karix
connect • interact

Get closer to your customers with
two-way conversations and drive growth with

utility messages on WhatsApp

Conversation is what the consumers want

79%
of online consumers want to message businesses atleast once a week

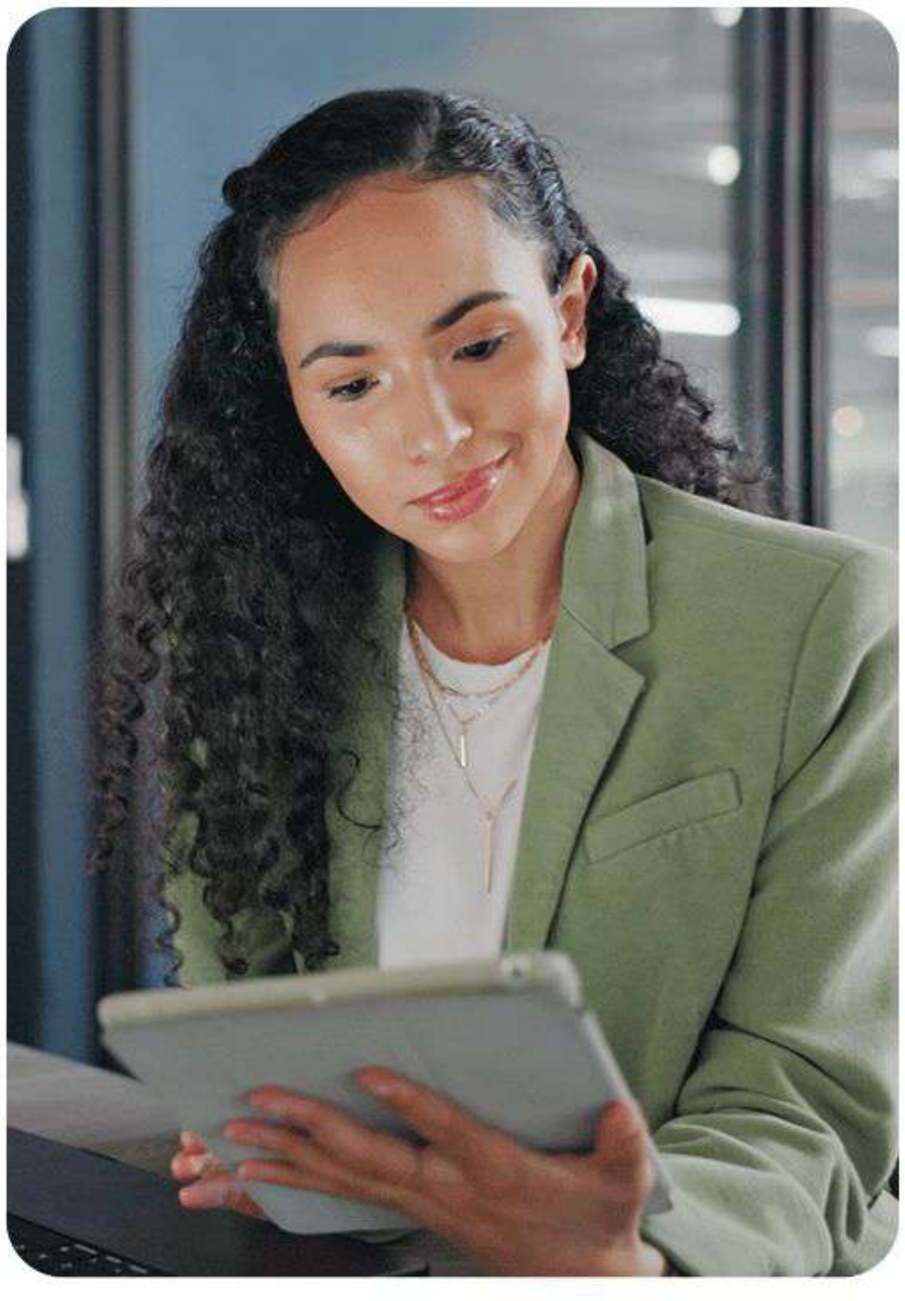
80%
of online customers find messaging a quick and easy to connect with businesses

Evolving customer expectations have transformed how businesses interact. With over 2 billion users now on WhatsApp, there's an excellent opportunity for these businesses to form closer connections with customers globally. Engaging a customer to make a purchase isn't the whole story of the consumer journey, rather it's just the 'Once upon a time'. Rather what keeps them intrigued are utility messages on WhatsApp, for a 'happily ever after'.

