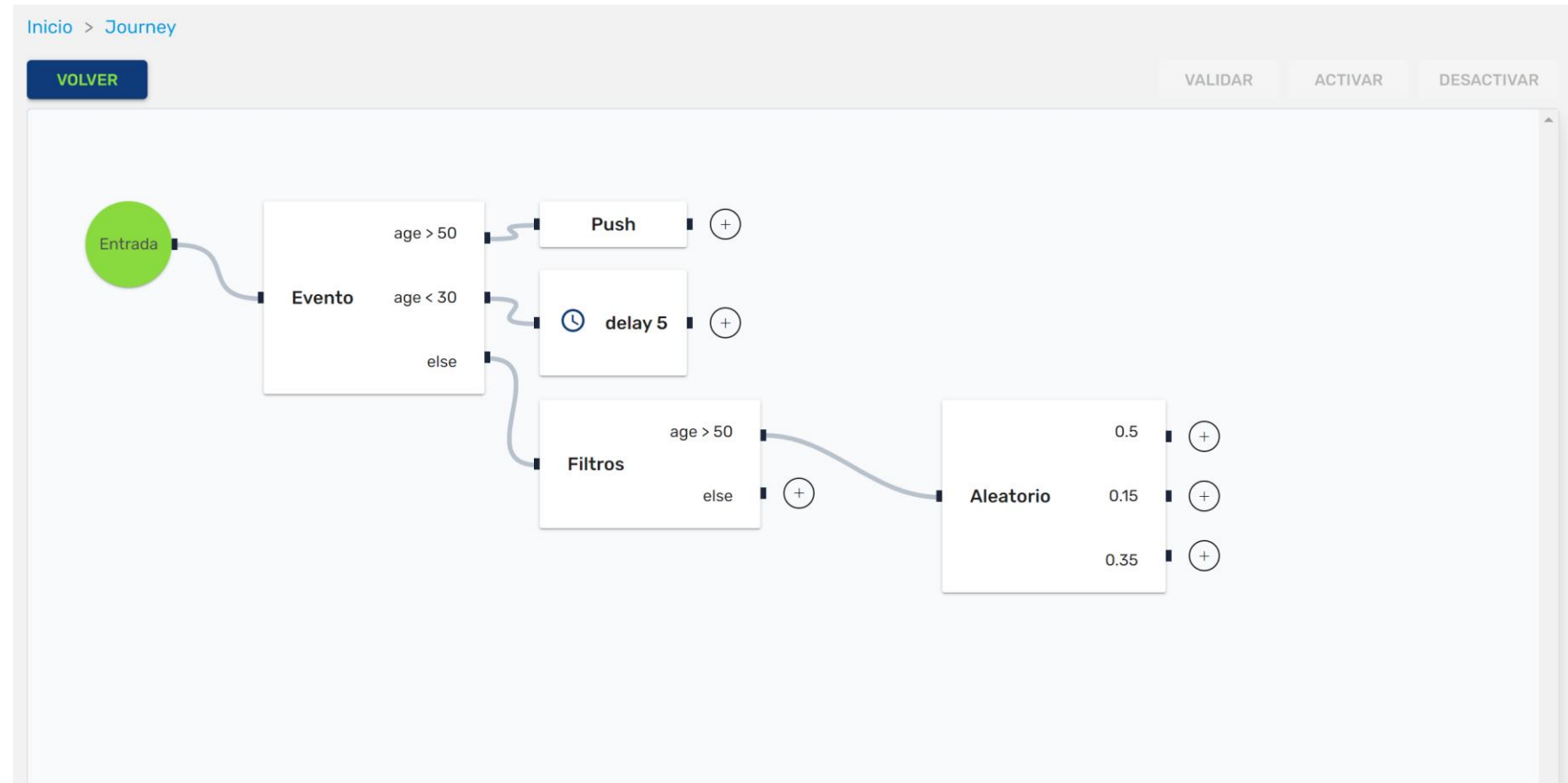
Overview

indigital Customer Journey

Conversaciones de valor en el Canal, Momento y Lugar Correcto

Canales de comunicación salientes

- AppPush** 
- Mobile Wallet** 
- InApp** 
- Android Auto/Apple Car** 
- WebPush** 
- @email** 
- InWeb** 
- SMS**
(to be launched in Q2-2022) 
- WhatsApp** 
- Telegram**
(to be launched in Q22022) 



Nuestros clientes activos

BANK & INSURANCE



TELCO & MEDIA



E-COMMERCE & RETAIL



SPORTS



UTILITIES



FOOD & BEVERAGE



AUTOMOTIVE



TRAVEL & TOURISM



EDUCATION



REAL STATE



GAMING



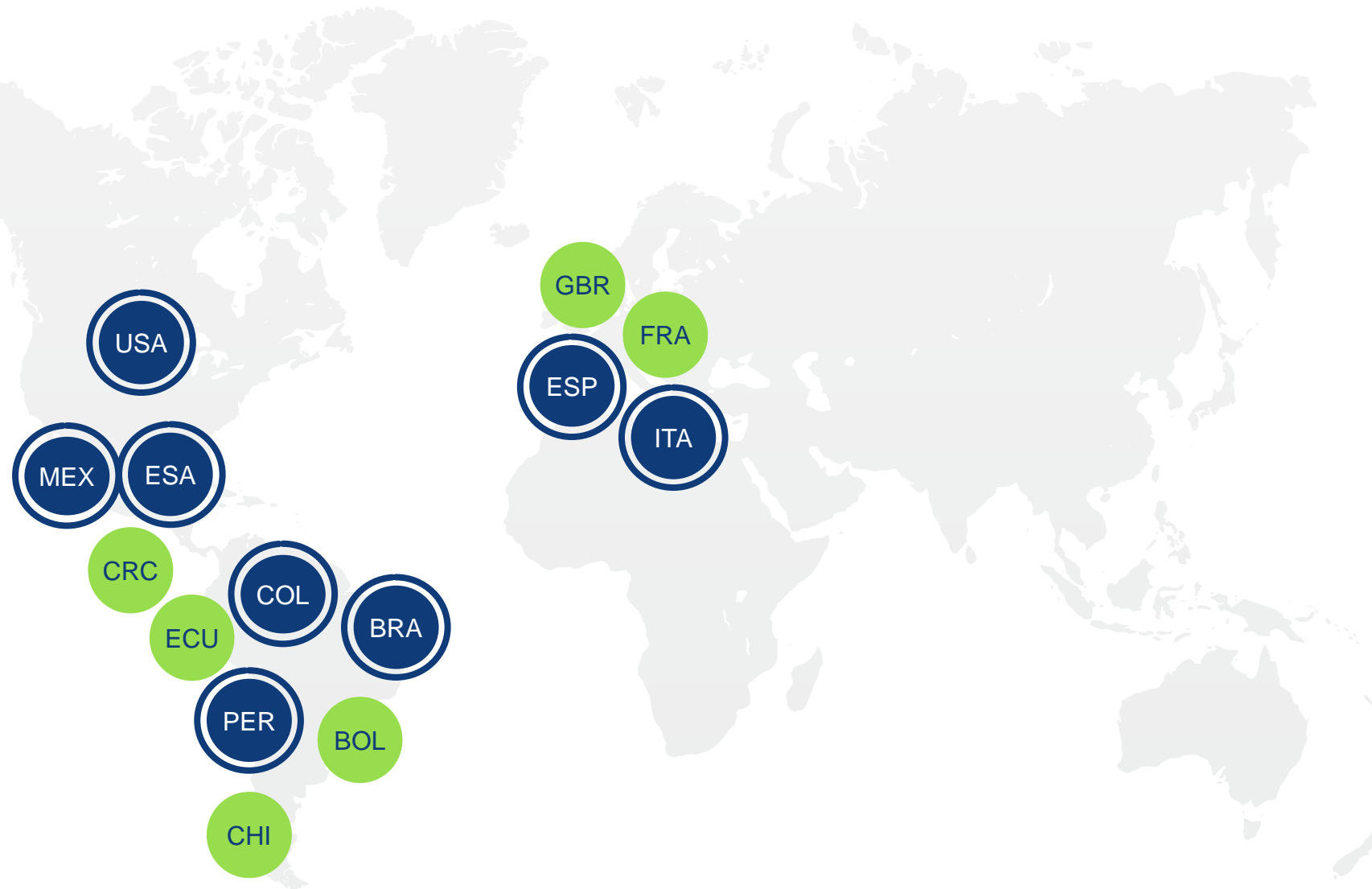
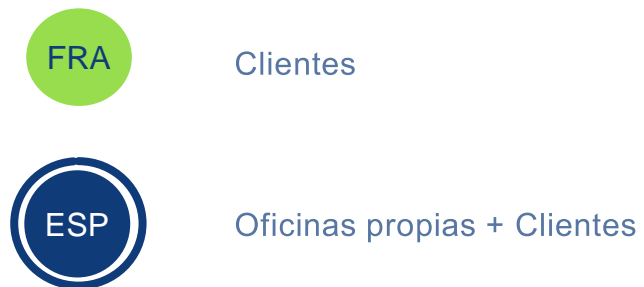
PUBLIC ADMIN



