Sanuker + WhatsApp

Grow Your Business with “WhatsApp Landing” Business Messaging Solution:

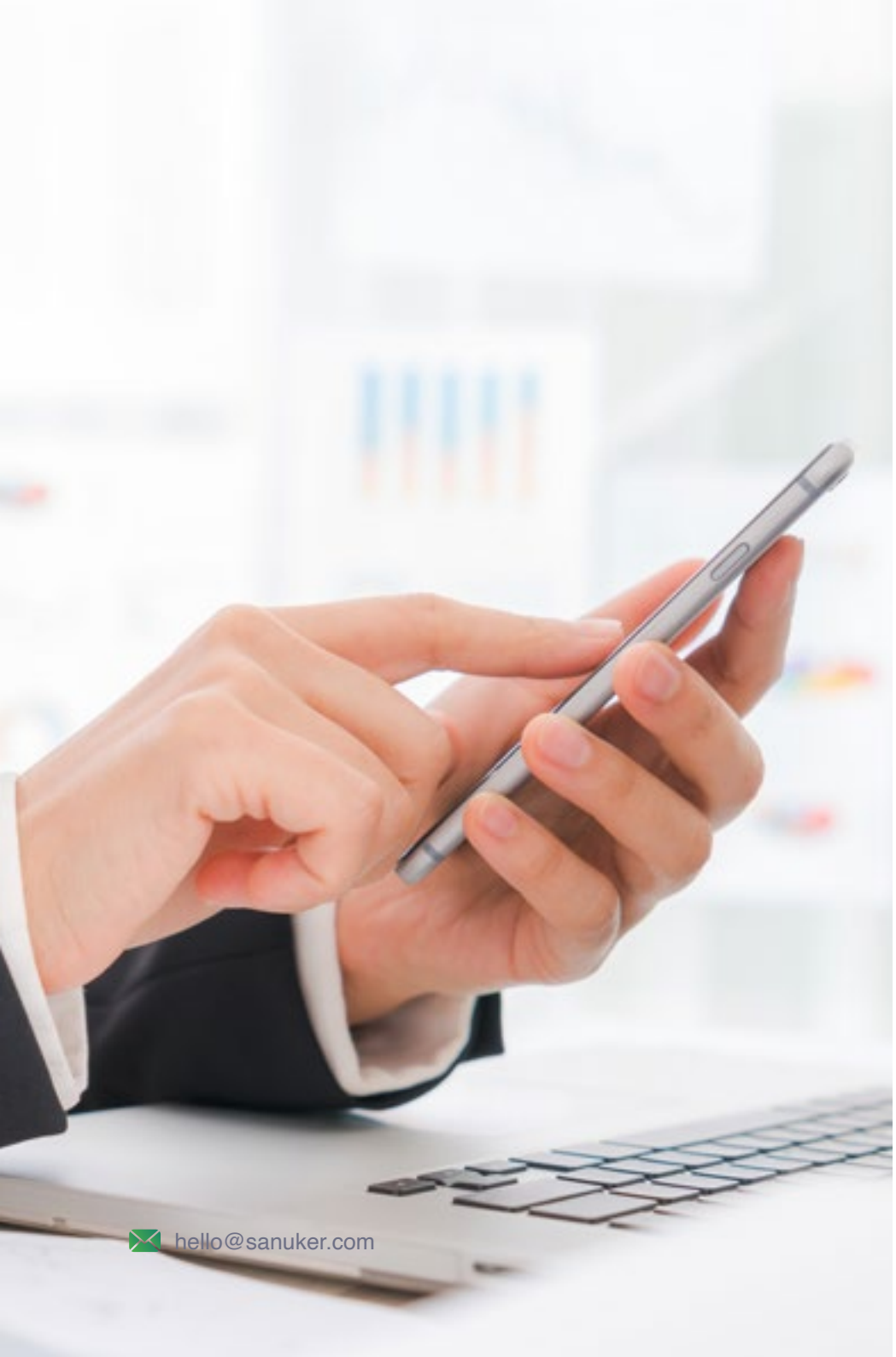
Blue Ocean Strategy of Corporate Communication & Marketing in Conversational Commerce

WhatsApp Business Solution Provider, Sanuker’s Groundbreaking “WhatsApp Landing” Corporate Solution Revealed

Easily achieving a conversion rate of over 130%!

With the prevalence of instant messaging, smartphones are the hottest marketing channel for enterprises. The rise of conversational commerce enables enterprises to communicate directly with customers through messaging channels in real time, creating experiences on large-scale interactive marketing and generating significant business value. Among all social media platforms, WhatsApp is most widely used. As of 2021, the number of WhatsApp users worldwide reached 2.87 billion, and the number of active users reached 2 billion, giving WhatsApp a huge advantage in conversational commerce.

WhatsApp launched WhatsApp Business App and WhatsApp Business Platform as early as 2018. The latter is an enterprise-level business API specially designed for major brands. It utilizes the communication software commonly used by customers to help enterprises gain a favorable competitive position in the business market. Business messaging expert Sanuker, the specialist in corporate communication and marketing, has become the first batch of WhatsApp Business Platform solution service provider globally since 2019. As a groundbreaking concept, Sanuker launches “WhatsApp Landing” (WhatsApp applied marketing). By strategically developing the WhatsApp real-time communication software compatible with Chatbot technology for enterprises, Sanuker has initiated marketing automation on WhatsApp. It can greatly boost the amount of conversations between enterprises and customers by 25% and the conversion rate by over 130% in a short period of time, thereby promoting products or services to potential customers.



Pioneering Conversational Commerce, Realizing the Brand-new Concept of "WhatsApp Landing"

Landing Page has always been an important concept of marketing and sales funnel as well as a major source for marketers to nurture prospective customers, by encouraging them to fill in lead forms to leave contact or converting them to become actual customers. Nowadays, with the wide application of WhatsApp and the WhatsApp Business platform specially designed for enterprises, Sanuker has integrated the concept of Landing Page into WhatsApp to become what is known as “WhatsApp Landing”. It is aimed at establishing an effective communication bridge between enterprises and customers, as well as creating a new way of conversational commerce.

Revolutionizing the Traditional One-way Communication

In the past, enterprises mainly used traditional one-way communication such as emails, text messages and landing pages as convenient ways to expand their businesses. However, with rapid development in digital marketing, the online world is in a 24-hour non-stop operation mode. Customers demand more than ever for real-time communication experiences, and expect enterprises to provide instant product information and real-time assistance.

Business customers can interact with enterprises more autonomously, flexibly and quickly, taking the natural advantage of high autonomy as being WhatsApp users. Rather than just receiving information unilaterally, business customers can also conduct consultation, sales and other after-sales services.

Consumers Seeking more Direct, Personal and Real-time Communication Experience

In addition, with the highly interactive feature of WhatsApp, customers will no longer be passive, but can proactively put forward various inquiries or service requirements to enterprises. The waiting time for response is significantly shortened, making the entire communication experience more convenient. According to a survey conducted by Facebook in 2020 , about 70% of adults in the U.S. tend to contact businesses and spend money via messaging apps.

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A survey report released by Harris Poll in September 2020 mentioned that 76% of adults want to send message to enterprises the same way they do with friends, while 53% of customers prefer to communicate with customer services through texting. The underlying reason is that customers generally believe that by interacting with enterprises via real-time communication, enterprises will be able to better understand their needs and provide more personalized, comprehensive, accurate and real-time consumer advice. Therefore, it is not difficult to understand that WhatsApp marketing not only improves customer experiences, but also makes customers feel more confident as they sense that enterprises are listening carefully to them and committed in providing services. It brings more confidence and makes it easier for enterprises to maximize the conversion of potential customers into considerable transaction figures.

The powerful functions of WhatsApp also help enterprises perform data analysis, formulate effective marketing plans and simplify business promotion work. The click-through rate and conversion rate of WhatsApp Landing far surpass that of Landing Pages, emails and SMS, reaching 30% and 45-60% respectively. Sanuker has successfully helped one of our clients– Centaline Property– achieve over 130% increase in the conversion rate.