Messages that drive action, and lift satisfaction

In the era of instant everything, the customer wants to stay updated with 'need-to-know' messages. Everything has to be visible, engaging, and actionable. Whether it's 10-minute grocery deliveries or instant order resolutions, the demand for quick responses has become the norm.

To effectively address these shifting communication preferences, businesses are implementing utility messages on WhatsApp. These ensure improved read rates, create richer experiences, lift ROI, and deepen relationships with time-sensitive messages in the palm of the users.



Business messaging challenges

Utility messages are brand-initiated messages that keep customers informed, encourage action, and reduce inbound queries. In the absence of utility messages on WhatsApp, the communications become only promotional, which results in:

Lower engagement rates

Overexposure to promotional content desensitizes the customer, resulting in ignoring or deleting messages.

Messages perceived as spam

Excessive marketing is often viewed as spam, causing consumers to block the brand's number and leading to a tarnished reputation.

Difficulty in rebuilding trust

Once the trust is broken due to excessive promotional messages, rebuilding it can be challenging and time-consuming.

On the other hand, when the brands are using channels other than utility messages on WhatsApp, they fail to meet objectives, resulting in:

Missing out on updates and reminders

An influx of information that the consumer did not receive can result in missing out on an important message.

Higher messaging cost

Sending reminders and updates across various platforms increases both operational expenses and complexity.

It's not just about sending messages and getting done with your customer engagement. It's about being with them throughout their consumer journey and interacting as they proceed from engagement to purchase and post-purchase. That's where utility messages on WhatsApp close the loop of a seamless consumer journey.

Do more with conversations

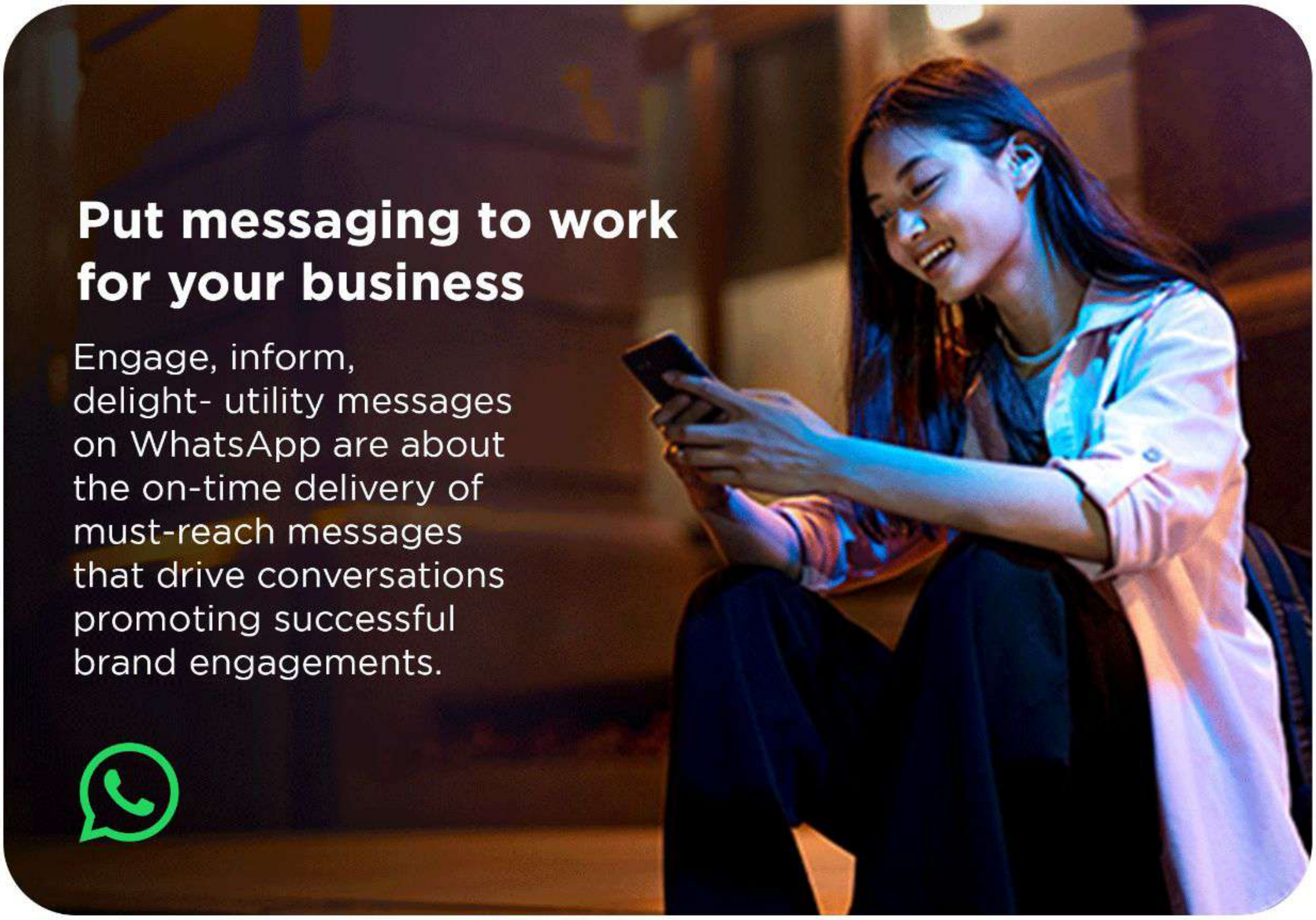
Tackle the hurdles of business conversations with utility messages on WhatsApp that are immediate, actionable, and an engaging way to keep the customers informed and satisfied on the channel of their choice.

