

WHAT FOR BUSINESS

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WHATSAPP (<http://whatsapp.com>)

WhatsApp, the social messaging service acquired by Facebook for \$19bn in 2014, is arguably the world's fastest-growing communication app. As on January 2015, half a billion people around the world were regular, active WhatsApp users. These users are sharing more than 700 million photos and 100 million videos every single day.

In India, it's more popular than Facebook and even our maids are on WhatsApp now. It has already replaced SMS and is fast becoming our primary mode of communication.

The question small business owners are now asking is: **How can I use WhatsApp for business?**

Everybody knows how to use this app for socializing but we are going to discuss more on how it will help us get an insight of using the app for our business's profit.

Some of the Small business owners are already been using WhatsApp for communicating with their customers. But isn't very suitable for Business. WhatsApp had made a custom version of WhatsApp to satisfy their business needs and made WhatsApp Business Application.

The good thing is that it is free to use for both Small and Medium businesses. They may charge the Enterprise range businesses.

Download WhatsApp Business

(<https://play.google.com/store/apps/details?id=com.whatsapp.w4b&hl=en>).

KEY NOTE FOR WHATSAPP FOR BUSINESS SETUP

- **You can use a LANDLINE number for Registration**

Unlike the Regular WhatsApp, you can use a Landline phone number to register for a WhatsApp business account. Although number is necessary, so if your landline isn't capable of messaging, you can request a call for OTP.

- **Displays as Business account**

To avoid confusion, WhatsApp mentions "Business account" on profile, so you can easily differentiate.

- **Business name cannot be changed**

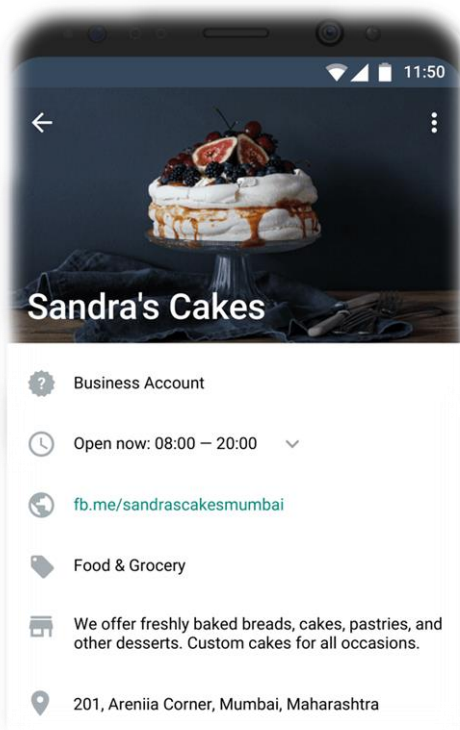
So, enter your Business name correctly while you are registering for a business account because you cannot change it later. The wrong name can affect your Verification status.

- **The same number cannot be used for WhatsApp & WhatsApp business**

A known fact that WhatsApp allows only one account per a phone number. So you have to use different number for WhatsApp and WhatsApp business accounts.

- ✓ If the number registered in WhatsApp is business number, use the same number while registering for WhatsApp Business, the old WhatsApp will be migrated automatically to business account.
- ✓ In this course, we will focus on the most important features of WhatsApp for Business and How it is different from regular WhatsApp.

1. Business Profile

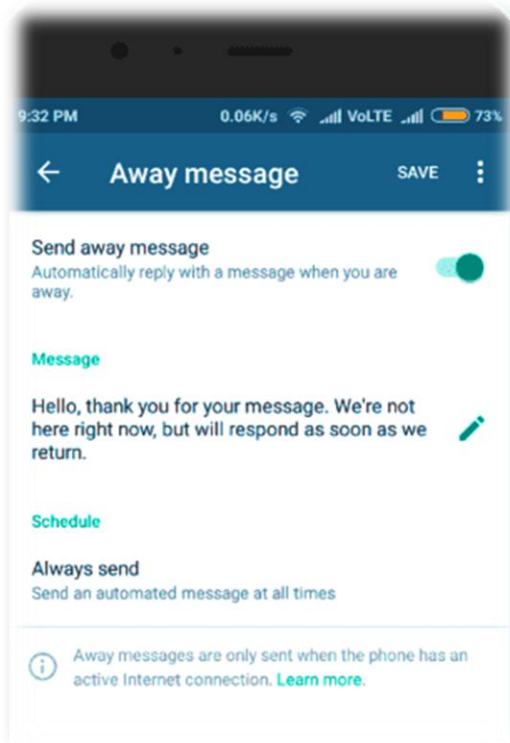


A simple about section and phone number might be enough profile for People, but isn't enough for Business.

So, with the new WhatsApp Business app, you can now showcase a complete Business profile. You can add your Physical store address, Category of business, Opening hours, Email address and Website to your profile.

Your customer can view all these information and directly interact with it like View your store on map or Email you.