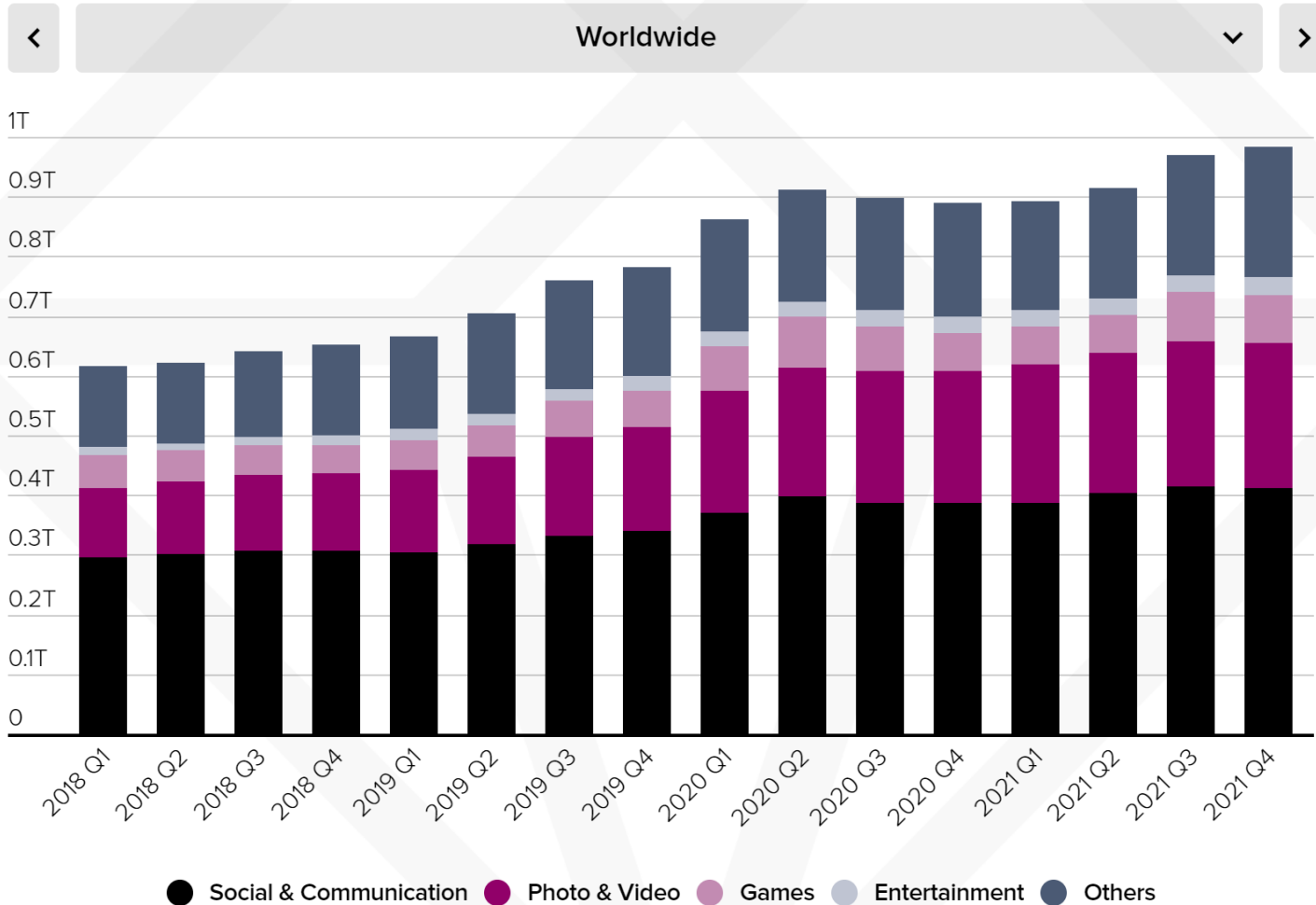
ORG. & ONG



Presencia Global



Hours Spent in Apps by Category



Source: App Annie Intelligence
Note: Android phones

MACRO MOBILE TRENDS

7 of Every 10 Minutes on Mobile Was Spent in Social and Photo & Video Apps in 2021

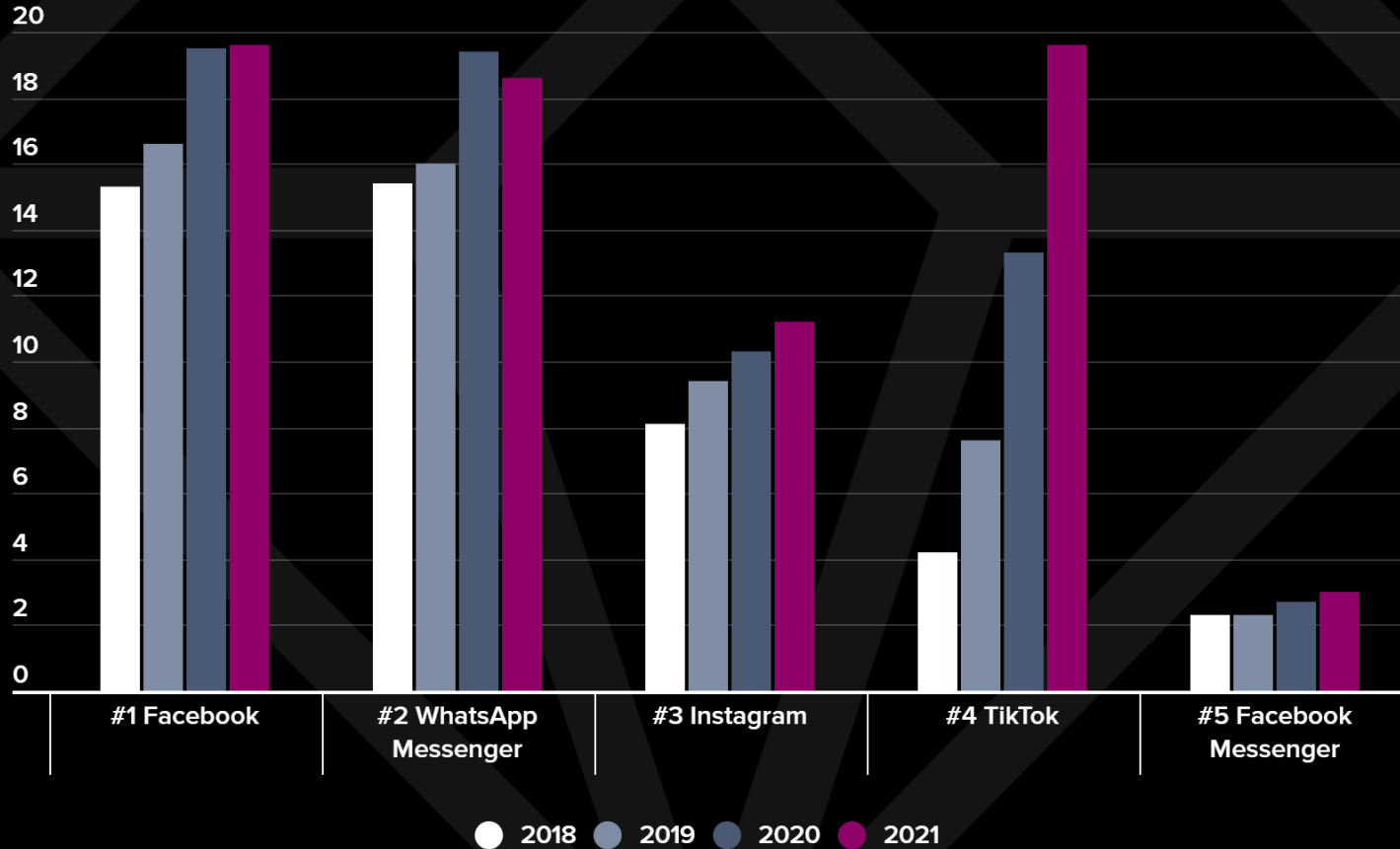
As time increases on mobile in emerging categories, consumers are also engaging deeper in early-mover categories like Social, Communication and Photo & Video apps.

While Photo & Video apps (e.g. [YouTube](#) and [TikTok](#)) have seen an increase in market share of time spent, this has largely not been at the expense of current habits. Rather, consumers have turned historically 'non-mobile' time into time spent in apps and games.

The pandemic accelerated existing mobile habits, which have solidified in 2021. While social dominates for time spent globally, regional differences in app preferences highlight unique market differences. [Discover local trends in App Annie.](#)

Average Monthly Hours Spent Per User
in Top 5 Social Apps by Total Time

Worldwide



SOCIAL

TikTok's Rocket Ship Growth: YoY Growth Rates As High As 75%

TikTok was a standout winner in per user engagement among the top 5 social apps commanding the most time spent in 2021.









































It is notable that TikTok has seen the greatest in depth of engagement over 4 years and had a standout year in 2021, off the back of an already record-breaking 2020.

Meta properties in India benefited from the TikTok ban in 2021, with engagement deepening in both Facebook and Instagram by 15% and 35% respectively.

Explore evolving engagement patterns, including average time spent, demographic base and cross-app usage of top players to monitor how they are carving out mindshare in 2022 and beyond.

2021 Rankings by Market | Social

< EMEA - Downloads >

	Worldwide	United Kingdom	France	Germany	Russia	Turkey	Italy	Spain
1	 TikTok	 WhatsApp Messenger	 WhatsApp Messenger	 TikTok	 TikTok	 TikTok	 IO lapp dei servizi pubblici	 Telegram
2	 Instagram	 TikTok	 TikTok	 WhatsApp Messenger	 Telegram	 Instagram	 WhatsApp Messenger	 TikTok
3	 Facebook	 Instagram	 Instagram	 Instagram	 WhatsApp Messenger	 WhatsApp Messenger	 Telegram	 WhatsApp Messenger
4	 WhatsApp Messenger	 Facebook	 Facebook	 Telegram	 Instagram	 Telegram	 TikTok	 Instagram
5	 Telegram	 Snapchat	 Snapchat	 Signal Private Messenger	 GetContact	 Facebook	 Instagram	 Pinterest

2021 Rankings by Market | Top Apps



Spain



DOWNLOADS

1		Telegram	Communication (Social Media)
2		TikTok	Short Videos (Entertainment)
3		SHEIN	E-Commerce (Brand Retailer) (Shopping)
4		WhatsApp Messenger	Communication (Social Media)
5		Instagram	Media Sharing Networks (Social Media)
6		McDonald's App	Restaurants & Bars (Food & Drink)
7		AliExpress	E-Commerce (B2C) (Shopping)
8		Cl@ve PIN	Public Service (Utility & Productivity)
9		QR & Barcode Reader	QR Scanner (Utility & Productivity)
10		Wallapop	Resell (Shopping)

