



# WhatsApp Business Platform For eCommerce and Retail.



## Customer Engagement Use-Case

Leverage WhatsApp Business Platform notifications through Message Templates

Use these Message Templates to optimise eCommerce customer care.

### Product availability requests:

When a product is out of stock, you can allow your customers to opt-in for an availability update via WhatsApp.

Hi. Great news, the product you liked is back in stock. Enjoy free delivery on us by using the voucher code at checkout.

[Shop Now](#)



### Abandoned cart recovery notifications:

Use WhatsApp to recover abandoned carts.

Hi. You've forgotten to check out, you might have gotten distracted but you can easily check out via the following link.

### Order status updates:

Actively send out purchase updates with delivery notifications or delivery tracking.

Hi. Your order with number XXX is on its way to you. You can track your package here.

[Track Here](#)



### Orders and billing:

Send out an automatically generated message template informing your customer that the payment for order number has been received.

Hi. Thank you for your payment. Your order number is XXX, and you can track the status of your order by following the link.

### Return or refund requests:

Handle return and refund requests easily.

Hi, we received your return in good order. You can expect your refund within three working days.



Note that you will need an active opt-in from your customers for outbound use of these Templates.

## Customer Support Use-Case

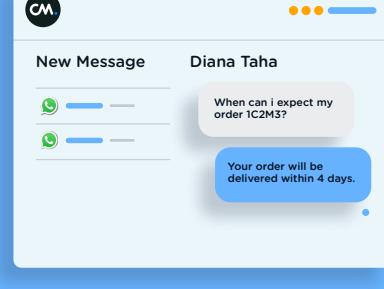
Customer support via WhatsApp Business Platform

Besides using Message Templates, you can also have a spontaneous chat, where you can type your messages with rich media in response to a customer-initiated conversation.

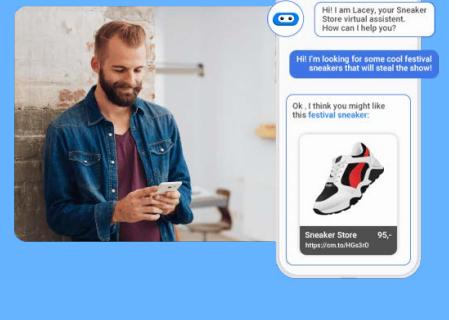
To get fast and easy access to the WhatsApp Business Platform, you need to work with a WhatsApp Business Solution Provider like CM.com.

### Do More With WhatsApp Business Platform

**Customer Support via Multi-Agent Inbox Access:** Save drastically on customer support cost by enable your customers to reach out for their support related queries using WhatsApp and address all the queries from different customers simultaneously using a single inbox.



**Chatbot:** Deploy a code-free chatbot on WhatsApp to address recurring customer support queries instantaneously & increase the productivity of your customer service team. The WhatsApp chatbot can easily be built in few easy steps using CM.com's proprietary drag-&-drop bot builder platform for a faster ROI realization.



Are you ready to take your customer care to a higher level? Request a WhatsApp Business account today and find out the many other possibilities it holds for your business.

[Get started with WhatsApp Business Solution Now](#)