Comparison of major communication channels

Channel	Interactivity	Chat Automation	Click-through rate (CTR)	Conversion rate
Landing Page	1-way	Depends on whether the website chat is installed	NA	2.35 - 11%
Email	1-way	✗	2.91%	3.26%
SMS	1-way	✗	6.16%	29%
WhatsApp Business Platform	**2-way**	✓	**30%**	**45-60%**

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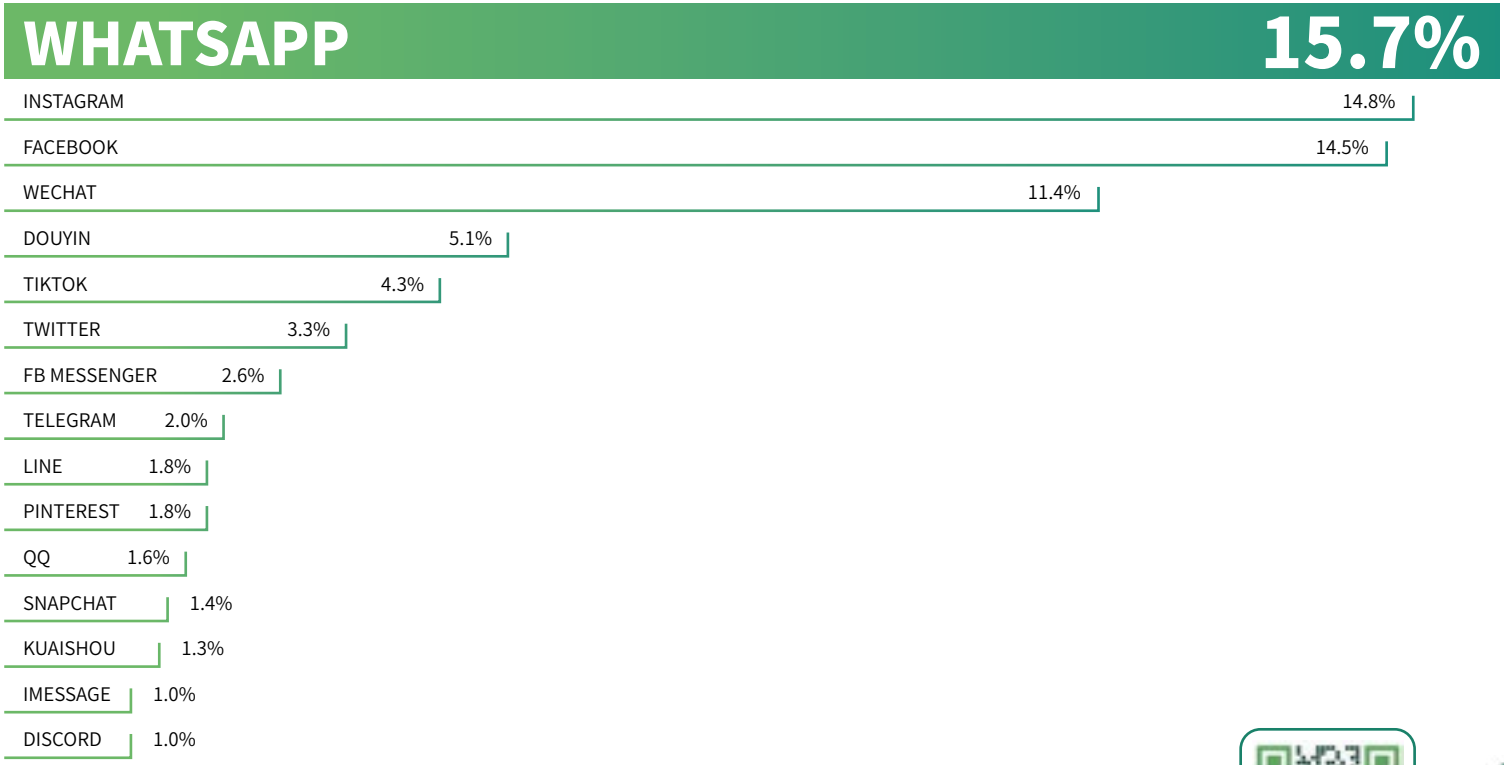
Most Popular Social Media Platform

According to the “Digital 2022: Global Overview Report” jointly published by “We Are Social” and “Hootsuite” in January 2022, among many communication platforms, about 15.7% of the Internet users choose WhatsApp as the most popular social media platform, ranking first worldwide.

About 15.7% of global Internet users choose WhatsApp as their favorite social platform.

DIGITAL 2022: GLOBAL OVERVIEW REPORT

GLOBAL OVERVIEW



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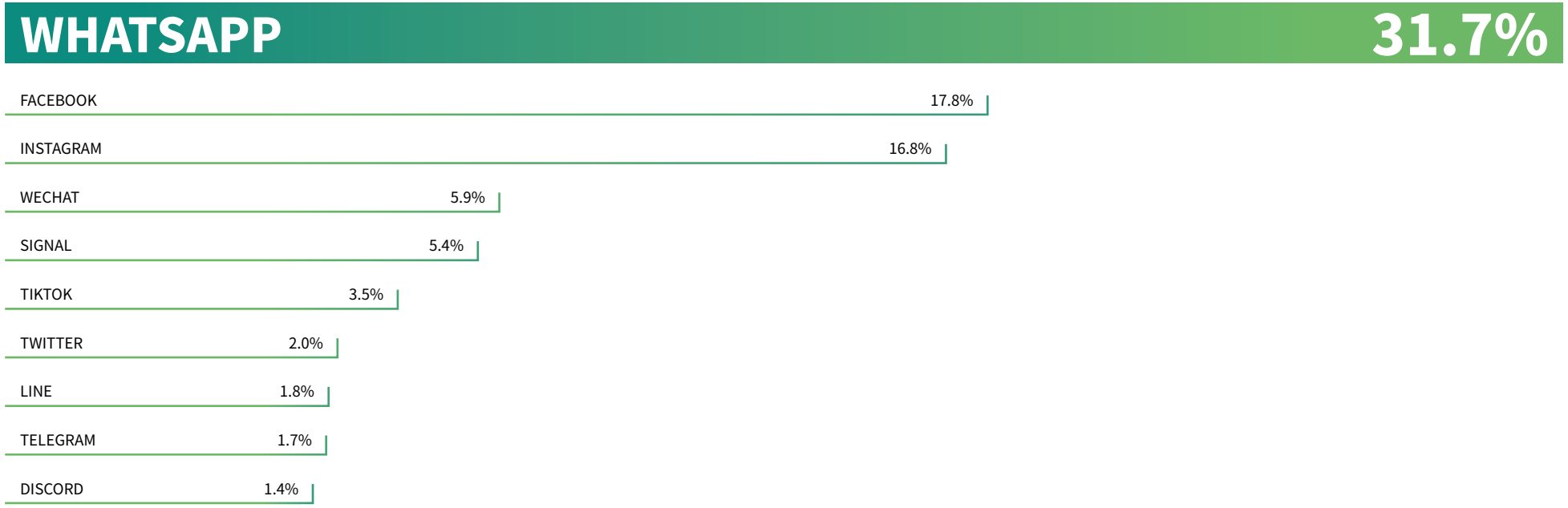
Interestingly, the report also reveals that about 31.7% of the respondents in Hong Kong choose WhatsApp as their favorite social platform, which is much higher than the figure reported in the global report and ranks first in Hong Kong. The data above shows the potential value and infinite potential of WhatsApp for business promotion.

About 31.7% of users in Hong Kong choose WhatsApp as their favorite social platform.

DIGITAL 2022: HONG KONG

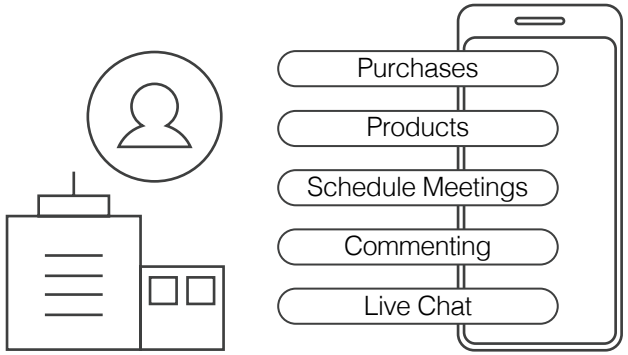
HONG KONG



Perfecting Experience for Enterprises and Customers

Governments around the world have implemented policies to protect personal data privacy and consumers are more aware of their personal data. It is becoming more difficult and costly for enterprises to retrieve customer data. WhatsApp mainly adopts an end-to-end encryption mode, therefore information can only be read on the devices of both parties, which effectively protects user privacy. From the enterprise's perspective, as WhatsApp complies with corporate specifications and regulations, it is a reliable and recognized channel to connect with customers, thus an enterprise-level communication experience can be easily enjoyed.

From the consumer perspective, since the use of WhatsApp has become a daily habit, customers can easily browse products, book services, give comments and request real-time calls, resulting in a high-quality user experience.



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Foundation of WhatsApp Landing:

WhatsApp Business Platform

Sanuker's “WhatsApp Landing” strategy leverages the WhatsApp Business Platform that is designed for enterprises. WhatsApp Business Platform must be developed and provided with API endpoints by third-party service providers. The interfaces and functions can be adjusted by developers, catering to the needs of enterprises, and integrate other communication software and systems including customer service, chatbots and sales channels, so that enterprises can communicate with a large number of customers quickly and efficiently. WhatsApp Business Platform can also complement customer relationship management (CRM) to simplify the work requirements of sending mass messages to customers.

Comparing to the daily use of WhatsApp and WhatsApp Business App, WhatsApp Business Platform is more able to cope with the substantial need for communication and reach global customers in a simple and reliable way. It is a solution well suited for medium and large enterprises.

WhatsApp Landing
can effectively increase customer conversion rate by
130% or even higher

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(Table 3) Comparison between three WhatsApp solutions

* As at April 2022, the contents are subject to update over time.

