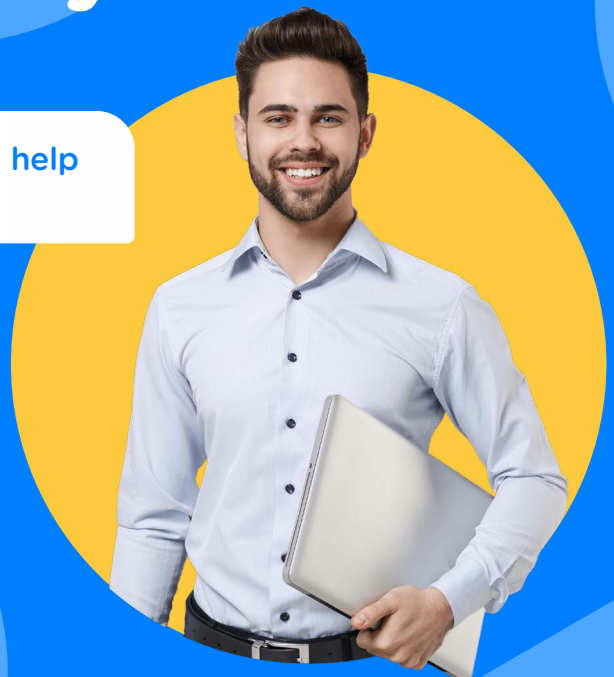


I have a question...

WhatsApp Business Communication Between Citizens, Businesses, and the Municipality.

Hello, how can I help
you today?



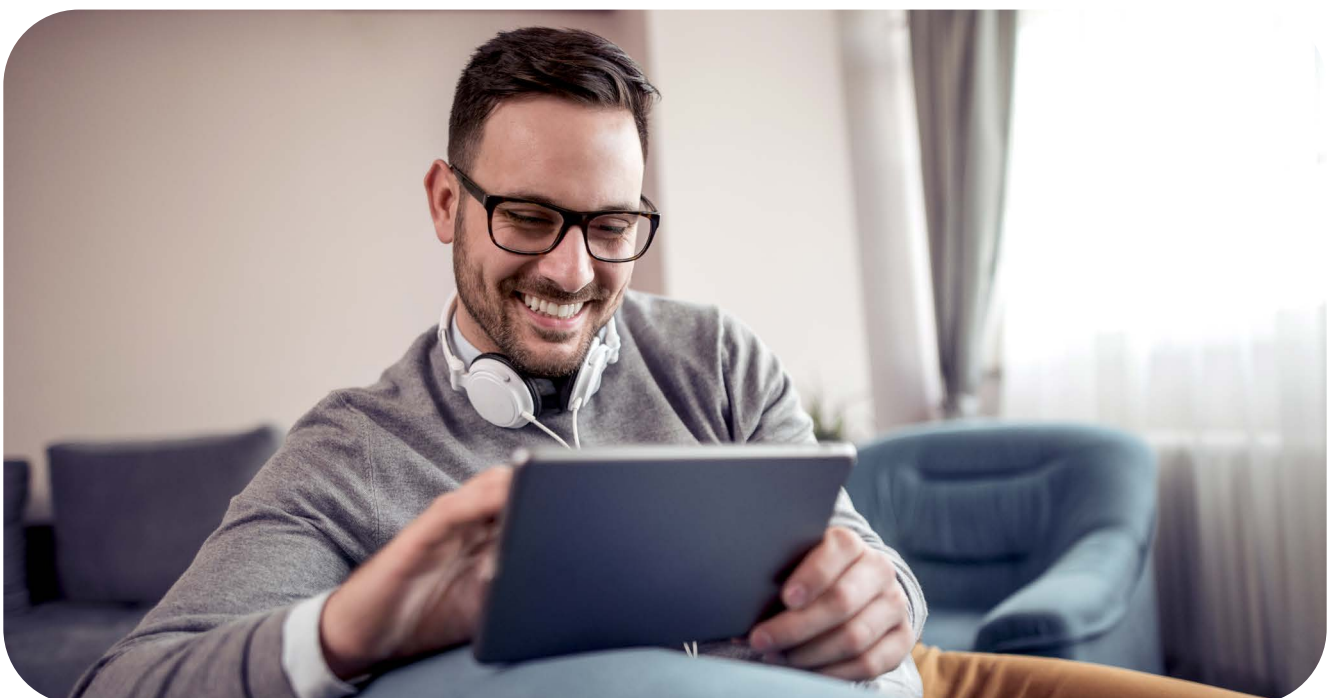
Accessible interaction between citizens, businesses, and the municipality makes citizens and businesses always feel heard. Accessibility is a crucial element for smart, fast, and improved communication. We're sharing 6 tips to improve the interaction.

1. Be Available on the Desired Channel

As a citizen, you want to submit your question, complaint, or tip as fast and easy as possible. Enable inhabitants of the municipality to reach you fast and easy by being present on the preferred channel of every citizen. They expect answers quickly and via their preferred channel. As a municipality, you want to be accessible via different channels, which are preferably seamlessly linked with each other. This way, you can respond quickly and efficiently. Think of connecting all channels, such as input from employees at the counter, telephone, email, social media, webchat, or chat apps such as [WhatsApp](#).

2. Add a Personal Touch

Interaction with citizens and businesses is much more than a closed dialogue consisting only of questions and answers. Every question or contact request has a context and is usually not limited to one question. Act to this and try to respond personally and appropriately. How can you really help someone? A personal response makes people feel heard.



3. Make the Interaction Future-Proof

How citizens communicate changes rapidly, both with each other and with companies and municipalities. In the digital world we live in, the number of desk visitors is decreasing. Citizens are opting for fast interactions via the website, a digital counter, email, social media, or chat apps. Communication is shifting from traditional interactions to modern and smart interactions. An additional advantage of digital channels is data support. Embrace all modern [communication channels](#).

4. Listen to Have Valuable Interactions

A valuable conversation starts by listening carefully. Listen and get to know citizens and companies. What wishes, questions and potential problems are there in the municipality? Start the conversation with citizens and promote relevant outside-in communication. Don't just think about what you want to communicate, but also think about the needs of the community. Collect all feedback and transform from transmitter to connector.

5. Use ICT to Support Communication

Interaction with citizens and companies is not limited to the communication department. With the adoption of modern communication tools, software will also be needed to handle all conversations in a streamlined and effective way. With the right software you can make interaction even simpler, faster, and more insightful.

6. Keep Information Security and Privacy in Mind

In confidential communication with citizens and businesses, only the appropriate channels should be used, such as secured portals. However, personal, and confidential information is still shared quickly without too much attention. It is therefore important that a municipality follows all legislation when using a new communication channel. Always check if the used software is hosted on servers that meet the strict privacy and security laws and regulations.

These six elements are indispensable for communication with citizens and businesses. All these elements can be covered by using WhatsApp Business. It is a proven efficient channel for effective communication. Now also [available for municipalities](#).

With the Mobile Service Cloud, the WhatsApp Business API is at your disposal. In addition, efficient and modern communication is within arm's reach. The Mobile Service Cloud meets all security and privacy requirements. Take advantage of this opportunity and serve residents and companies from your municipality via the WhatsApp channel.

[Get started](#)



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