CONSUMER SPEND

1		Disney+	OTT (Entertainment)
2		Google One	File Management (Utility & Productivity)
3		DAZN	Sports TV (Sports)
4		Tinder	Dating (Social Media)
5		Netflix	OTT (Entertainment)
6		Twitch	Live Streaming (Entertainment)
7		Wallapop	Resell (Shopping)
8		TikTok	Short Videos (Entertainment)
9		Wikiloc	Navigation (Utility & Productivity)
10		YouTube	Video Sharing (Entertainment)

MONTHLY ACTIVE USERS

1		WhatsApp Messenger	Communication (Social Media)
2		Facebook	Social Networks (Social Media)
3		Instagram	Media Sharing Networks (Social Media)
4		Amazon	E-Commerce (B2C) (Shopping)
5		Facebook Messenger	Communication (Social Media)
6		Spotify	Music & Audio (Entertainment)
7		TikTok	Short Videos (Entertainment)
8		Telegram	Communication (Social Media)
9		AliExpress	E-Commerce (B2C) (Shopping)
10		Netflix	OTT (Entertainment)



Ecosistema WhatsApp



WhatsApp



For individuals

Protección Datos (GDPR)	✗
WhatsApp ToS	✗
Escalabilidad	✗
Marketing	✗
Atención al Cliente	✗
Precio	Gratuito
Features	✗



WhatsApp Business App



For SMEs

Protección Datos (GDPR)	✓
WhatsApp ToS	✓
Escalabilidad	✗
Marketing	✗
Atención al Cliente	✓
Precio	Gratuito
Features	✗
• Perfil Oficial Empresa	
• Respuestas rápidas	
• Etiquetas de conversación	
• Mensaje de ausencia	
• Acceso individual	



WhatsApp Business Solution (API)



For Large Enterprises

DISPONIBLE A TRAVÉS DE UN FACEBOOK BUSINESS PARTNER COMO INDIGITALL

ATENCIÓN AL CLIENTE

Usuario » Empresa

Protección Datos (GDPR)	✓
WhatsApp ToS	✓
Escalabilidad	✓
Marketing	✗
Atención al Cliente	✓
Precio	Ad-hoc
Features	✓
• Perfil Oficial Empresa	
• Incluir tecnología Bot & Contact Center	
• Interfaz para conectar a los sistemas y CRMs	
• Botones Click to Chat	

CASOS DE USO

Atención al cliente individual (Agente)
Atención al cliente automatizada (Chatbot)

NOTIFICACIONES

Empresa » Usuario

Protección Datos (GDPR)	✓
WhatsApp ToS	✓
Escalabilidad	✓
Marketing	✗
Atención al Cliente	✓
Precio	Ad-hoc
Features	✓
• Plantillas de envíos	
• Incluir tecnología Bot & Contact Center	
• Interfaz para conectar a los sistemas y CRMs	

CASOS DE USO

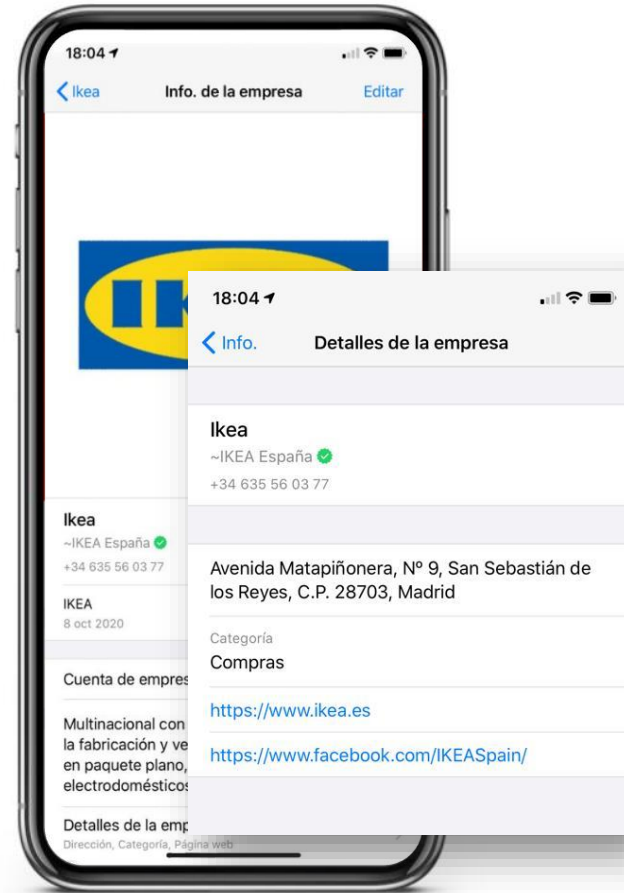
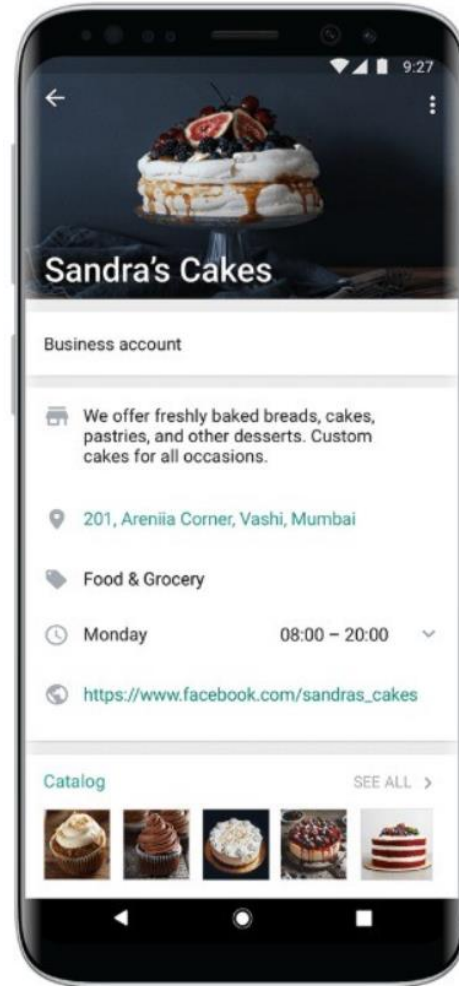
Verificar Transacciones, Doble-factor
Confirmación Pagos/Citas/Compras
Alertas Citas/Puntos/Facturas
Recordatorios Citas/etc.



Canal de WhatsApp

App de WhatsApp Business

- Adecuado para pequeñas y medianas empresas
- Respuestas enlatadas / rápidas
- Incluye etiquetas de conversación
- Sólo tiene posibilidad de automatizar un mensaje de ausencia
- Usar a través de una aplicación única aplicación de WhatsApp Business
- Sin integración con otros sistemas
- Sin acceso a la API
- Solo una persona puede acceder



WhatsApp Business API

- Gran empresa
- Integración con sistemas CRM, ERP,
- Acceso disponible exclusivamente a través de un proveedor oficial
- Perfil de empresa verificado
- Enviar mensajes proactivos masivos
- Posibilidades de incluir tecnología de automatización
- Posibilidad de tener acceso multi agente en tecnología de consola de contact center

Nuestros 4 canales entrantes pueden utilizar nuestros módulos **indigitall** de (i) Chatbot & (ii) Contact Center



CHATBOT de indigitall & DialogFlow

Usamos DialogFlow como plataforma de **comprensión del lenguaje natural + Inteligencia Artificial para entrenar y configurar los árbol de decisión.** Trabajamos únicamente sobre un árbol de decisiones para conectar múltiples canales como WhatsApp, FB Messenger, Instagram, ChatWeb y ChatApp.



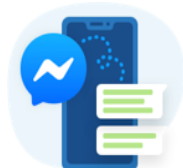
CONTACT CENTER de indigitall

Desde la consola de indigitall, podrán conectarse **vuestros Agentes del Servicio de Atención al Cliente internos y/o externos**, para gestionar múltiples conversaciones de múltiples canales diferentes a la vez, entablando conversaciones de manera personalizada con los usuarios.

WhatsApp



Facebook Messenger



Instagram

(to be launched in Q1-2022)



ChatApp



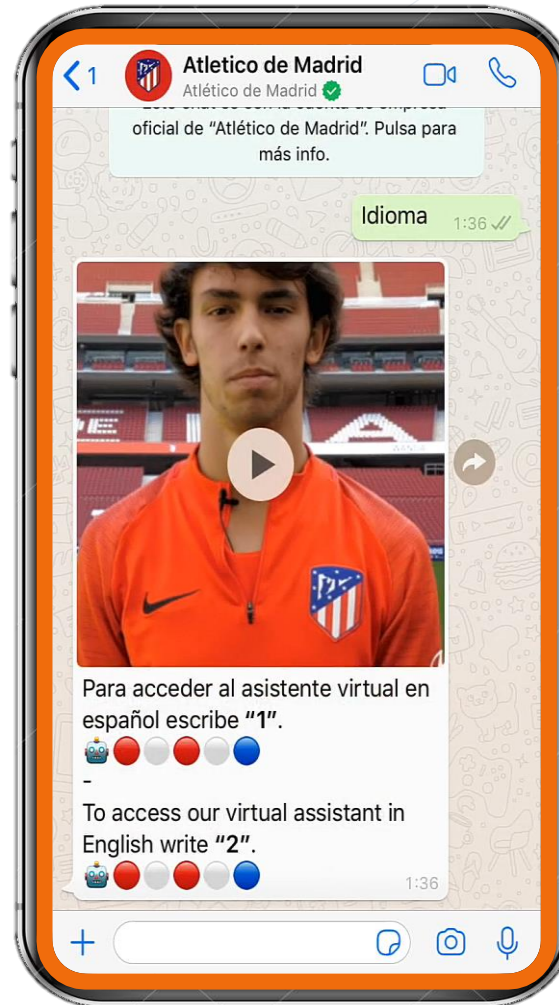
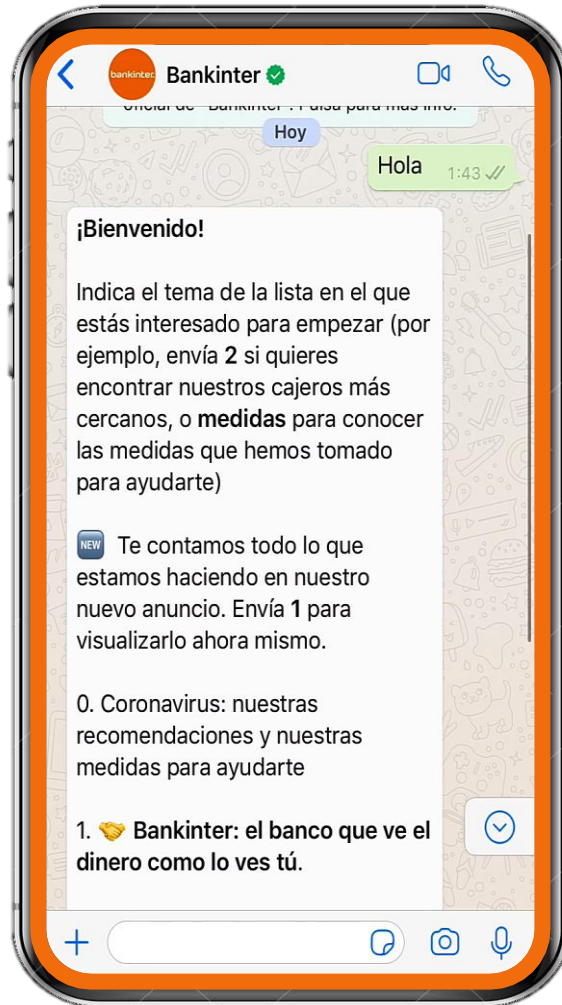
ChatWeb





