



# SELAMAT DATANG

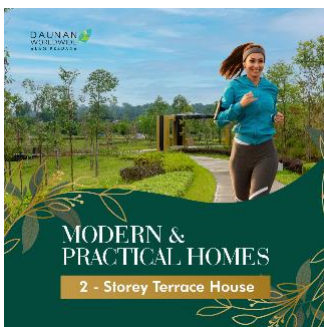
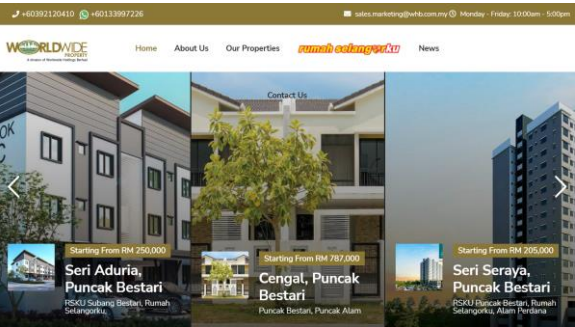
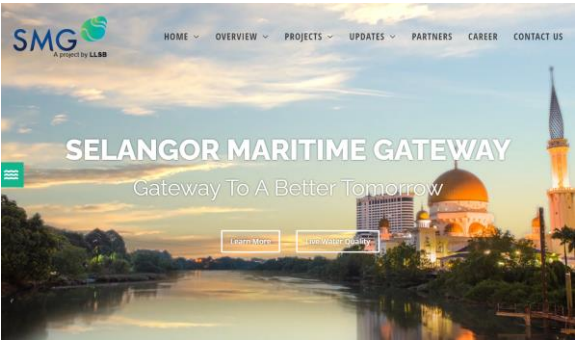
Saya berkecimpung dalam bidang pemasaran digital sejak tahun 2005 ketika mengasaskan Kapasitor.net.

Seorang HRD Corp Certified Trainer, sekarang menumpukan perhatian pada syarikat-syarikat saya yang focus utamanya adalah Pembangunan Software & Pemasaran Digital.

Ts. JOHARI RAHMAD

Pengajar

# My Experiences



# Learning Outcomes

By end of this presentation...

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## **Whatsapp Differences**

Know the differences between normal Whatsapp, Whatsapp Business & Whatsapp Chatbot



## **Ads & Whatsapp Chatbot**

Feed your audience with information before you personally engage with them.



## **Use Cases of Whatsapp Chatbot**

4 Key areas where Chabot can be used to elevate your business.



## **Whatsapp Chatbot Demo**

Experience how Whatsapp Chatbot can become your business customer support.

# Whatsapp Differences

Whatsapp	Whatsapp Business	Whatsapp Chatbot
Manual reply	Manual reply & autoreply	100% Autoreply
Have app	Have app	No app
Less features	More features	Most features
No 3 <sup>rd</sup> party integration data	Integrate with Meta	Able to integrate with 3 <sup>rd</sup> party data
Not requires Meta Business	Able to connect to Facebook Page	Requires Meta Business
Can use existing number	Can use existing number	Requires new number
Does not requires verification	Does not requires verification	Requires phone verification



# What is Whatsapp Chatbot?

**WhatsApp chatbot** is an automated software powered by rules or artificial intelligence (AI) and runs on the WhatsApp platform. People communicate with WhatsApp chatbot via the chat interface, like talking to a real person. It's a set of automated replies that simulates a human conversation on WhatsApp.



# Use Cases of Whatsapp Chatbot

How to use our **CRMW** Whatsapp Chatbot?

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## Automated 24/7 customer service

When your customers message you, they can get many questions answered.



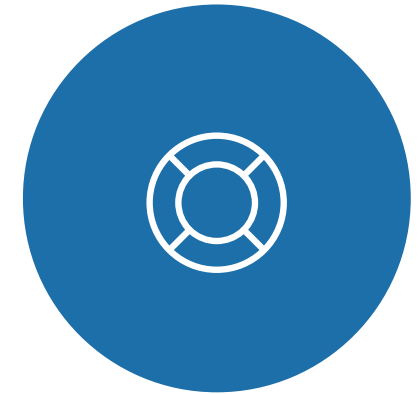
## Prospect / lead qualification

Gather information from your leads to see if they have your ideal customer profile.



## Send files, video & documents

Help your business which sometimes needs to send files to customers easily, and quickly.