This two-way communication initiated by businesses leverages the power to consumers, ensuring that the interactions are personal, engaging and seamless for those who opt-in for it.

The timely, personalized updated sent via utility messages on WhatsApp guarantee more read rates.

Rich media messages along with the ability to take action, and inspire decisions.

Seamless interactions enhance the consumer journey from ordering and updates to delivery and beyond, creating a positive customer. experience.



Connect through conversation

With a direct channel that ensures high read rates and fosters great interactions, you can keep customers informed, reduce their questions, and provide easy two-way communication.

Reach customers wherever they are

Connecting with customers on their preferred channel and providing prompt actionable support, boosts satisfaction and retention that drives growth.

Create memorable experiences

By consolidating various types of engagement into a single thread and encouraging channel use, you can enhance WhatsApp-driven relationships and increase opt-ins for more WhatsApp messages, including marketing.

Why use utility messages now, more than ever?

With utility messages on WhatsApp, businesses can turn ordinary updates into rich and engaging interactions that are on time, inspire action, and deliver a positive experience.

Stronger customer bonds
Tailored chats for a deeper connection

Smooth operations
One-stop messaging for streamlined communication

Enhanced customer experience
Happier customers with timely updates

Reduced expenses
Fewer support queries and costs

Stay ahead with utility messages on WhatsApp

The unmatched advantages of utility messages on WhatsApp make it a seamless two-way communication channel that drives the customer journey, from awareness, discovery, consideration, purchase, and post-purchase to re-engagements.

- Unmatched reach and scale
- Secure and agile with access to beta programs
- Integration with marketing automation, CRM and payment GW
- Brand catalogs and CTWA

- Chatbot building capability
- Quick reply buttons, flows and forms within WA
- Support for rich media especially docs like bills & invoices
- Real-time personalized support

Notable features and functionality of utility messages on WhatsApp

Event-triggered prompts

Automated messages sent in response to specific actions, to ensure timely and relevant communication with customers.

Interactive alerts

Enables users to take action directly from the message such as checking bills, making payments, or initiating support.

Media rich updates

These messages support various types of rich media, such as images, videos, and documents, to enhance the content, and make communication more engaging and interactive for customers.

Personalized messgaes
Quick reply and call-to-action buttons with images, videos, documents, location, etc.

Real-time updates
Messages with call-to-action buttons that help 'Review and Pay', and integrate native payment options or built-in payments for quick purchases.

WhatsApp Flows
Feedback, sign-up, and application forms

Industry-specific success stories:

E-commerce

The WhatsApp Business Platform is essential for e-commerce brands. With the growing popularity of live chat for customer service, along with WhatsApp's huge user base and widespread familiarity, the platform offers immense potential as a communication channel.

500% increase in customer engagement

30-40% dormant users reactivation

25-30% increase customer satisfaction score

~4-5X lower FCR

10-15% increase in new account openings

2-3X increase in customer service efficiency

Financial services

By integrating utility messages on WhatsApp, the financial sector can improve customer engagement, enhance operational efficiency, and provide a more seamless and secure experience.

Logistics & utilities

Incorporating utility messages on WhatsApp into logistics operations can lead to more efficient management of shipments, better customer interactions, and a more responsive service overall.

