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# WHATSAPP BUSINESS API

*Enterprise-Grade Messaging for Scalable Communication*



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## INTRODUCTION TO WHATSAPP BUSINESS API

Discover the enterprise-grade messaging solution designed for medium to large businesses. Connect with over 2 billion users worldwide through Meta's trusted platform with industry-leading engagement and open rates.

- ✔ Enterprise-Grade Messaging
- ✔ Multi-Agent & Automation
- ✔ 2B+ Global Users
- ✔ High Engagement Rates





# KEY FEATURES AT A GLANCE

WhatsApp Business API offers enterprise-grade messaging capabilities designed for scalable, efficient customer communication. These core features enable businesses to streamline operations and enhance engagement.

Leverage these powerful tools to transform your customer interactions and drive business growth.

Shared Inbox & Multi-Agent Support

Automation & Personalization

Integration Capabilities

Multi-Media Support





# CORE BENEFITS FOR BUSINESSES

WhatsApp Business API delivers measurable business value through automation, scalability, and enhanced customer engagement. Transform your communication strategy with these powerful advantages.

**01** Improved Efficiency: Up to 70% Workload Reduction

**02** Scalability: Manage Thousands of Conversations

**03** Enhanced Customer Relations: 24/7 Real-Time Support

**04** Business Intelligence: Actionable Analytics & ROI





# INDUSTRY USE CASES

WhatsApp Business API transforms customer engagement across multiple industries, enabling automated communications, real-time updates, and seamless support experiences at scale.

Discover how leading sectors leverage the API to enhance customer journeys and operational efficiency.

E-Commerce: order updates, cart recovery, support automation.

Travel & Hospitality: booking confirmations, itinerary updates.

Healthcare: appointment reminders, patient engagement.

Logistics & Delivery: shipment tracking, proof of delivery.



# INDUSTRY USE CASES

WhatsApp Business API enables powerful automation and engagement across diverse industries. Here are four additional sectors leveraging the platform for scalable customer communication.

**01** Financial Services: Alerts & Onboarding

**03** Customer Support: FAQs & Escalation

**02** Lead Generation: Qualification & Follow-ups

**04** Retail: Product Catalogs & Promotions



# TECHNICAL REQUIREMENTS

Before implementing the WhatsApp Business API, ensure your infrastructure meets these essential specifications for optimal performance and reliability.

- ✔ Server: 4-core CPU, 8 GB RAM, 99.5% uptime
- ✔ Network: Ports 80 & 443, Meta IP firewall access
- ✔ API response time under 800ms required





# DEPLOYMENT OPTIONS

Choose the deployment model that best fits your infrastructure needs, security requirements, and scalability goals. Both options provide full WhatsApp Business API functionality.

**01** Cloud API: Meta-Managed Infrastructure

**02** On-Premises: Dedicated Server Control

**03** Cloud Pros: Quick Setup & Lower Maintenance

**04** On-Premises Pros: Full Control & Custom Security





# PHONE NUMBER & BUSINESS VERIFICATION

Before deploying WhatsApp Business API, your organization must complete essential verification steps. These requirements ensure compliance with Meta's policies and establish your business identity on the platform.



## Dedicated Phone Number

A dedicated business phone number is required—either mobile or landline. This number will be your official WhatsApp Business identity.



## Meta Business Manager

A verified WhatsApp Business Account must be linked to Meta Business Manager for centralized management.



## Number Exclusivity

The phone number must not be active on any WhatsApp app (personal or business). Existing numbers must be deregistered first.



## Documentation Required

Live business website and legal entity documentation are mandatory for verification and compliance.





# SETUP & INTEGRATION PROCESS

Follow this streamlined timeline to successfully deploy WhatsApp Business API, from initial preparation through full production launch and scaling.



01

Preparation

03

Configuration

02

Registration & Verification

04

Testing & Go Live



# BEST PRACTICES & RECOMMENDATIONS



Define clear use cases before implementation.



Select the right BSP partner for compliance.



Design conversational, user-friendly message flows.



Monitor analytics continuously to optimize.

Following these proven strategies will help ensure a successful WhatsApp Business API implementation, maximize ROI, and deliver exceptional customer experiences at scale.





## WHY CHOOSE WHATSAPP BUSINESS API?

Trusted global reach with over 2 billion active users worldwide. Enterprise-grade scalability to manage thousands of conversations simultaneously with powerful automation that reduces workload by up to 70%.

Deliver personalized, real-time customer service 24/7. Build stronger relationships through instant engagement on the platform your customers already trust and use daily.




# NEXT STEPS & CONTACT

Ready to scale your communication with WhatsApp Business API? Our team is here to guide you through implementation and help you unlock the full potential of enterprise messaging.

- ✔ Schedule a Free Demo
- ✔ Connect with a BSP Partner
- ✔ Request Implementation Guide
- ✔ Start Your Journey Today




 WhatsApp Business API




# THANK YOU FOR YOUR ATTENTION

Questions are welcome! We look forward to helping you scale your business communication with WhatsApp Business API.

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