Canal de WhatsApp

CHATBOT de indigitalll & DialogFlow



¿COMO SE ACTIVA EL SERVICIO?

Para activar el servicio es necesario definir un nº teléfono y acceder a Facebook Business Manager para activación.

El servicio que ofrece indigitalll puede incluir un Chatbot diseñado a medida sobre el motor de IA de DialogFlow (Google) además de integrarlo con tu CRM.

BENEFICIOS

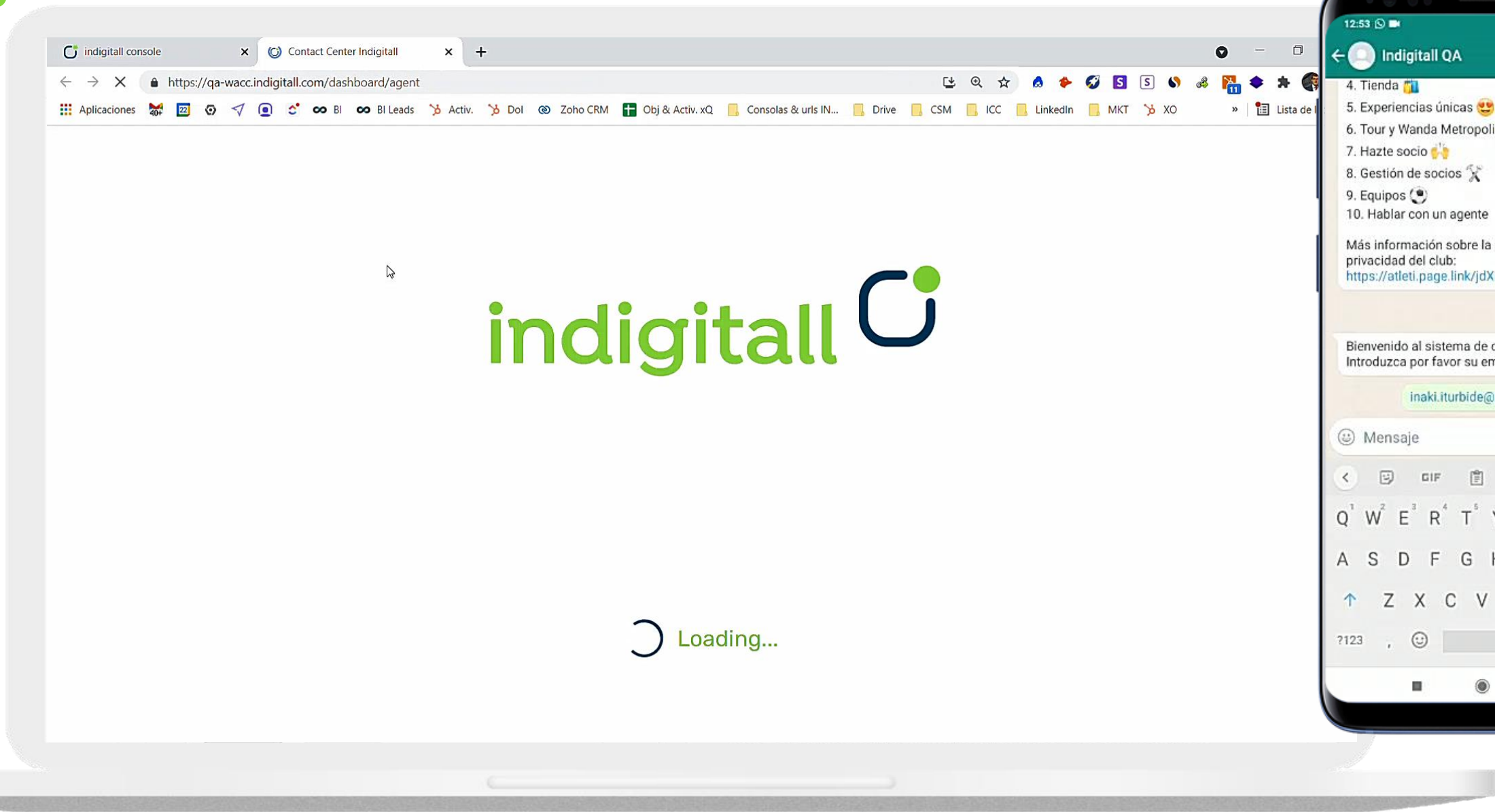
- * Nuevo canal de comunicación 24*7 con tus clientes. Posibilidad de ofrecer conversaciones en varios idiomas
- * Respuestas personalizadas a cada cliente (estado del pedido, cambio de password, duplicado de factura, etc)
- * Posibilidad de enviar o recibir imágenes, vídeos o documentos (pdf)
- * Analítica detallada de las conversaciones y opciones del bot más utilizadas



Orquestador de WhatsApp, FB Messenger, Chat-web y Chat-App

indigitall 

Indigital's CONTACT CENTER console



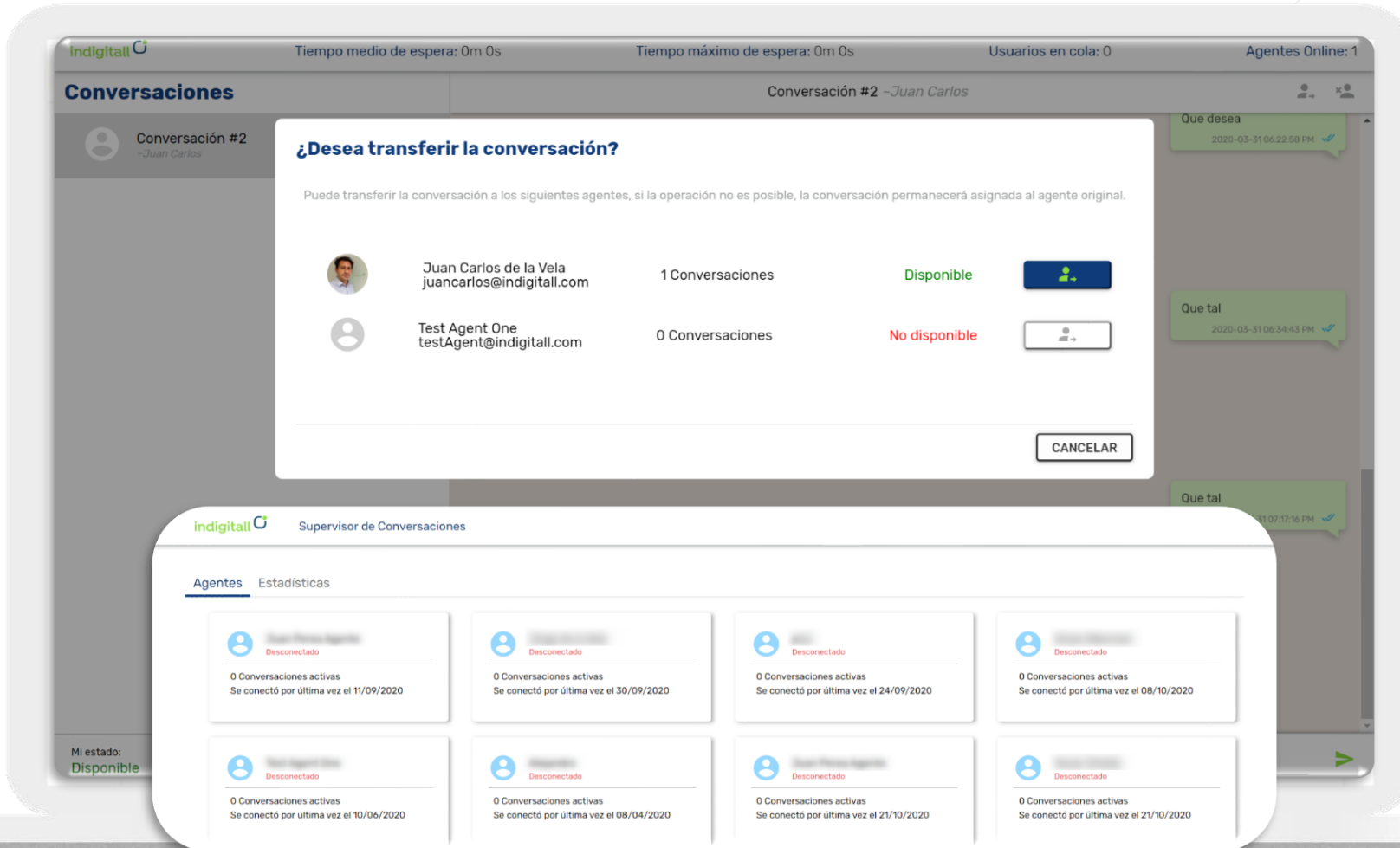
CONSOLA indigitall - CONTACT CENTER Supervisor

