

# WhatsApp messaging

Be where your customers are -  
create personalized, engaging conversations



## Optimize the customer experience with personalized programmable customer communications

### Group conversations

Send group targeted surveys and feedback requests about products or services, and requests for user-generated content, to gain valuable information and develop a better, more personalized customer relationship.

### Customer care and support

Enable your customer service agents to respond to customer-initiated conversations. Provide quick support, get instant feedback and resolve issues in one-on-one conversations

### Real-time notifications

Use message templates to create rich notifications for package deliveries, alerts for travel itinerary changes, system outages, and location-targeted alerts. Send notifications about orders or deliveries, appointment reminders, payment processing, and more.



Branded sender IDs & business profile



Rich media



Two-way messaging for interactive conversations



Compliance & onboarding support



Configurable channel failover to SMS or other channel supported channels



Trusted messages



Template messaging for A2P communications



Sandbox environment for integration & testing



True delivery and read receipts

# Connect with your customers on a familiar channel that is fast, reliable and more secure

## Reach & engage more users

Tap into 2 billion users with more than 65 billion messages currently being sent daily via WhatsApp<sup>1</sup>.

## Communicate more effectively

Customers prefer WhatsApp for customer service because it saves them time; no more holding, convenient anytime engagement with multiple formats<sup>2</sup>.

## Grow the business

Create a frictionless experience, deliver better customer support and experience up to 40% more engagement<sup>3</sup> with higher conversions and retention rates.



### Communication leader

Telesign is a pioneer of data-driven authentication and critical communication solutions that combine intelligence, analytics, and machine learning through the customer lifecycle.



### Best-in-class deliverability

Reach maximum deliverability with hundreds of direct-to-carrier routes. Telesign provides unmatched global coverage with the highest completion rates.

Sources: 1 Connectiva Systems, 2019; 2 MessengerPeople; 3 <https://digiday.com/media/ft-going-niche-whatsapp>

Telesign provides continuous trust to leading global enterprises by connecting, protecting and defending their digital identities. Telesign verifies over five billion unique phone numbers a month, representing half of the world's mobile users, and provides critical insight into the remaining billions. The company's powerful AI and extensive data science deliver identity with a unique combination of speed, accuracy and global reach. Telesign solutions prevent fraud, secure communications and enable the digital economy by allowing companies and customers to engage with confidence.

Learn more at [www.telesign.com](http://www.telesign.com) and follow us on Twitter at [@Telesign](https://twitter.com/Telesign)



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