		WhatsApp App	WhatsApp Business App	WhatsApp Business Platform
Infrastructure	**Infrastructure**	Phone locally	Phone locally	**Company server**
	Cost	Free app	Free app	**Commercial contract with BSP, different models**
	BSP	No Business Service Provider implementation available	No Business Service Provider implementation available	**Business Service Provider implementation required**
	Back end	No system integration	No system integration	**Back-end integrations possible, e.g. CRM**
	Multi agent	No agents	Up to 4 agents	**No limits**
	Bot	No	No	**Yes**
Policy	**Verified account**	No Verification	No Verification	**Account verification (green check mark) possible**
	Infringer	With infringer risk and difficult to reopen the account	With infringer risk and difficult to reopen the account	**May affect credit rating and usage rate, but low risk of infringer and the number can be retrieved**
	Notifications	No policy	Marketing messages available (manually); with infringer risk if exceeding the upper limit	**Mass messages available**
Features	**Auto response**	No auto response deployable	Auto response deployable	**Customer auto responses deployable**
	Buttons	No buttons	No buttons	**Various types of buttons**

Summary of WhatsApp Business Platform features:

Broadcast Messages	Send messages in batches to 1,000 or more people to attract more potential customers.
Unlimited real-time agents	Multiple agents to meet customer needs.
Integrate API endpoints	Integrate with different systems to simplify work requirements.
Automated bot	Automatically send marketing news, confirmations and special offers.
Interactive functions for enterprises	Exclusive buttons and lists to simplify the information delivery experience.

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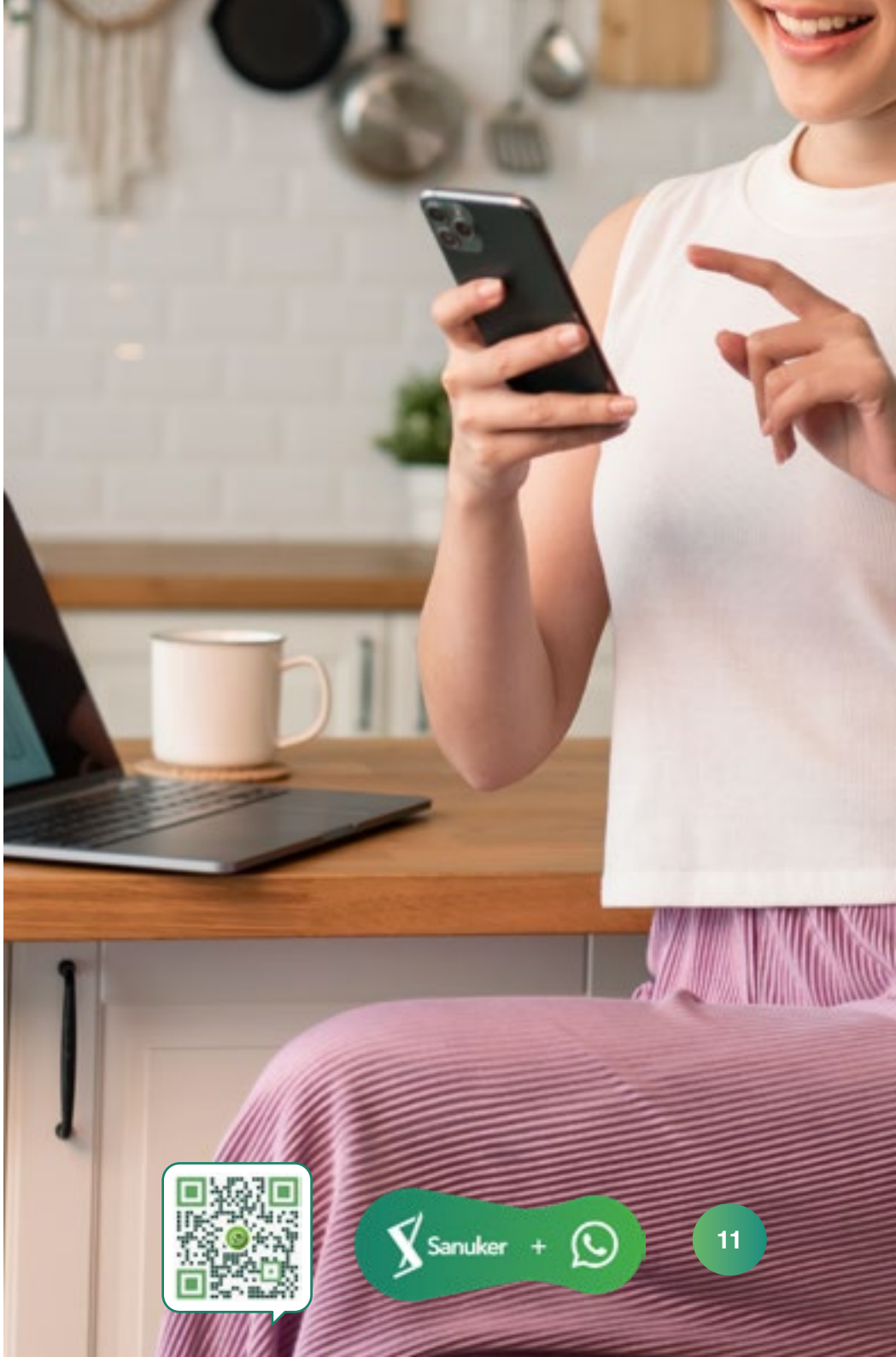

Explore the Enterprise Solution - WhatsApp Business Platform

The WhatsApp Business Platform provided by third-party service providers will be the most comprehensive real-time communication solution. By integrating different systems, enterprises are able to enjoy more advantages of communication functions, including bulk messaging, automated operations and personalized management. It can improve the interactive experience of existing customers and also reach out to more potential customers, so as to increase the efficiency for market expansion and enjoy more advantages.

By developing the WhatsApp channel, businesses can enjoy numerous advantages:

1. **Avoid WhatsApp numbers being blocked**
2. **Integrate with the chatbot solution for automated marketing around the clock**
3. **Allow multi-agents support**
4. **Green Tick verification**
5. **Highly interactive conversation experience**
6. **Build a personalized customer service experience of seamless smart sales**
7. **Increase marketing leads and conversion rate**
8. **Collect customer information for easy development of remarketing strategies**

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Benefit 1

Avoid WhatsApp number being blocked

According to the WhatsApp policy, sending mass messages via WhatsApp personal numbers and WhatsApp Business numbers is not allowed. Accounts will be blocked and suspended if any violation is detected.

Sanuker's WhatsApp Business Platform enables companies to send mass messages. To prevent spam messages, the WhatsApp Quality Rating system assesses WhatsApp Business Platform accounts. If a WhatsApp account number has been reported by a certain percentage of WhatsApp users (e.g. 3-5%), its quality rating will drop for 7 days. If no further complaint is received within 7 days, the quality rating will be resumed. Conversely, if complaints persist, the rating will drop back to tier 1. The number will be permanently blocked if the rating keeps dropping within a short period of time.

Benefit 2

Integrate with chatbot solution for automated marketing around the clock

The WhatsApp Business Platform can be integrated with chatbots to create 24/7 automated marketing, which provides convenient and prompt assistance as well as instant response to customers at any time.

Chatbots can preset frequently asked questions and set basic replies, and automatically answer general inquiries from customers, which reduces the workload of customer service team and greatly improves marketing efficiency.

Benefit 3

Allow multi-agent support

Enterprises can deploy hundreds of customer service staff or sales agents to perform real-time chat. It is applicable to all scales of enterprises and effectively improves the efficiency of social interaction and communication. With the support of unlimited agents, customers can simply use a WhatsApp number to contact all departments of the enterprise.

Benefit 4

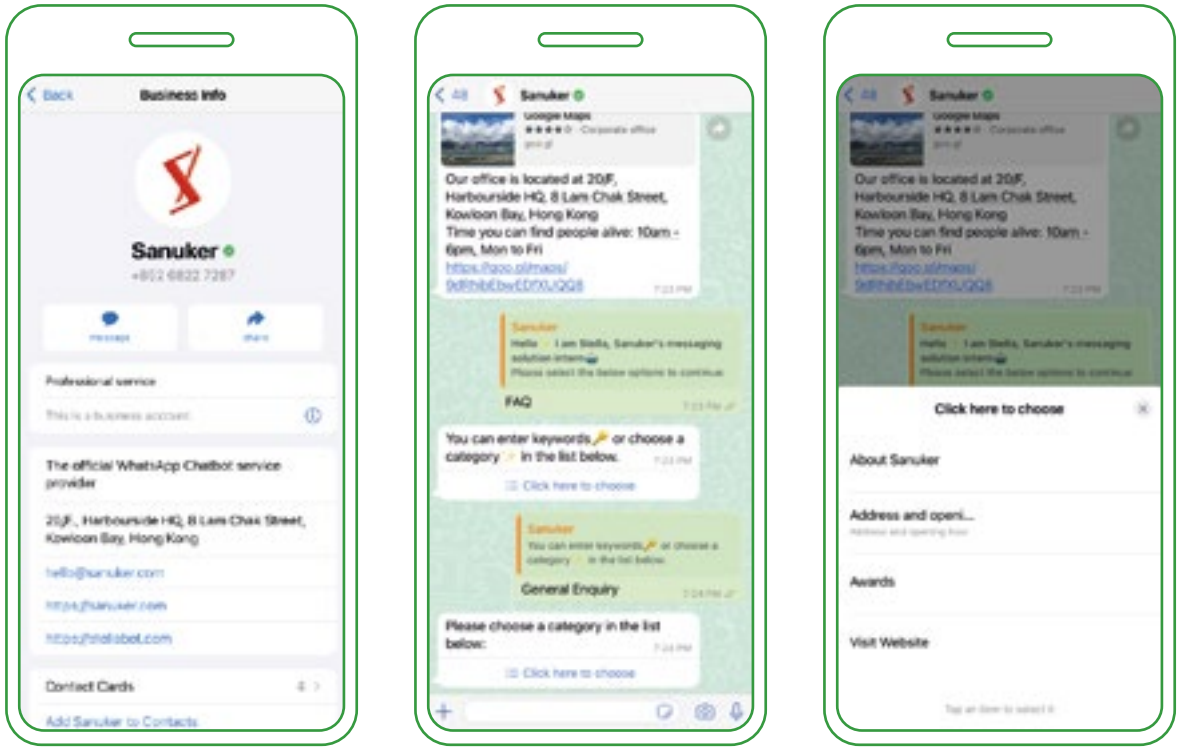
Green Tick verification

With the assistance of third-party service providers, more platform solutions that suit business needs can be integrated. Enterprises can also apply for green-tick verification from WhatsApp, which makes it more convenient to communicate with customers using the company name, so that customers can feel more assured and secure.