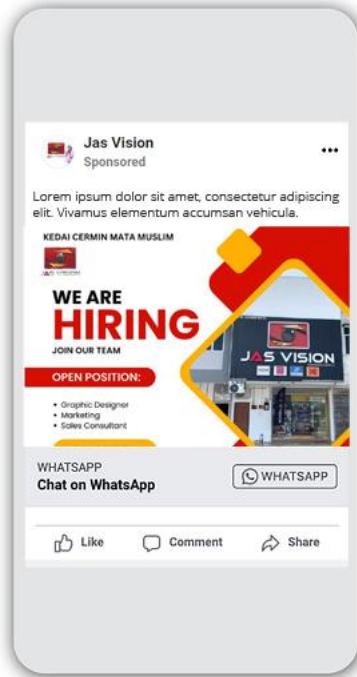
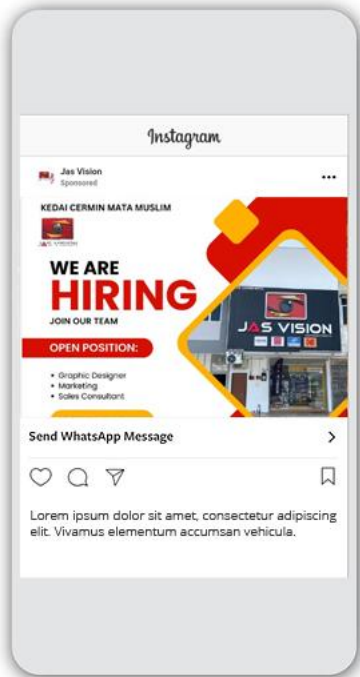


## Landing channel

Run Google, Facebook or Instagram Ads and sends your customer to your Whatsapp.

# Ads & Whatsapp Chatbot

How our **CRMW** could help you?



## Real-Time Communication:

WhatsApp allows for instant one-on-one communication with customers, fostering a sense of personalization and immediacy.



**Convenience:** Many customers prefer using WhatsApp for inquiries and support, making it a convenient channel for engagement.



**Rich Media:** WhatsApp supports multimedia messages, enabling your client to share images, videos, and documents with customers.



