

WhatsApp Business API

Empowering Business Communication at Scale

Presenter Name

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What is **WhatsApp** Business API?

A tool that lets medium and large businesses talk to customers on WhatsApp at scale

Built for automation, integration, and multi-agent support

Enables notifications, customer support, and conversational messaging



Key Features and Benefits

Reliable, secure end-to-end
encrypted messaging

Automated messaging with
chatbots and workflows

Integration with CRM and customer
support platforms

Global reach: over 2 billion
WhatsApp users worldwide

Improved customer engagement
and response rates



Integration Process Overview



- 01 ● Business registration and verification with WhatsApp
- 02 ● Choose API hosting (on-premises or cloud providers)
- 03 ● Develop and test messaging flows and templates
- 04 ● Deploy chatbot or human agent integration
- 05 ● Monitor performance and optimize messaging

Use Cases for **WhatsApp** Business API

Customer support and live chat

Order confirmations and
shipping notifications

Appointment reminders
and booking

Marketing campaigns
and promotions



Best Practices and Next Steps

Stay compliant with WhatsApp policies
and opt-in requirements

Use message templates for clear,
consistent communication

Balance automation with human support
for complex conversations

Track and analyze metrics to improve
engagement strategies

Start with pilot projects before
full-scale deployment



Thank You

We appreciate your time
and attention.

Questions?

We're here to help.

Get in touch

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