Benefit 5

Highly interactive conversation experience

With WhatsApp Business Platform, not only can enterprises send text messages, but also information with buttons, shopping lists, lists etc. These increase interaction with customers while customers can respond and express their needs easily.



List information in WhatsApp Business Platform can simplify customer shopping experience

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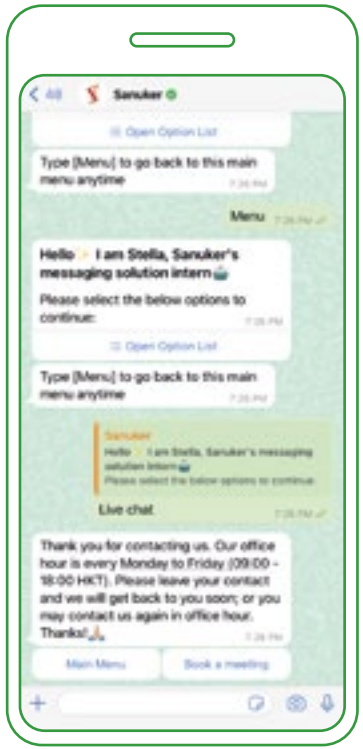
Benefit 6

Build a personalized customer service experience of seamless smart sales

An intelligent system is created to collect customer information and shopping habits to provide personalized suggestions based on the customer conversation record. In addition, with the support of multiple agents, if customers encounter specialized problems, they can activate the option of real-person customer service anytime to get help from professional personnel, thus bringing customers a seamless online shopping experience.



Benefit 7

Increase marketing leads and conversion rate

Real-time communication can solve customers' problems quickly and effectively, and improve marketing efficiency. Meanwhile, mass messages allow enterprises to promote products or service information to potential customers, as well as to learn the sentiment of customers and increase conversion rates.

Benefit 8

Collect customer information for easy development of remarketing strategies

By collecting and analyzing customer conversations via AI, a more precise customer profile can be grasped. It can help enterprises formulate more effective marketing campaigns, steer the best direction of market development, and keep abreast of customers' changing habits.

In view of this, Sanuker, one of WhatsApp's global Business Solution Provider, applies WhatsApp to corporate communication channels and adopts the exclusive WhatsApp Landing concept. It helps companies design the most suitable solution to develop WhatsApp marketing channels, as well as integrate flexible and diverse WhatsApp features into corporate marketing strategies and digital development. It also makes good use of WhatsApp's extensive contacts to build an effective, personal and automated communication bridge between enterprises and customers, thereby understanding customers' actual needs and creating a brand-new conversational commerce.

WhatsApp Broadcasts

Proactively Stay in Touch With Potential Customers

Enterprises using WhatsApp Business Platform can proactively send WhatsApp broadcasts to customers, such as promotional offers, new product releases, or any information that may be of interest to customers.

At the end of 2021, WhatsApp launched the much-anticipated QBM (Quality Based Message) broadcast function for WhatsApp Business Platform accounts. Enterprises can send more accurate, direct and personalized messages to opt-in customers. This feature makes it possible for enterprises to proactively connect with customers and increase their incentives to buy.

Sanuker

is the Business Solution Provider of WhatsApp Business Platform, bringing more marketing advantages to enterprises across the globe.

WhatsApp Business Platform broadcast message
produced by Sanuker for the going-globalized brand KiKUU.

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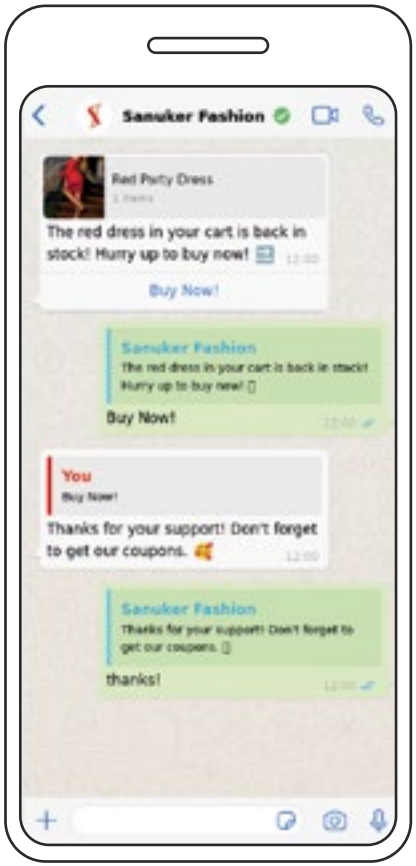
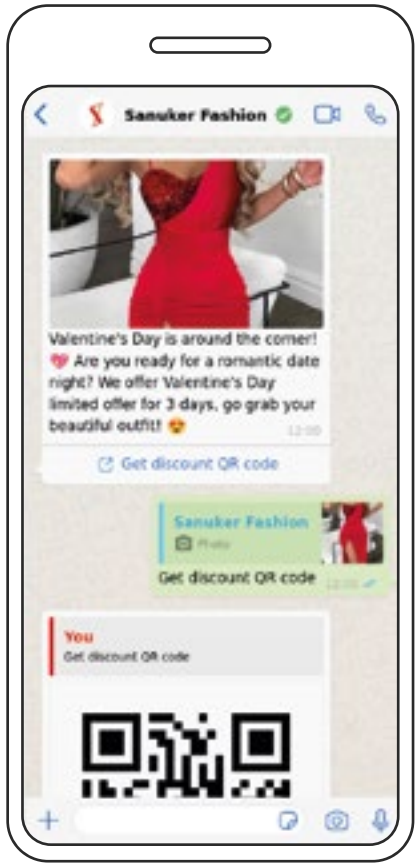


Application Scenario **Product Update**

When an out-of-stock product is back on the shelves, or a new version of the product is released, an instant message can be sent to customers who have expressed their intention to buy, thereby increasing sales figures.

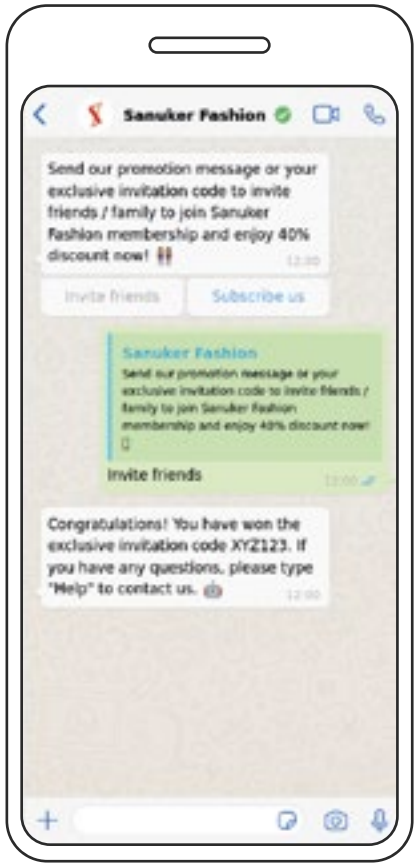
Application Scenario **Discount Information**

After customers making a purchase, enterprises can actively send messages to provide them with discount information on similar products.



Application Scenario **Limited Time Offer**

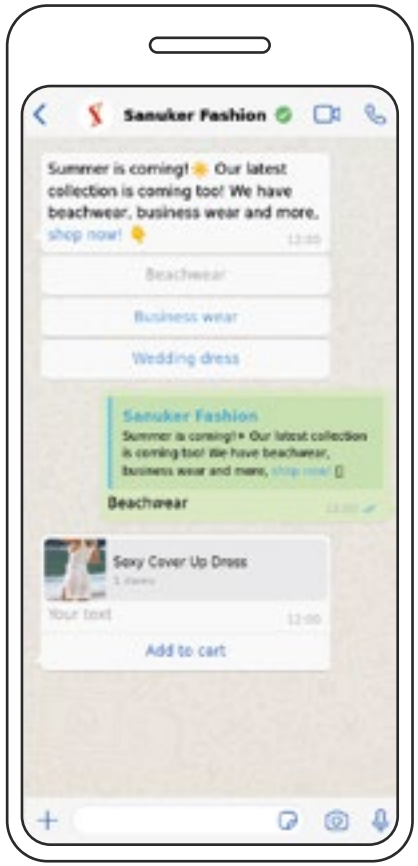
During festivals, peak seasons and special days, enterprises can provide customers with discount information and coupon QR codes for use within limited days.