2. Automated Away Message



In WhatsApp business, you can also set a custom Away message like:

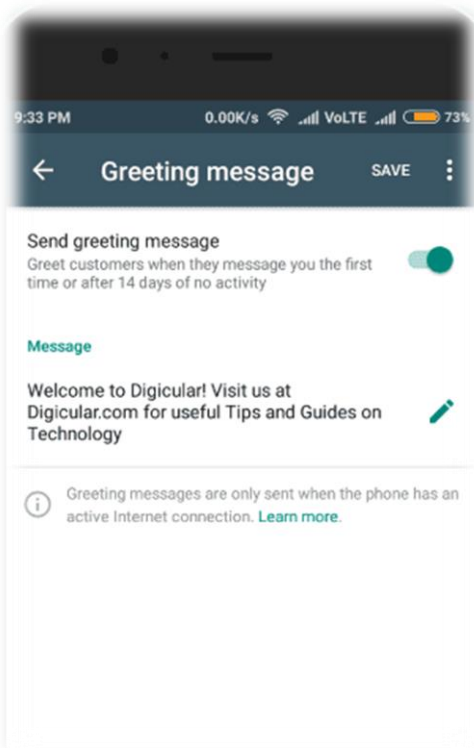
"Hey, we are not available right now. We will get back to you ASAP".

So, when someone messages you, but you are Busy or Not available to reply, the Away message you have set is automatically sent to them.

To set your Away message open WhatsApp business and Go to *Settings – Business settings – Away message (Under messaging tools)*.

You will be more likely to lose a customer if you don't respond to their messages. So, the Away message can avoid such things.

3. Automated Greeting message



Auto greeting message whatsapp business

Another messaging tool and cool feature of WhatsApp business is the Greeting message.

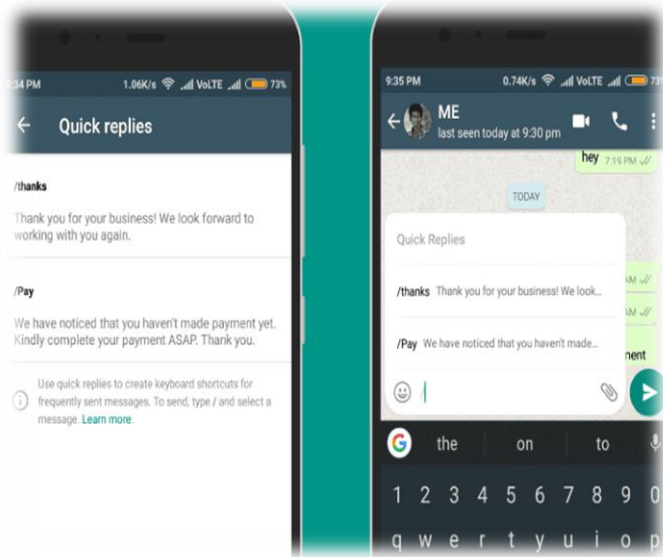
When a new customer messages you for the first time, they will automatically get a Greeting message you have set. Greeting message will also be sent after 14 days of no activity (No messages) from a

customer. It acts like a Virtual Receptionist for your Business account.

To set a Greeting message:

Go to Settings – Business settings – Greeting Message(Under messaging tools) and turn-on the “Send greeting message” toggle and change the default greeting message as per your choice.

4. Quick Replies



Labels categories whatsapp business

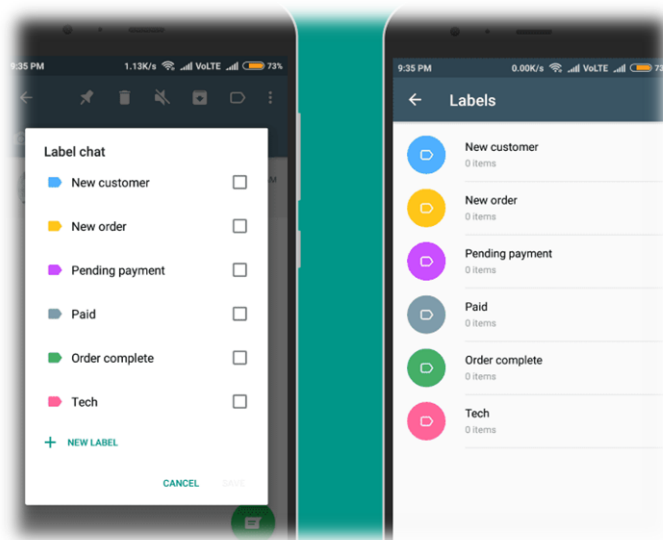
This one is the most productive feature of WhatsApp business app. Quick replies are the more common Replies/ answers for FAQ's you can set and use them quickly by using a Forward slash(/) followed by Keyword.

- **Add a Quick reply:**

You can go add a Quick reply by going to Settings – Business settings – Quick replies (Under messaging tools) and click on “+” sign.

For example, you want to set a Quick reply for Payment reminder. You just go to Quick replies settings as said above and under Message enter “Your payment is pending. So please pay ASAP” and under Shortcut enter “pay” and tap on Save.

So if a customer hasn't paid for your order, you just type “/pay” and it will show the whole message you have set earlier. You just select that message and send it instead of typing the whole message.



5. Labels: Categorize Customers

Quick replies whatsapp business app

When you are doing business, you have to organize things systematically. This is where “Labels” feature comes in handy.



With labels, you can easily divide Customer chats into different categories like “Unpaid orders”, “New customers”, “Completed orders” and also view them by label name.

So can easily see, how many more orders you have **pending** and who have **paid** yet. This makes it easy to track your workflow.

Add label to a chat

To add Label to a chat, Tap and hold a chat and tap on Label icon on the top. Then tick one or more labels as you need and tap on Save. You can either use the default 5 labels or you can also add a new label by tapping on “+ New label”.

To view chats by label, tap on Menu icon – Labels and tap on the label name.

Conclusion

WhatsApp is a powerful communication tool. It has become widely popular due to its simplicity. Apart from using it for personal communication, you can use WhatsApp for your business in various ways. Its cost effective and you can get started quickly.