30% increase in customer satisfaction index

Upto 1 hr response time for customer queries received on WhatsApp

20-30% reduction in RTOI losses

-Reservation details
-Schedule changes
-Travel reminders

Travel

From booking confirmations and real-time updates to personalized recommendations, utility messages on WhatsApp are helping travel businesses deliver a more connected and responsive service to their customers.

Additional sector

With WhatsApp Business Platform, enterprises are improving the accuracy and efficiency of deliveries and communication while enhancing productivity.

Chatbot functionality, for automated message triggering basis defined rules

24-hour interactive channel

Vast customer reach, with higher propensity for message readability

Flexibility to create engaging content for customer

Higher character limits (6400 chars) availability compared to SMS (160 chars)

Guidelines and templates for implementing utility messages on WhatsApp

Rich media templates help businesses follow up on user actions or requests by sending triggered messages. These messages need to be specific about an ongoing transaction, account, subscription, or interaction they relate to.

Opt-in management

Confirm opt-in and opt-out subscription to be notified via WhatsApp messages.

Order management

Notify order or transaction confirmations, shipment and delivery tracking, and refund status with your customers.

Account alerts or updates

Send important account updates, including time-sensitive alerts, safety information, payment reminders, and other information on already purchased products and services.

Feedback surveys

Collect instant feedback on recent/previous orders, interactions, or ongoing conversations on their experience.

Continue a conversation

Carry forward the support, follow-up, and interaction on WhatsApp that was initiated on another platform with your customer.

Fraud alerts

Notify customers and request confirmation of follow-up action, in case their accounts or credit cards are suspected to be fraudulently used.

Ensuring the quality of utility messages on WhastApp

- Make the messages highly personalized and useful to users. Avoid sending open-ended welcome or introductory messages.
- Make sure messages follow the WhatsApp Business Policy.
- Only send messages to users who have opted into receiving messages from your business.
- Be mindful of messaging frequency; avoid sending customers too many messages in a day. Be thoughtful of informational messages, optimizing for content and length.

The outcomes of implementing utility messages on WhatsApp

Boost ROI	• Higher read and response rate enables richer interaction that drives quality engagement. • The two-way communication is reliable, reduces inbound queries, resulting in increased efficiency.
Enhance customer experience	Being present for customers on their preferred platform increases customer satisfaction, ensures customer retention, and drives growth.
Drive results across custumer journey	Get more value by using diverse use cases, managing engagements in a single thread, driving customer adoption and deepening relationships. Driving more opt-in for marketing messages .

Journey to the success of various businesses with utility messages on WhatsApp

A notable logistics service provider

Implemented end-customer communication strategy through utility messages on WhatsApp

- Over 2Mn customers
- Enabled 30Mn+ monthly conversations
- 20% increase in customer feedback
- 20% more genuine delivery reattempts
- 4X more customer captures than other channels
- 5X increase in identification, a resolution to undelivered packages

A well-known financial services company

Implemented bill payments and collections through utility messages on WhatsApp

3X

Increase in conversations

50%

Cost savings & improved ROI

80%

High message read rates

3X

Growth in conversions

A reputable government transport company

Ticket booking for daily passengers through utility messages on WhatsApp

- 59% of ticket bookings via WhatsApp on inaugural day
- 3 lakhs+ daily commuters leverage QR codes, WebView, and WhatsApp native checkout to enable hassle-free checkout

A popular e-commerce company

Used utility messages on WhatsApp to automate initial engagement and qualify leads

- Enhanced sales and qualified leads by automating a user-friendly chat interface
- Increased cost savings, by automating operations and reducing manpower
- Faster response time with instant conversation
- 40% higher engagement

A leading electronics company

Automated customer services through utility messages on WhatsApp for higher CSAT, NPS, and App like engagement

- 5X increase in conversations
- Over 90% of conversations from opt-in
- 62% of support queries addressed from semi-urban rural markets
- Over 2,00,000 customers opted in to connect with WhatsApp within first 6 months
- 38% lead conversions from Tier-1 metro markets

A prominent global healthcare company

Implemented e-receipts via utility messages on WhatsApp

- 1Mn customer contacts verified
- 85% open rate for e-receipts

Interact with your customers on their preferred platform

Conversations and engagements are at the heart of our digital solutions. By onboarding the WhatsApp Business Platform, your venture benefits from robust technical expertise and infrastructure, ensuring seamless interactions with your customers, higher read rates, and improved results through utility messages on WhatsApp.

Optimize your use of utility messages on WhatsApp with our support, helping you achieve the best outcomes and build stronger customer relationships.

Get in touch