Transferir conversaciones en el contact center

- Transferir conversaciones a otros agentes disponibles en función de la carga de conversaciones abiertas de cada agente

Supervisor de conversaciones

- Transferir conversaciones a otros agentes disponibles en función de la carga de conversaciones abiertas de cada agente
- Supervisar las conversaciones de los diferentes agentes
- Transferir conversaciones a otros agentes
- Cambiar el estado de agentes a “disponible” o “no disponible”
- Finalizar conversaciones
- Ver estadísticas por agente



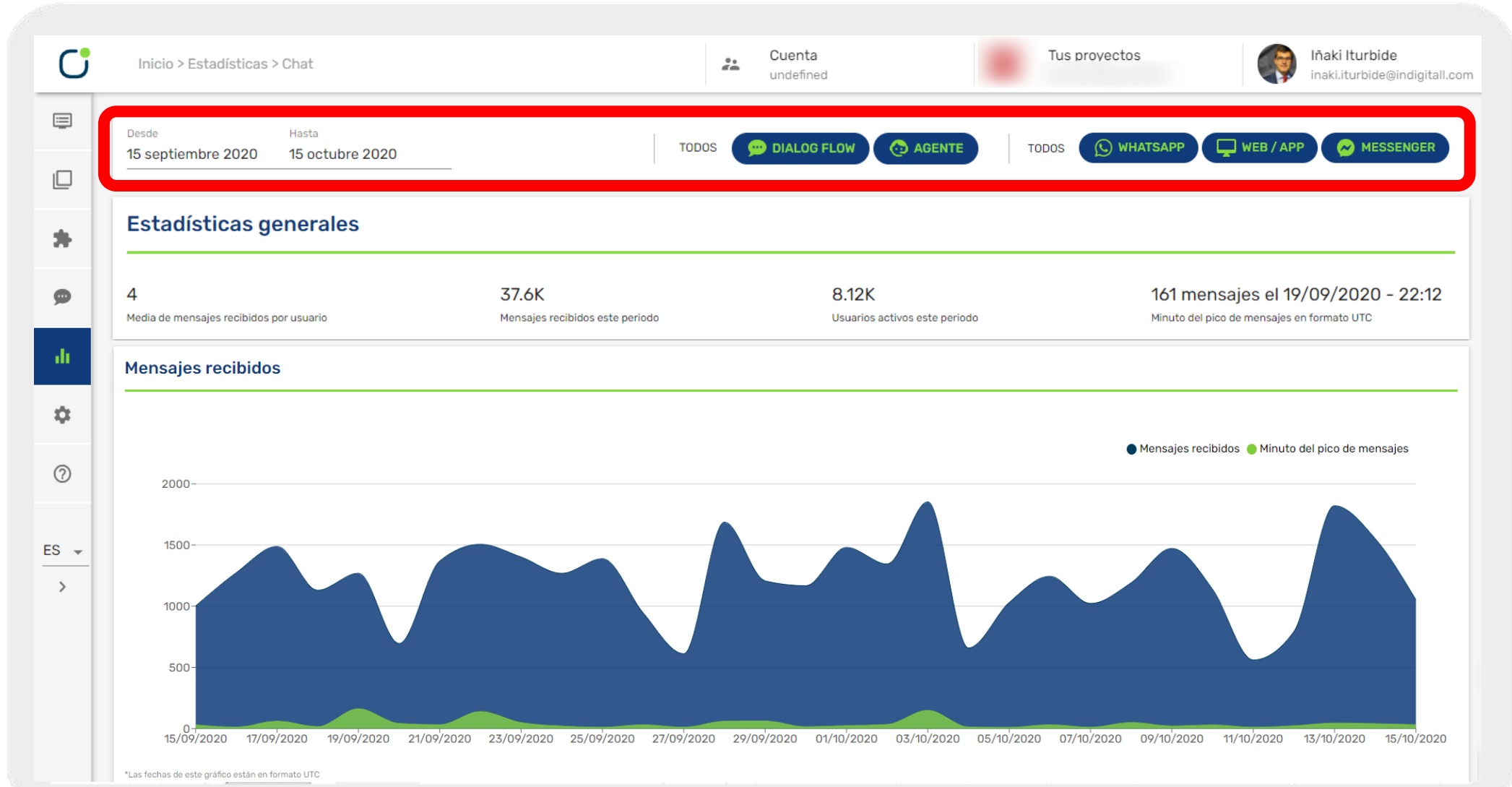
Analítica

CHAT-SERVICE



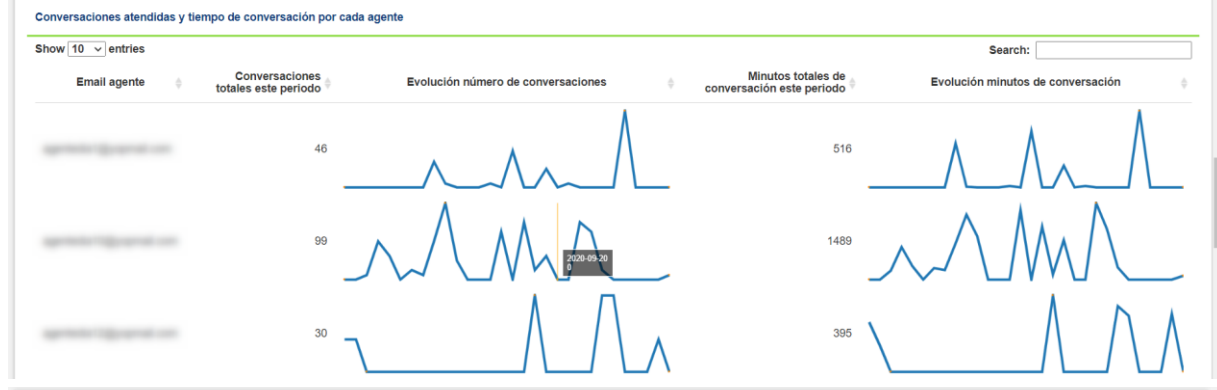
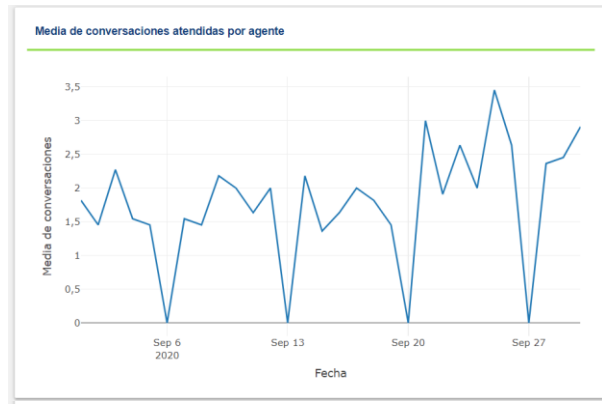
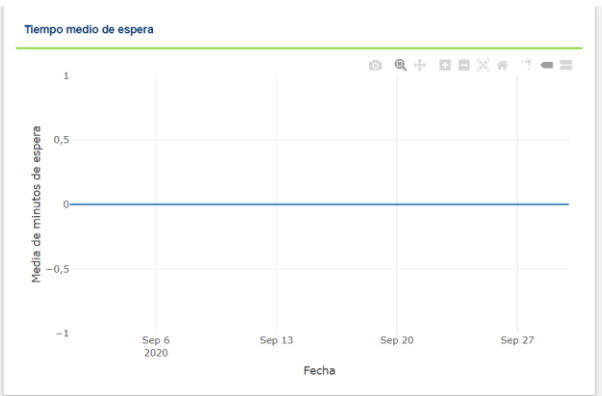
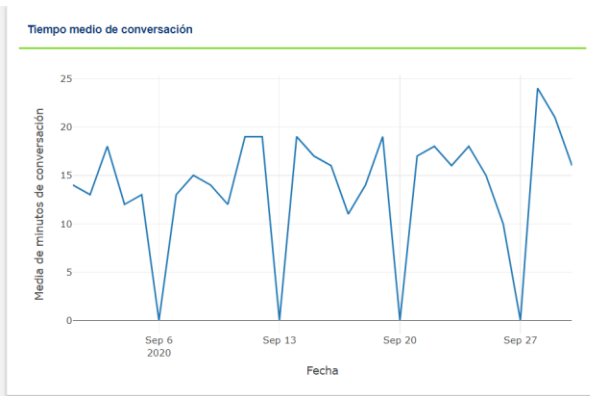
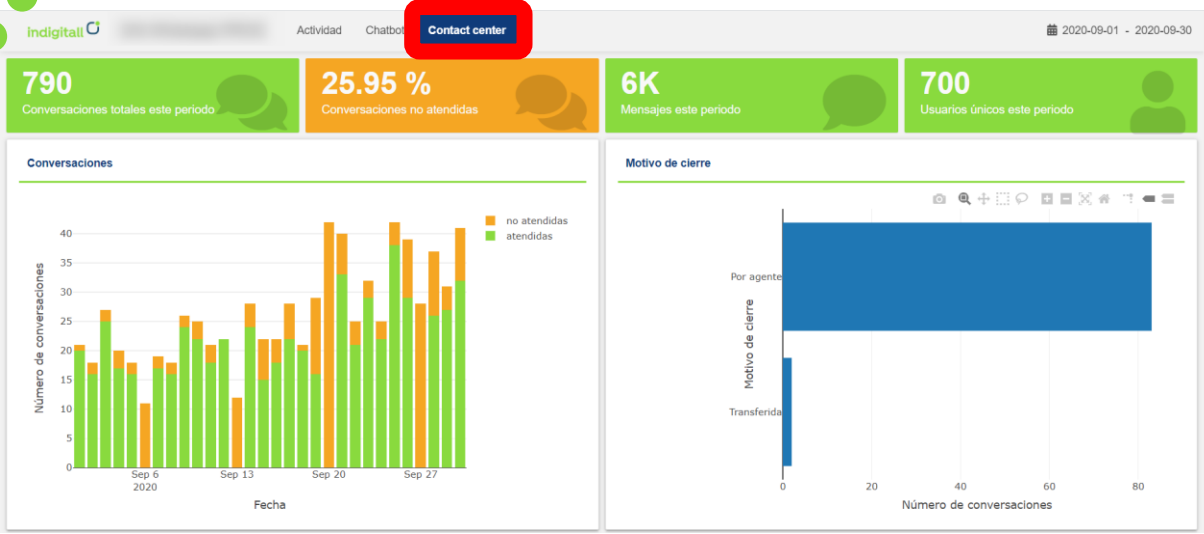