Application Scenario

Member-get-member Recommendation

Brands can expand their customer database and network by encouraging their members or customers to forward offers or send invitation codes to friends and family members, so as to enjoy the discounts and subscribe for the latest information.



Application Scenario

WhatsApp Broadcasting Notification

Sending active customers the monthly or quarterly notifications of new products they are interested in will greatly enhance the customers' personal communication experience and enhances their confidence in the business.

The only thing to note is that WhatsApp broadcast messages must be submitted with template information to WhatsApp for approval in advance, as a way to maintain the high-quality WhatsApp communication experience.

Types of template information

Issue resolution

Reservation update

Ticket update

Alert update

Appointment update

Personal finance update

Shipping update

Account update

Payment update

Transportation update

Points to note when sending broadcast messages

1. Customers must first agree to receive these WhatsApp messages by opting in before enterprises can send messages.

2. Template messages must be submitted in advance and approved by WhatsApp.

3. Messages can be text, multimedia or interactive messages.

4. Avoid using excessive marketing words.

5. Enterprises are advised to send targeted and personalized information for better messaging experience of customers.

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Successful Strategies of WhatsApp Landing

As a third-party service provider recognized by the WhatsApp Business Platform, Sanuker actively invests resources in tailoring automated conversational commerce strategies for enterprises and assisting enterprises to cultivate customer relationship for enhancing customer experience and interest. It also helps find more potential customers, and ultimately creates considerable profits and huge business opportunities for enterprises.

By disseminating information via WhatsApp, enterprises can communicate with customers more effectively and improve marketing efficiency.

Establish Messaging Ecosystem

Successful conversational commerce depends on communication through WhatsApp, and equally important is how to effectively improve the conversational experience. Therefore, enterprises need to establish a messaging ecosystem, including developing different WhatsApp entry points to increase the usage rate of WhatsApp, with corresponding campaigns to attract customers to participate, and formulating strategies to encourage customers to actively re-engage in conversations.

Conversational commerce ecosystem

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Create Multiple WhatsApp Entry Points

To lead customers into the ecosystem of WhatsApp Business Platform, enterprises can establish conversation and communication through different entry points, which can be established in line with the enterprises' marketing strategies. Thanks to the wide application of WhatsApp, enterprises can create various channels to send and receive WhatsApp messages. For example, they can create WhatsApp conversation entry points via different platforms such as Facebook or Instagram, or run "Click to WhatsApp" Facebook ads.

By creating different entry points, enterprises can increase the exposure of WhatsApp, making it easier for customers to contact businesses directly via WhatsApp, so it can be more widely used. Being an expert in corporate and marketing communications, Sanuker provides omnichannel marketing solutions and marketing strategies for brands to maximize the effectiveness of WhatsApp.

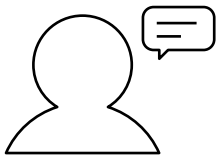
Enterprises can create WhatsApp entry points in conjunction with their social platforms.

Launching Campaigns

To engage customers in conversations, enterprises are advised to host events via WhatsApp that can arouse customer interest and attention.

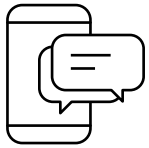
WhatsApp enables people to message with business across the customer journey

AWARENESS



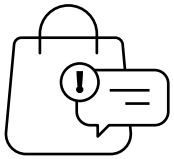
run campaigns using ads that click to WhatsApp, offline advertising, etc.

CONSIDERATION



Respond to high-intent customers who want to learn more about a product or service

PURCHASE



Send customers important, timely messages that theu opt-in to receive following a transaction

CARE

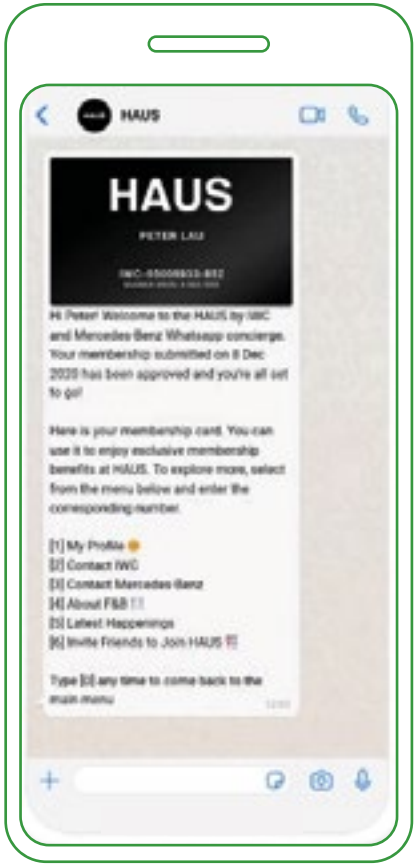
Respond to customers who want support for a product or service

OFF the API

Conversation through the API

WhatsApp enables enterprises to stay connected across the customer journey

Sanuker has cooperated with IWC HAUS in using WhatsApp chatbot to allow customers to recommend new members. During the Lunar New Year, Sanuker also joined hands with Samsonite to send WhatsApp Lunar New Year stickers to attract customers to opt in WhatsApp and start a conversation. Sanuker and Maxim's Cake earlier launched the “Maxim's Cake Monopoly Mission Ambassador” game, which successfully increased customer conversation flow in a funny and highly interactive way.



IWC HAUS sends questionnaires via WhatsApp

The Year of the Ox sticker sent by Samsonite

Maxim's Cakes holds a Monopoly game

Re-engagement : Encourage Participation and Increase Interaction

In the conversational commerce ecosystem, active participation of customers can increase their confidence in the enterprises, and encourage customers to communicate with brands via WhatsApp. Sellers can use this form of advertising to carry out conversational marketing to inbound and accumulate users, thereby generating business profits and opportunities.

As for how to encourage customers participate in conversations, you may refer to individual examples or business strategies.

Real-time reminders and increase customer loyalty

- **Sales and marketing activities :** Send customers information about sales and marketing activities such as pop-up events, membership recruitment to attract customer attention.
- **Notification of latest information :** Customers can receive the latest news about products or services.
- **Booking and arrangement services :** Customers can place orders or change order details via WhatsApp.
- **Sending reminders :** Two-way communication enables customers to receive reminders such as arrival notices and inventory status.

Facilitate transactions

- **Simplified customer service process :** Simple questions can be replied by chatbots or templated messages.
- **Easy user authentication :** The automated system can simply authenticate customers based on the contents of the conversations.
- **Quick problem solving :** Customer service issues such as payment, account balance or points can be solved by conversations.

After-sales services

- **Send customer survey :** Design surveys via WhatsApp to understand customer needs.
- **Upselling or cross-selling :** Customers can make further purchases or obtain additional product information through conversations.
- **Enhanced customer experience :** Other products or services can be recommended via chatbots according to customer shopping habits.
- **Collecting comments :** Create chatbots to receive customer comments or other requests on product information or services.

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Send Messages Quickly and Unlimitedly in a Week

WhatsApp Business Platform's messaging limit is divided into tier rating 1-4, of which the highest tier 4 allows businesses to send unlimited messages. When messaging tier is upgraded, it means mass messages can be sent to more customers every day, making the best use of WhatsApp's advantages in conversational commerce. Sanuker's WhatsApp solution helps you upgrade from Tier 1 to Tier 4 (unlimited messages) within a week, and provides the best usage guidelines to prevent your number from being blocked for violating WhatsApp guidelines.

WhatsApp Business Platform's Broadcast Tier limit is based on a 24-hour rollover cycle to calculate the number of messages an enterprise can send

Calculation based on a period every 24 hours:

Tier 1：Send messages to 1K customers / 24 hour rollover cycle

Tier 2：Send messages to 10K customers / 24 hour rollover cycle

Tier 3：Send messages to 100K customers / 24 hour rollover cycle

Tier 4：Send unlimited messages to 200K customers

Messaging Limit

An enterprise can send up to 1,000 messages

Starting from the first message sent by an enterprise, upon reaching the message limit, the enterprise can start sending more messages after one or more active messages have ended.