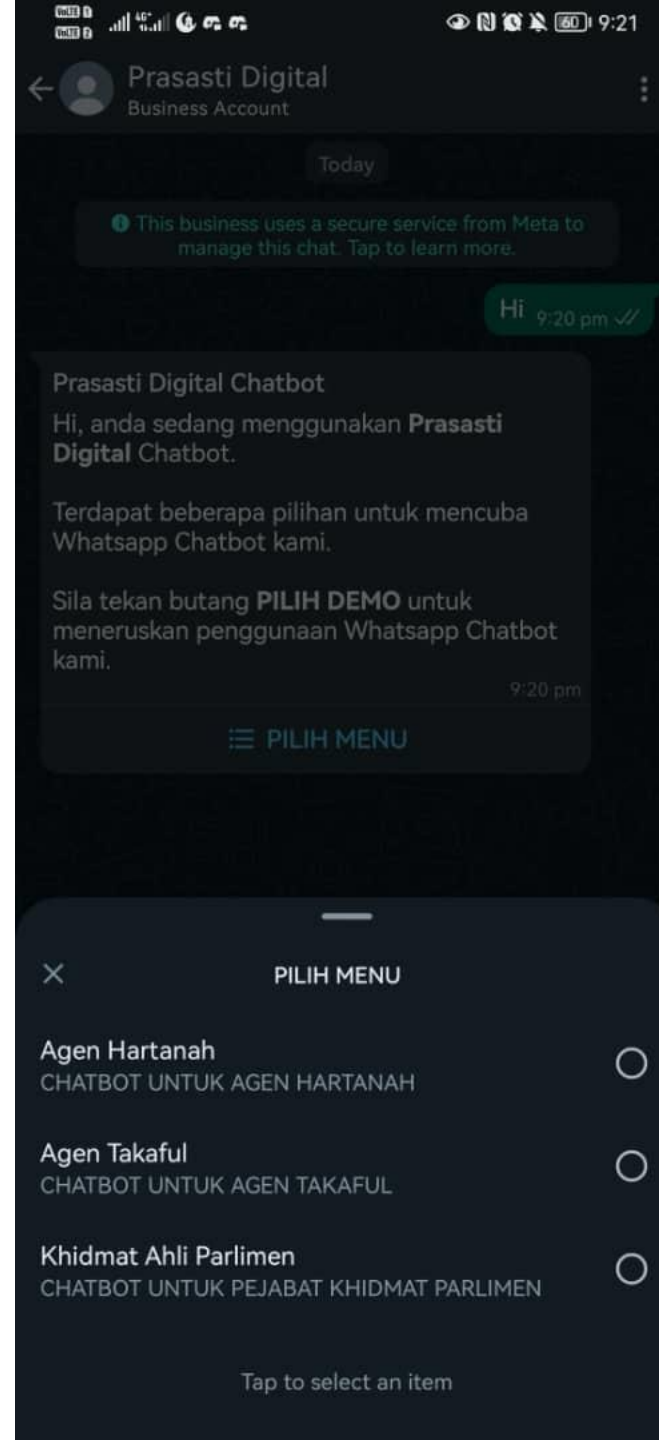
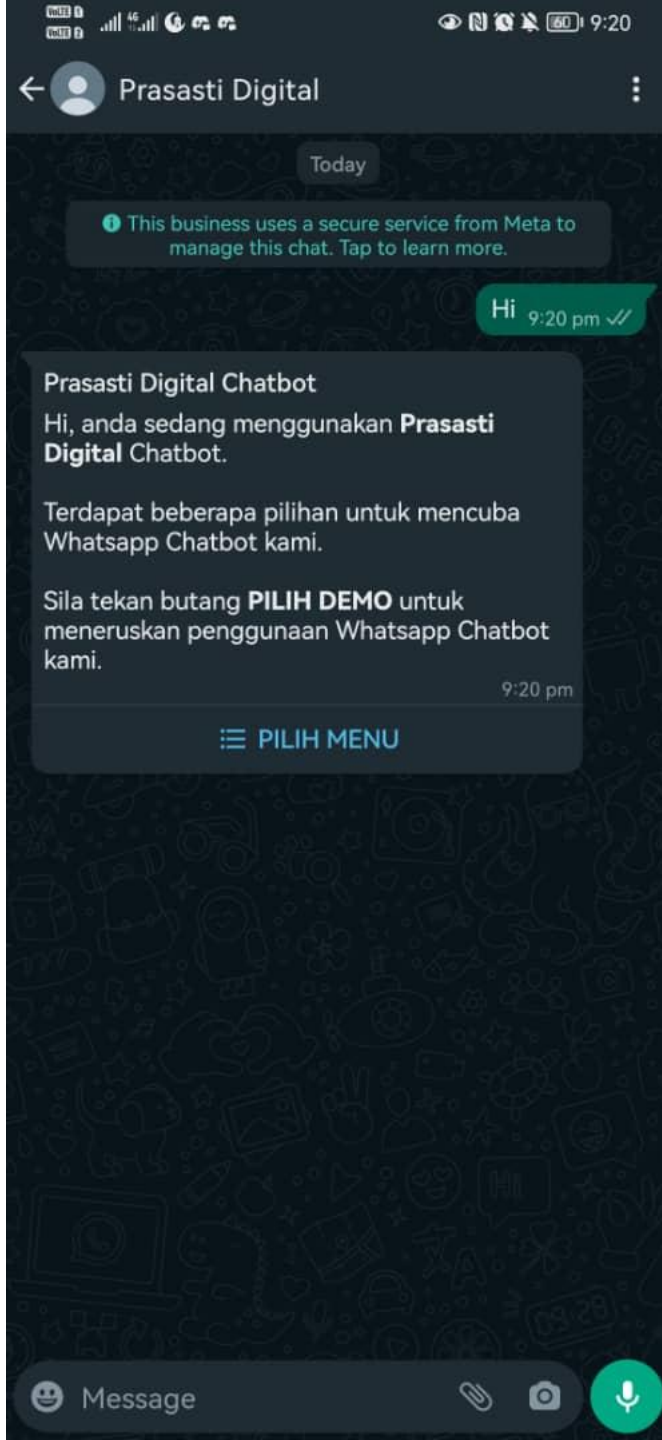
**Automation:** WhatsApp Chatbots can handle routine queries and automate responses, improving efficiency.



# Whatsapp Chatbot Demo







# Q & A



Download Slide

**68%**

Users enjoy the speed at which chatbots answer business

**55%**

Businesses generated high-quality leads from Chatbots

**47%**

Consumers reported they are interested in buying products using chatbots