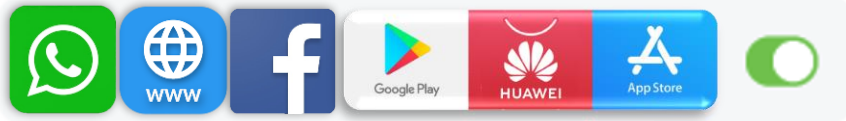
CONSOLA INDIGITALL - Estadísticas





CHAT ANALYTICS





Contact Center Conversation – Non attendend messages - daily .csv report

	A	B	C	D	E	F	G
1	id_conversacion	fb_id	nombre_perfil_wh atsapp_cliente	?column?	redirección a contact center procede de intent "x"	fecha_mensaje	hora_mensaje
2	15516	982eaf98u8suf	Teodoro Pérez	Para poder atender tus peticiones con el agente, deberás de intentarlo de Lunes a viernes de 9:00H a 19:00H	Fallback intent	07/05/2020	23:57:41
3	15516	982eaf98u8suf	Teodoro Pérez	Para poder atender tus peticiones con el agente, deberás de intentarlo de Lunes a viernes de 9:00H a 19:00H	Fallback intent	07/05/2020	19:57:41
4	15516	982eaf98u8suf	Teodoro Pérez	Para poder atender tus peticiones con el agente, deberás de intentarlo de Lunes a viernes de 9:00H a 19:00H	Fallback intent	07/05/2020	21:23:41
5							
6							
7							
8							
9							



CHAT ANALYTICS



Contact Center Conversation – Agent history information - daily .csv report

	A	B	C	D	E	F	G	H
1	id	agent_id	email agente	skill agente	agent_history_connect_at	agent_history_disconnect_at	agent_history_available_at	agent_history_notavailable_at
2	129310	261	Fernando Alonso	VENTAS	2020-12-24 15:32:20	2021-01-11 11:32:29	2020-12-24 15:32:20	2021-01-11 11:32:29
3	129435	261	Rafael Nadal	ATT CLIENTE	2020-12-24 15:32:20	2021-01-11 11:32:29	2020-12-24 15:32:20	2021-01-11 11:32:29
4	129477	250	Pau Gasol	SERVICIO	2020-12-24 13:48:50	2021-01-11 11:31:59	2020-12-24 13:48:50	2021-01-11 11:31:59
5	129574	284	Carloina Marin	ATT CLIENTE	2020-12-25 02:00:32	2021-01-11 11:30:31	2020-12-25 02:00:32	2021-01-11 11:30:31
6	128574	260	Andrea Bocelli	VENTAS	2020-12-24 14:51:08	2021-01-11 11:29:00	2020-12-24 14:51:08	2021-01-11 11:29:00
7	172783	290	Pep Guardiola	VENTAS	2020-12-26 04:29:13	2021-01-11 11:00:20	2020-12-26 04:29:13	2021-01-11 11:00:20
8	134981	281	Ines Arrimadas	VENTAS	2020-12-24 22:22:56	2021-01-11 06:01:49	2020-12-24 22:22:56	2021-01-11 06:01:49
9	129831	267	Pedro Sanchez	SERVICIO	2020-12-24 16:18:33	2021-01-11 05:12:43	2020-12-24 16:18:33	2021-01-11 05:12:43
10	129843	289	Javier Garcia	SERVICIO	2020-12-26 01:07:03	2021-01-11 05:02:22	2020-12-26 01:07:03	2021-01-11 05:02:22
11	121343	278	Luis Gutierrez	ATT CLIENTE	2020-12-24 20:04:54	2021-01-11 05:01:13	2020-12-24 20:04:54	2021-01-11 05:01:13
12	129942	275	Mireia Belmonte	ATT CLIENTE	2020-12-24 19:56:48	2021-01-11 05:00:38	2020-12-24 19:56:48	2021-01-11 05:00:38
13								
14								
15								
16								

serviceInformation

conversationContent

conversation No atend Fuerahora

agent_historyInformation

agent Information



Tipo de conversaciones en WhatsApp Business API desde Febrero 2022



CHAT-SERVICE





Canal de WhatsApp

Tipos de “Opt-in” de aceptación de comunicaciones por parte de los clientes

Create your account

Name
First Last

Email* Phone

Please contact me by
 Phone SMS
 Email WhatsApp

Finish registration

Contact Form

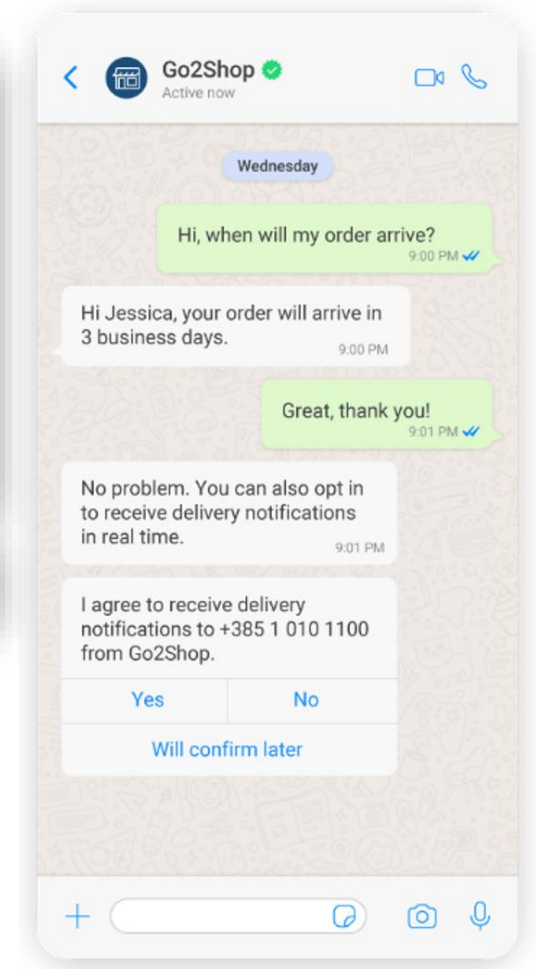
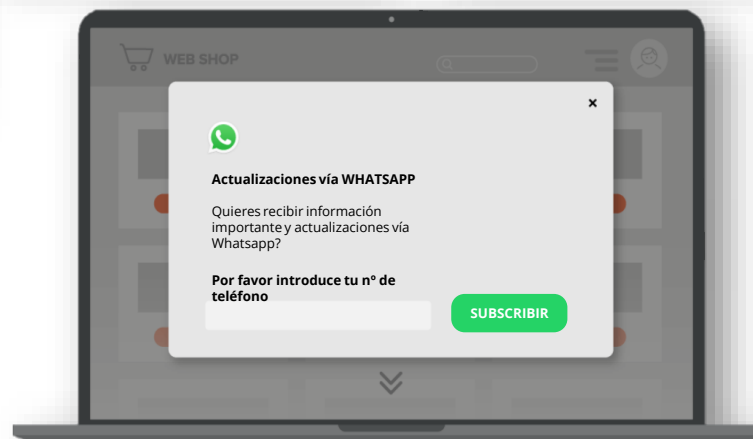
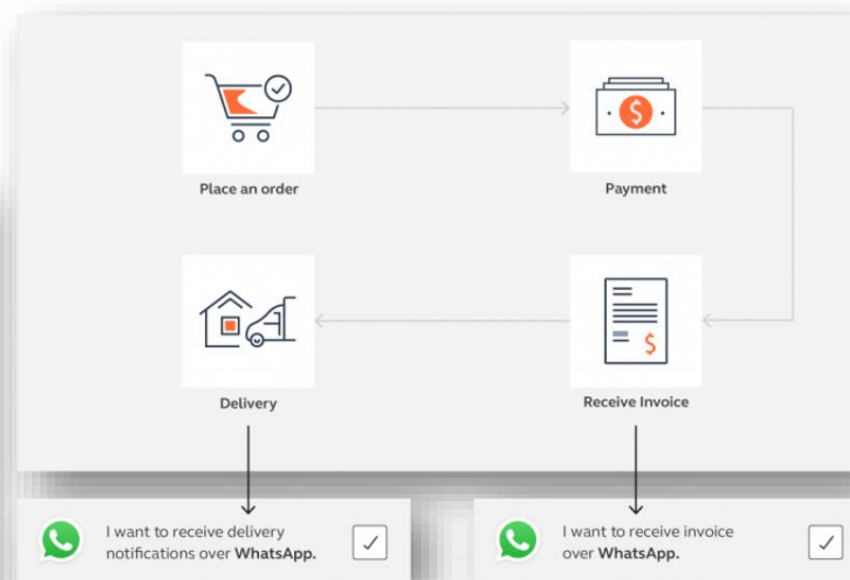
Name
First Last

Email* Phone

Please contact me by
 Phone SMS
 Email WhatsApp

Message*

Send message

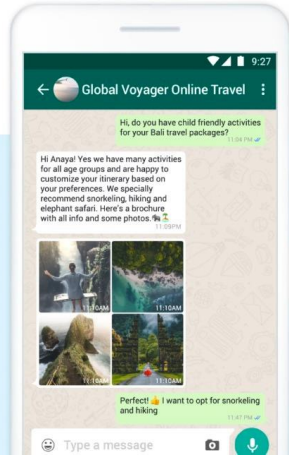


WhatsApp Business API

User-Initiated messages

The user/customer starts a message thread by messaging the business

- No prior opt-in required
- Responses are free of charge within 24 hours

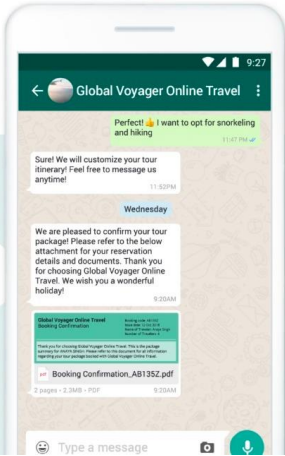


VS

Business-Initiated messages

The business starts a message thread by messaging the user/customer











- Requires a pre-approved template
- Requires prior opt-in
- Priced per message



Messages

You can use the WhatsApp Business API to send text messages, media/documents, and message templates to your customers. Currently, WhatsApp supports sending two types of messages:

- ✓ **User-Initiated Messages**
- ✓ **Business-Initiated Messages**

 Issue resolution	 Reservation update	 Ticket update	 Alert update	 Appointment update
 Personal finance update	 Shipping update	 Account update	 Payment update	 Transportation update

✓ User-Initiated Messages

You can send customer care responses to user-initiated messages. You may respond to user messages with any type of message within 24 hours of message receipt. This 24-hour period is known as the response window:



✓ Business-Initiated Messages

At any time, you can send business-initiated messages to customers who have opted-in. Throughout the documentation, these messages are also called notifications, message templates, or templated messages.