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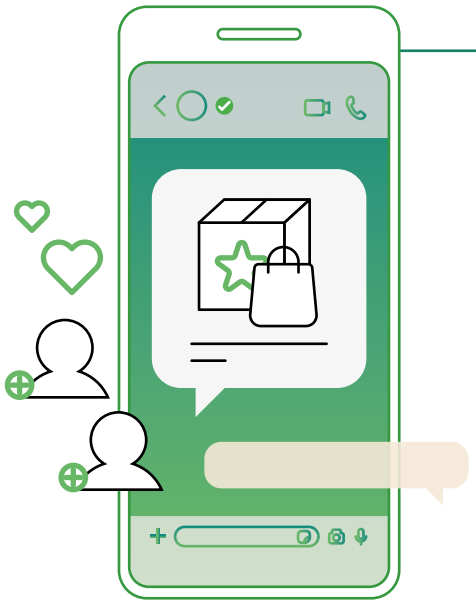
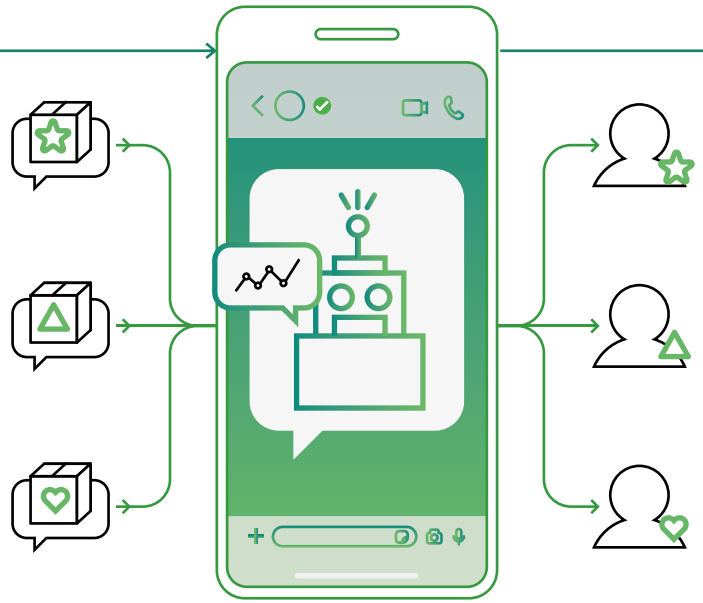
Here's a step-by-step walkthrough of how Sanuker strategically increases the broadcast rating in a week:

Step 1
Encourage opt-ins



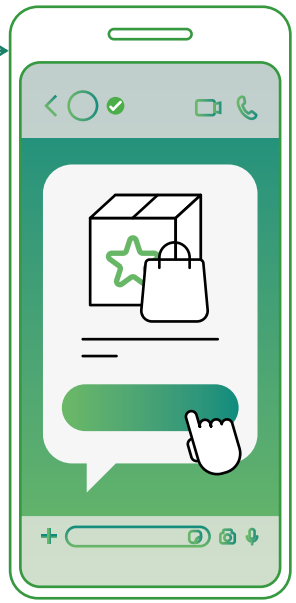
Businesses can increase the number of opt-ins by sending welcome messages when initiating the first conversations with customers to arouse their interest and encourage them to opt in.

Step 2
Arouse Interest

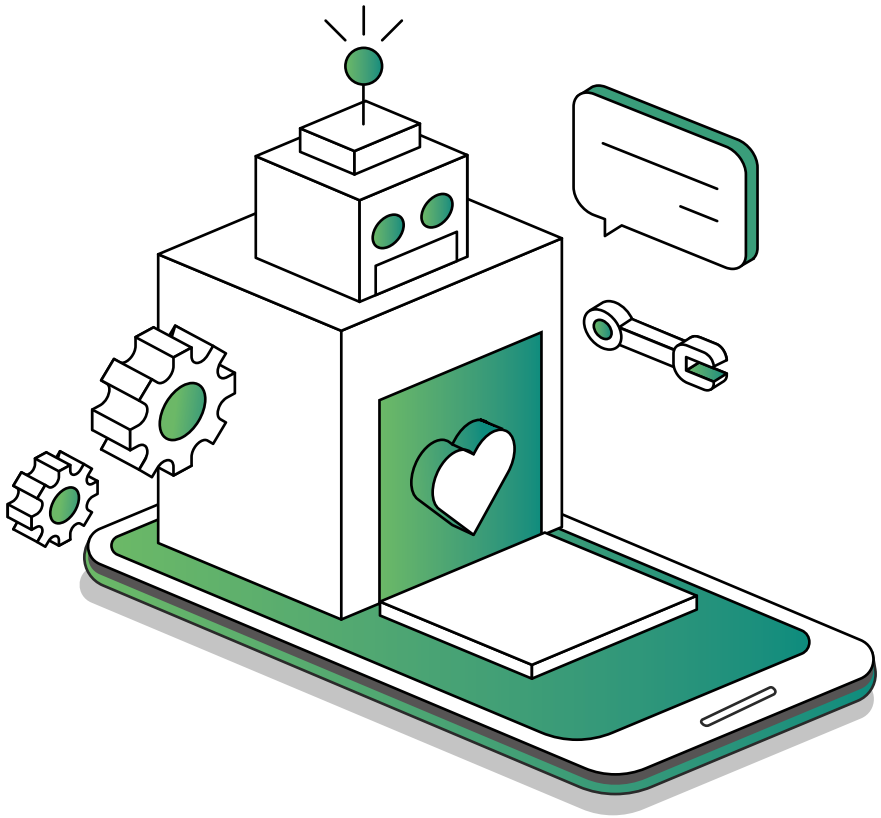


After customers have opted in, enterprises can send innovative or personalized promotional messages, such as discounts on their browsed items, product update information, limited-time promotions, flash sales and even industry news, so as to stir up customers' interest in the business products or services.

Step 3
Automated Sales Process



Once customers have expressed interest or asked about the products or services, the WhatsApp chatbots designed by Sanuker for the enterprises will automatically start to respond and send messages to speed up the sales process, thereby improving customer satisfaction and enhancing their trust in the enterprises.



Application example: Tailored chatbot

WhatsApp Business Platform acts as the communication bridge between enterprises and customers, together with Sanuker's tailor-made chatbots for enterprises or brands, integrating into an automated conversation platform to boost marketing. There are many successful examples that worth referencing and can provide inspiration for enterprises.

Sanuker creates more WhatsApp entry points for enterprises and strengthens their sales and marketing strategies by **boosting the broadcast tier rating**

Automated Lead Qualification

The Story of Centaline Property

In the past, Centaline Property contacted customers by email, phone, text message or website, but the delay caused by these channels led to a loss of many potential customers. After working with Sanuker to develop a WhatsApp chatbot, customers can select properties based on location, price, size and other details. Agents can collect customer information to meet the interest and needs of each potential buyer accurately. Currently, about 57% of Centaline's potential customers are found through WhatsApp Business Platform, resulting in a 12.8% increase in phone sales and 27% increase in transaction success rate.

57% increase in the percentage of **potential customers found**

Telephone sales
↑ 12.8%

Transaction success rate
↑ 27%

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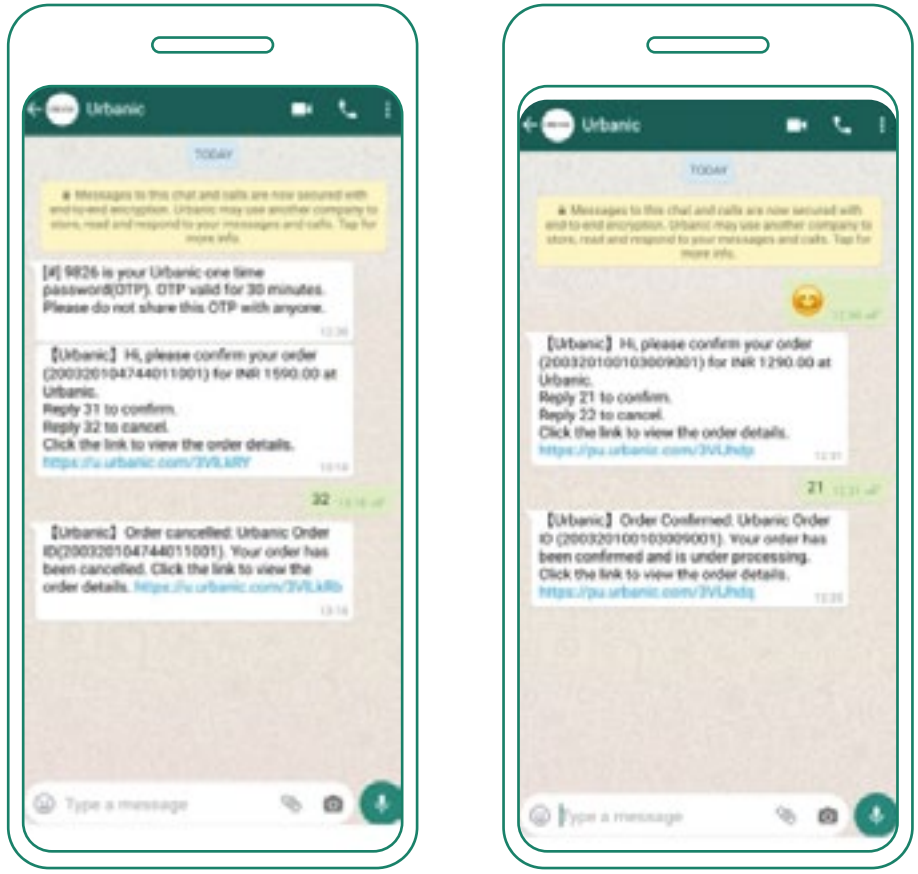
All-in-one Smooth Customer Flow

Urbanic ecommerce

As one of the largest e-commerce enterprises in India, Urbanic communicates with thousands of customers every day. Sanuker has assisted the enterprise in integrating WhatsApp into the customer management system. As customers opt in, they can directly send/receive messages to/from Urbanic customer service team, meeting the needs such as purchasing services, confirming or cancelling orders. Compared to previous communication channels, the rate of accepting WhatsApp is significantly higher by 20%, and messages exchanged via WhatsApp have increased by as much as 500 times.

20% **Higher acceptance rate for WhatsApp messages**
as compared to other communication channels

500X
more messages exchanged via WhatsApp



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Exploring more Efficient and Stable Channel than SMS

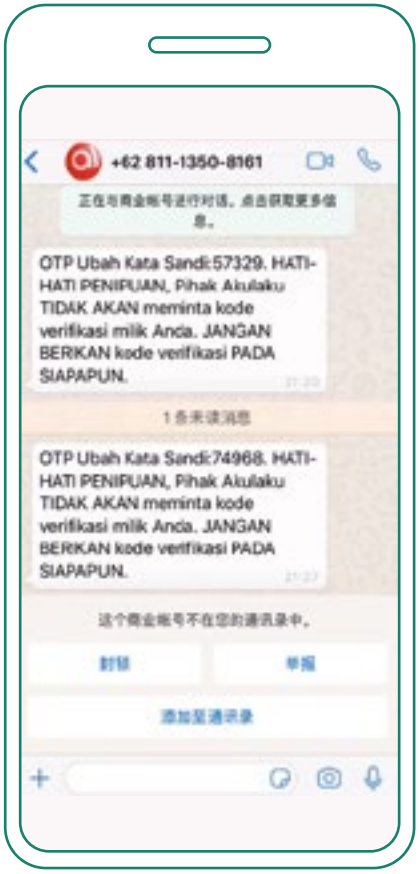
Akulaku

Akulaku is Indonesia's top financial company and e-commerce platform, its customers had used SMS less frequently due to privacy concerns and instability. WhatsApp Business Platform's integrated solution has addressed the security and connectivity issues, providing customers with reliable service and communication channels, as well as meeting customers' need for convenience. As a result, customer opt-in ratio has tripled. In addition, with the help of the chatbot developed by Sanuker, the amount of messages and even the satisfaction level of customers have significantly improved. After using WhatsApp, Akulaku shares an average of 300,000 messages per month with customers, while saving 30% in cost.

WhatsApp's opt-in ratio has
3X

30%
cost saved

An average of
300,000
messages shared with customers per month



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Waiting Time Saved by Automated Customer Service

Octopus Cards Limited

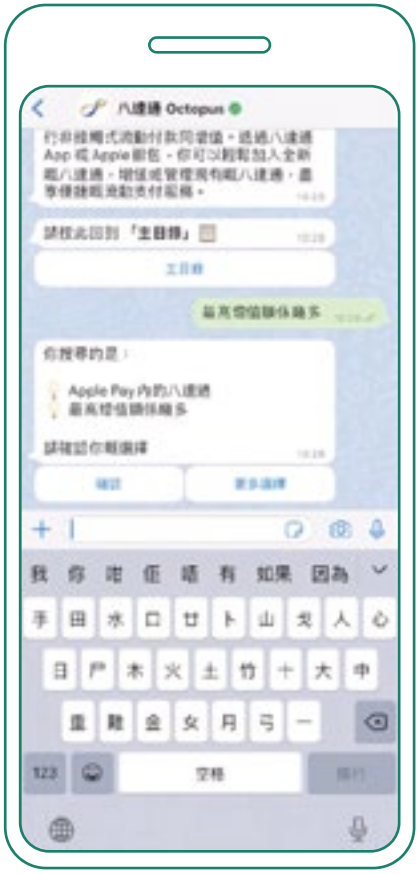
Octopus card is the major stored value card in Hong Kong. 98% of Hong Kong citizens aged 15 to 64 own an Octopus card. They can use Octopus cards instead of cash to pay when they take transport, go shopping or dine out. It is a simple, convenient and safe payment method, and its wide application brings hundreds of customer phone inquiries to the company every day. Even with the support of a comprehensive customer service team, it is still difficult to respond to all customers in a timely manner. After cooperating with Sanuker, the company has created a chatbot, set keywords to identify customer questions, and automatically respond to customer inquiries for simple matters, such as lost Octopus reporting service, automatic add value service, downloading Octopus card application or other common problems. Long waiting time for a reply from the customer service team can thus be avoided. In addition, with the help of the unique list messages and buttons of WhatsApp Business Platform, the customer service experience is more interactive, and customer inquiries can be quickly resolved, which has substantially reduced the workload of the customer service team and increased customer satisfaction.

Help solve simple problems to

↑ **Customer satisfaction**

Chatbots help customers

Avoid waiting for too long



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Complementing Click to WhatsApp Ads

In addition to organic traffic solutions, enterprises can also use Click to WhatsApp ads to reach more potential customers. It complements the comprehensive sales process of WhatsApp, from purchase to payment and even after-sales service, can all be handled one-stop via WhatsApp.

Show ads on user FB/IG

Click WhatsApp and start the chat

Product information

Connect third-party payment platform

Data shows that advertisements that directly lead to websites and app download are effective for impulsive buyers who account for about 2% of the market all year round. However, to reach active buyers and frequent buyers who account for about 35% of the market, it is necessary to communicate with brands via CTX ads. In other words, Click to WhatsApp ads allow brands to further expand their customer base, easily converting customers with long sales cycles through automated conversations.

Messenger廣告的價值主張(Value Proposition)

Create Synergy Across Platforms for Improving Customer Communication Efficiency

The biggest advantage of Sanuker's exclusive WhatsApp Landing is that it allows enterprises to integrate existing conversation platforms to communicate directly with customers, so as to save cost and improve efficiency. Its solution can be integrated with other communication platforms, such as Facebook, Messenger, Instagram, LINE and WeChat. It also complements the internal communication software of enterprises such as Microsoft Teams, Slack, as well as all third-party platforms that allow API connection such as Stripe and Zendesk. As a result, the most suitable solution for the enterprises can be achieved in a more flexible way.

Enterprises will be able to respond more efficiently to customer needs outside of office hours, contributing to increased sales effectiveness and customer retention.

Sanuker creates tailored chatbots to help enterprises establish an **interactive communication bridge with customers effectively**.

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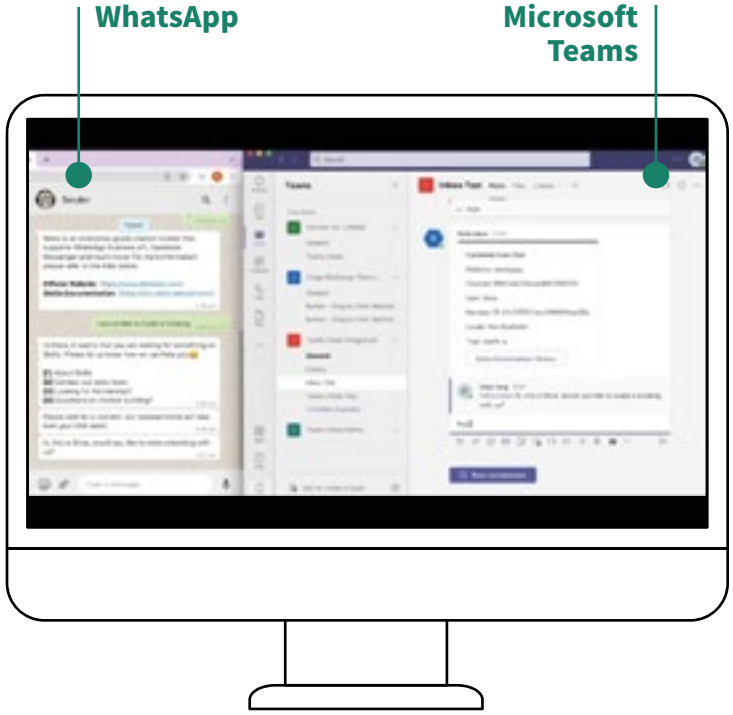
Social Media

WhatsApp Business Platform can connect company websites and different social platforms including Facebook, Instagram and WeChat, to create a more seamless customer service experience, as well as to automate the integration of customer inquiries and analyze various behavioral data.

Exclusive Communication Tool - Teams Inbox Solution

Sanuker has launched its own Teams inbox solution, and being the first to connect WhatsApp to Microsoft Teams under O365. This enables the customer service teams and customers of enterprises to communicate directly on a single platform, leading to better management of all communication with customers and provision of an integrated customer service experience.

In addition to allowing unlimited number of Microsoft Teams users to co-manage the WhatsApp number of an enterprise, the solution can also be connected to other communication tools such as Instagram, Messenger and WeChat, for you to chat with customers, serve them, and keep in contact with them at all times. Meanwhile, you can also identify the solution as an internal communicate function to resolve customer issues faster, which facilitates seamless conversations for enterprises.



WhatsApp Business Platform can be integrated with other communication tools such as Microsoft Teams to achieve seamless communication.