When sending business-initiated messages, you are required to use a pre-approved message template, which can be text-based, media-based, or interactive. Your template must fall under one of the following categories:

When sending notifications, you pay per delivered message. Messages are priced based on how many notifications businesses send within each market. Pay progressively lower prices as message volume increases.



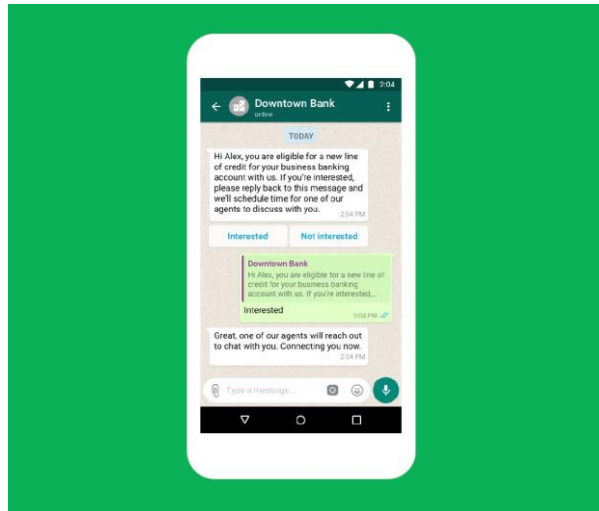
Canal de WhatsApp



Tipos de mensajes: Business-initiated

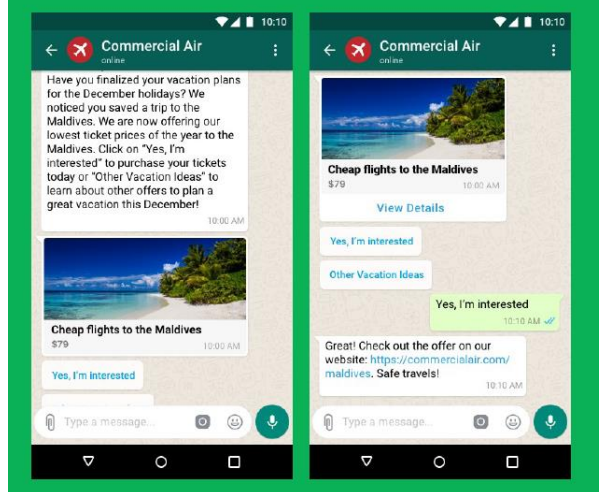
Financial Services

- ✓ **Product recommendations based on recent activity or purchases**
 - Signing up for a line of credit or installment plan
 - Pre-approval for a new kind of loan or credit card
- ✓ **Relevant offers and deals**
 - Credit card discounts
 - New partnerships offers



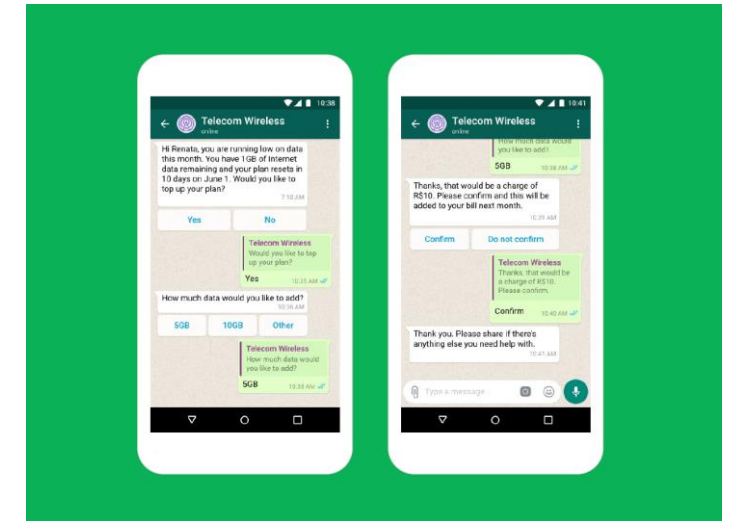
Travel

- ✓ Price alerts for flights the customer is tracking
- ✓ Custom deals based on travel preferences
- ✓ Cart abandonment reminders for flights not yet purchased
- ✓ Product upsell offers in context (e.g., car booking)



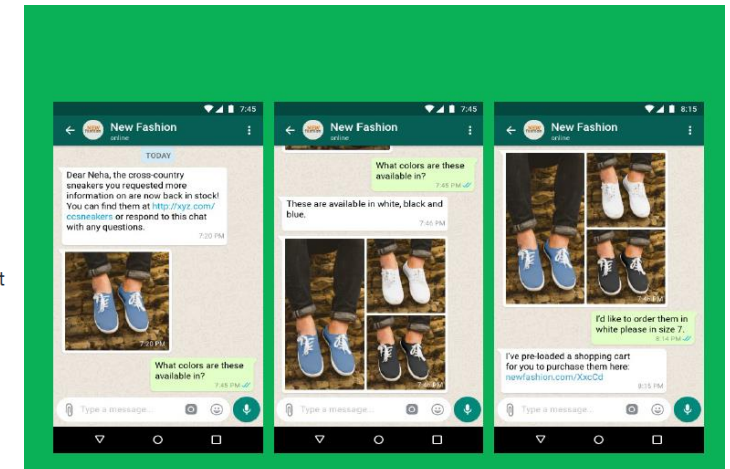
Telecommunications

- ✓ Proactive outreach for top-ups before minutes run out
- ✓ Reminders about plan renewals before expiration
- ✓ Relevant offers and deals



Retail/Ecommerce

- ✓ Product back-in-stock reminders
- ✓ Product recommendations based on recent purchases
- ✓ Cart abandonment reminders for products not yet purchased
- ✓ Relevant offers and deals
- ✓ Relevant new products introductions