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CRM (Customer Relationship Management)

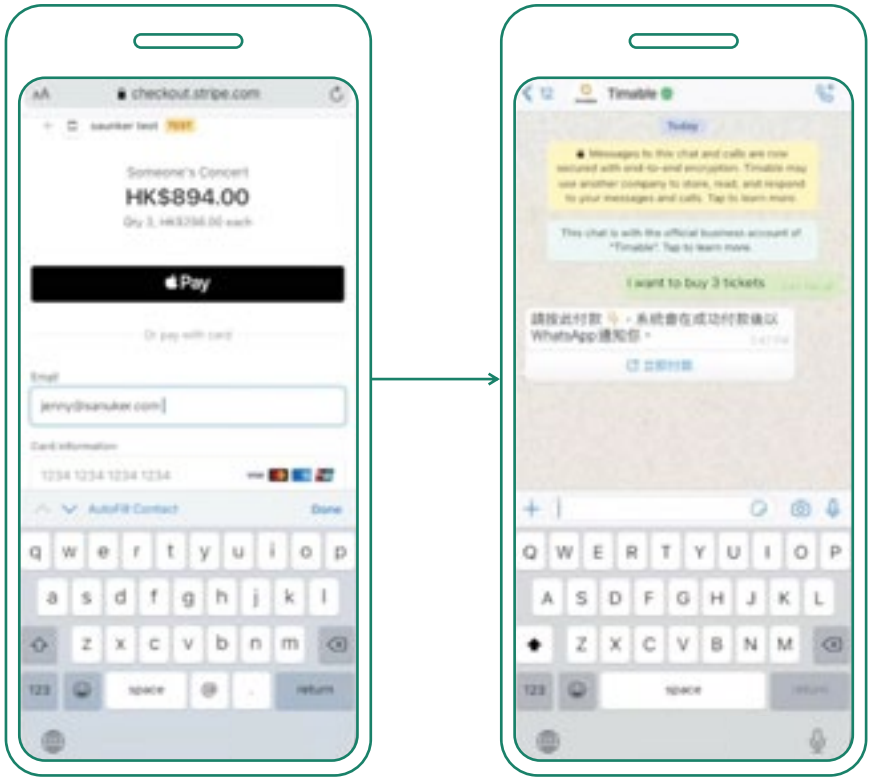
CRM systems (such as Zoho, Salesforce Marketing Cloud, Microsoft Dynamics 365, etc.) are the main tools of many large enterprises. With the integration with WhatsApp API, accurate data analysis help enterprises change marketing strategies in a timely manner, ensuring that potential customers can be converted into lucrative profits, and even enhance business profiles.

There are a number of advantages of integrating CRM:

- **Direct communication:**
  Enable direct contact with customers across platforms.
- **Connect WhatsApp accounts:**
  Integrate multiple WhatsApp business accounts and assign to multiple agents.
- **Drip Marketing:**
  Launch Drip Marketing campaigns and send messages to potential customers.
- **Build a service desk:**
  Respond swiftly to customer inquiries and collect customer feedback.
- **Develop metrics:**
  Facilitate long-term growth by managing metrics such as chat volume and response time.

Payment Platform

Customers generally want to complete the shopping process on a single platform. WhatsApp Business Platform can integrate third-party payment platforms such as Stripe, and send payment links as needed by customers, bringing a seamless WhatsApp shopping experience.



Sanuker helps customers to integrate third-party payment platform like Stripe to send payment links via WhatsApp for a seamless shopping experience.

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High Compatibility

WhatsApp Business Platform integrated by Sanuker also integrates solutions across various fields, including e-commerce website Shopify, AI chat services including Google DialogFlow and LUIS. It allows enterprises and customers to conduct conversational communication and marketing activities, with wide applications and smooth conversational commerce experience.

Sneak Peek of more Upcoming Features

Implementing conversational commerce through WhatsApp Business Platform and formulating more effective marketing promotion plans for enterprises is the latest development approach of the market. As a supplier of WhatsApp, Sanuker has a foretaste of the latest market functions launched by WhatsApp, and provide enterprises with the most comprehensive business advantages.

Sanuker will also introduce more new WhatsApp functions of business applications, in order to help enterprises with an easier way in communicating with customers, and creating a more favorable communication experience in market development.

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Create conversational commerce processes for customers

Pre-sales

Send messages to customers to help make shopping decisions.

- Personalized messages
- Real-time product recommendation
- Product category navigation

Selling process

Create personalized pre-orders to improve a smooth shopping experience.

- Related product recommendations
- Frequently purchased products to add
- Product upgrade reminder

After-sales service

Record the customers' recent shopping lists and provide excellent after-sales services.

- Real-time order tracking and update
- Properly handle the return of goods, product and service quality issues

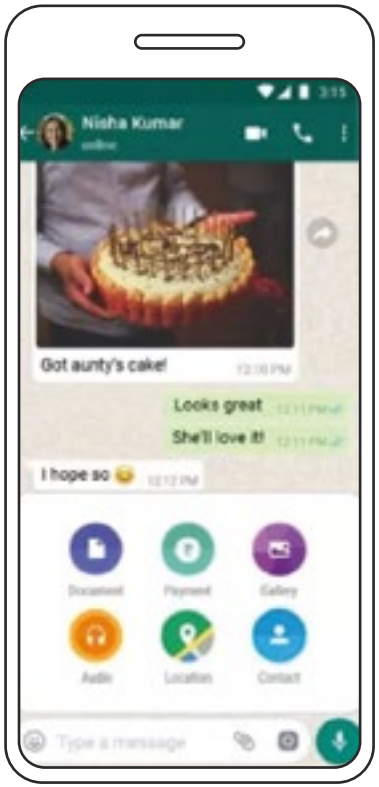
Remarketing

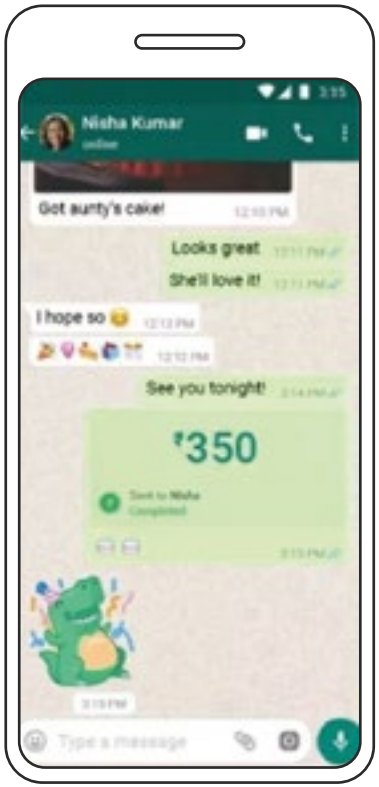
Analyze customer consumption patterns and preferences based on past conversations with customers, keep in contact with them, and plan remarketing strategies more accurately.

- Provision of recent and most frequent shopping lists
- Personalized product recommendations

WhatsApp Pay

WhatsApp has also developed its own payment platform, WhatsApp Pay, which has been used in regions such as Brazil and India, allowing customers to make fast payments when shopping via WhatsApp. Sanuker is also expected to join the payment system in 2022.





Pay

WhatsApp Pay has been gradually rolled out globally, adding to the seamless shopping experience.

Cloud API (Cloud Storage Platform)

The Cloud API solution, launched by Meta in April 2022, provides Meta with a native cloud storage platform, thereby saving the cost of renting and buying servers for enterprises to store a large amount of customer conversations. With the help of the Cloud API, the current update function can cumulatively send up to 300 messages per second, which greatly increases the information flow between enterprises and customers. It implies that enterprises can reach more customers on a larger scale and enhance brand awareness.

Create One-Stop Conversational Commerce Convert Potential Customers via WhatsApp

Constructing conversational commerce with the help of WhatsApp Business Platform is an important trend for enterprises to conduct marketing promotion in the future. Sanuker has years of experience in developing automated chatbots and has mastered the skills to effectively communicate with customers, so that the dialogue between enterprises and customers can be more anticipatory, timely and relevant, ultimately generating meaningful business value to a greater extent.

Techniques

Encourage customer interaction	Utilize the enterprise's professional knowledge in products or services to enhance the trust of customers, who may actively opt-in to accept business information.
Personalized information	Leverage conversational commerce experiences to send personalize messages to customers and boost marketing.
High-quality creativeness	WhatsApp marketing is more personal than general marketing channels. Its messages must be more targeted, creative and of higher value for customers.
Chatbot	With the 24/7 automation benefits of chatbots, you can swiftly respond to customers in real-time and create smoother customer experiences.
Multi-agent for live chat support	The ability to support thousands of agents is the biggest advantage of WhatsApp Business Platform, which responds to more customers at the same time.

Sanuker enables enterprises to master communication skills with customers

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By integrating different platforms and WhatsApp functions,
Sanuker designs the most suitable but specific marketing plans for enterprises.

Sanuker will also integrate other conversational platforms or application systems based on the requirements of different enterprises, so as to help enterprises create a smoother customer experience in a more flexible way.

Techniques

One-stop solution	Integrate with other platforms for a seamless customer experience.
AI Chatbot	Chatbots with artificial intelligence easily solve customer inquiries and analyze data of customer behaviors.
WhatsApp X Inbox Solution	Combine the functions of conversational programs such as Microsoft Teams to create a single platform for communication and conversation.
CRM	Accurate analysis of customer data helps redeploy market strategies.

Sanuker integrates different solutions and application platforms

Want to use WhatsApp Business Platform right now?

Create the most effective WhatsApp marketing strategy in just a few simple steps!

Step 1 Go to https://platform.woztell.com/register
and create a **free Woztell account**

Step 2 **Prepare a new mobile number**
and sign up WhatsApp Business Platform for free

Step 3 Schedule a 20-minute conference call with the
Sanuker team to learn more about the features

Step 4 The Sanuker team will tailor-make a premium offer for you.
Start your first WhatsApp promotion right now!

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