Canal de WhatsApp

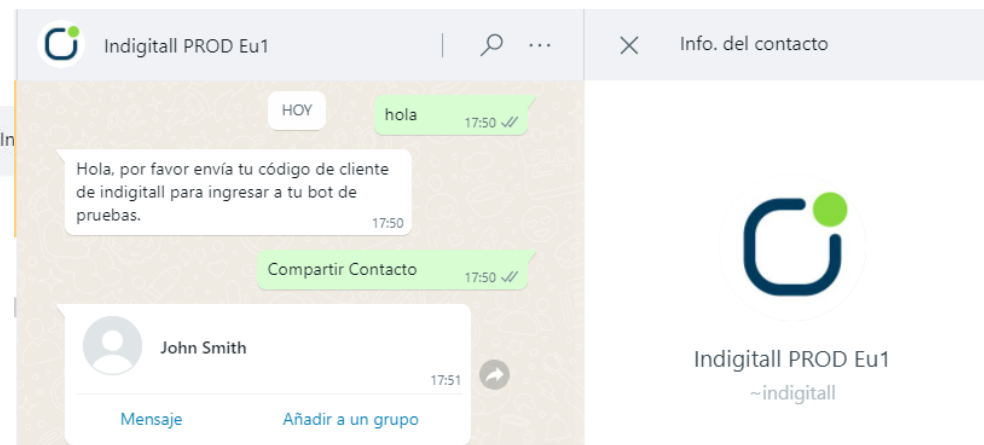
Lista



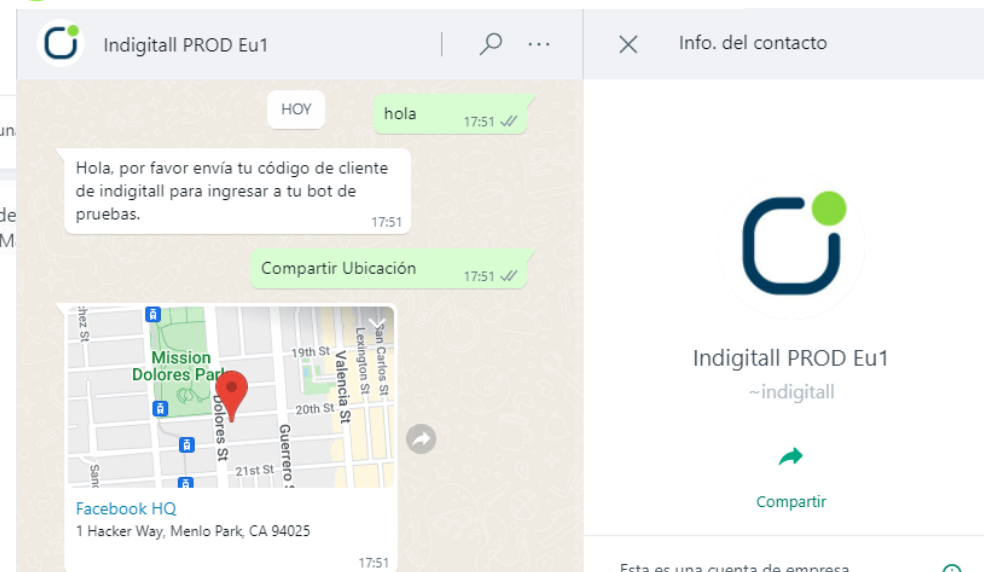
Botones



Compartir contacto



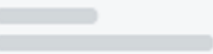
Compartir dirección



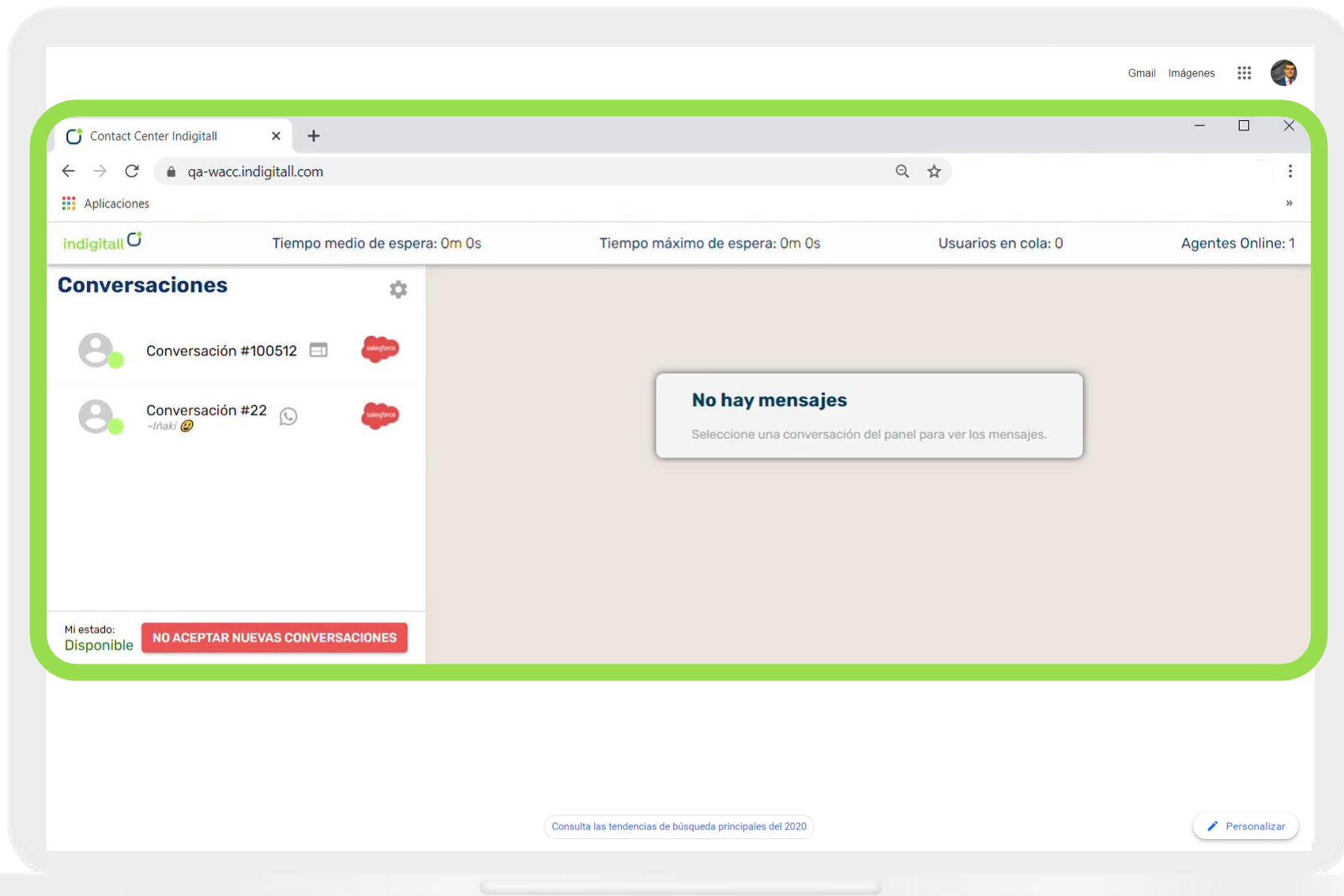
Otros canales del servicio BOT+Contact Center

 CHAT-SERVICE





Canal de Chat en la Página Web



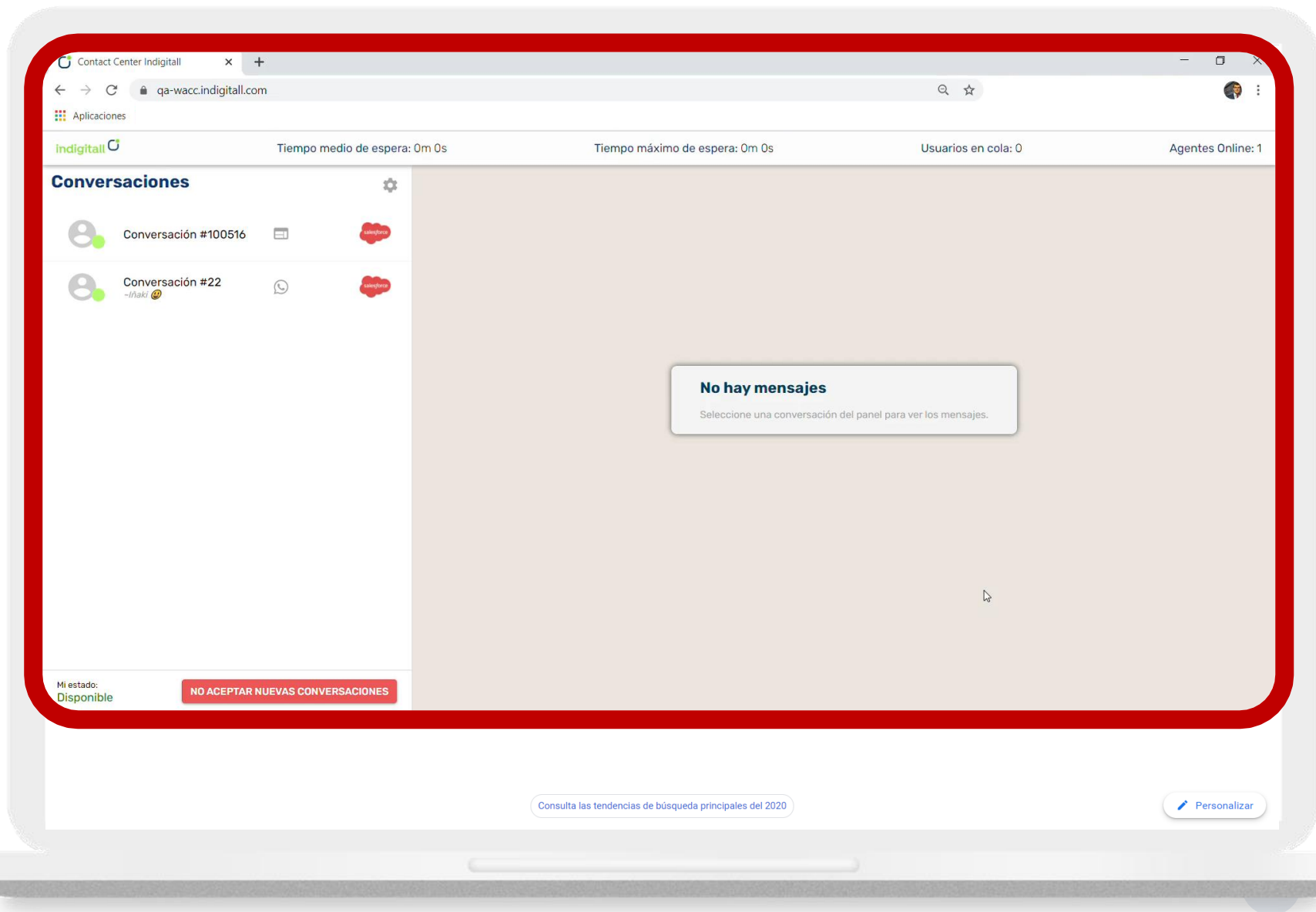
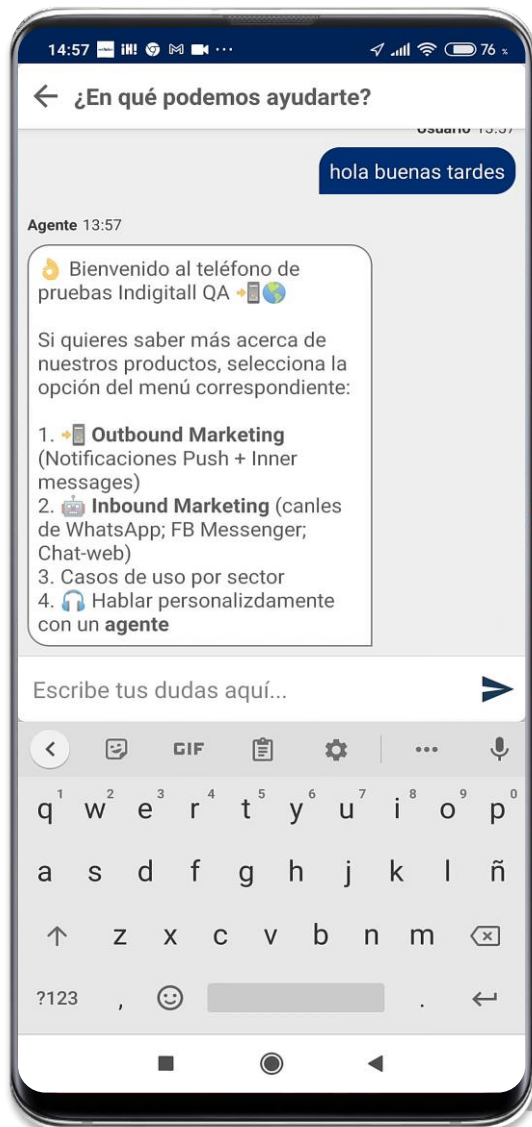


Canal de Facebook Messenger





Canal de Chat en la App Mobile



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