



The ultimate WhatsApp guide for customer support

How to reach and engage with your customers on
the world's largest messaging app

The ultimate WhatsApp guide for customer support

How do your customers communicate? What do they want from you? How can you improve your customer support experience?

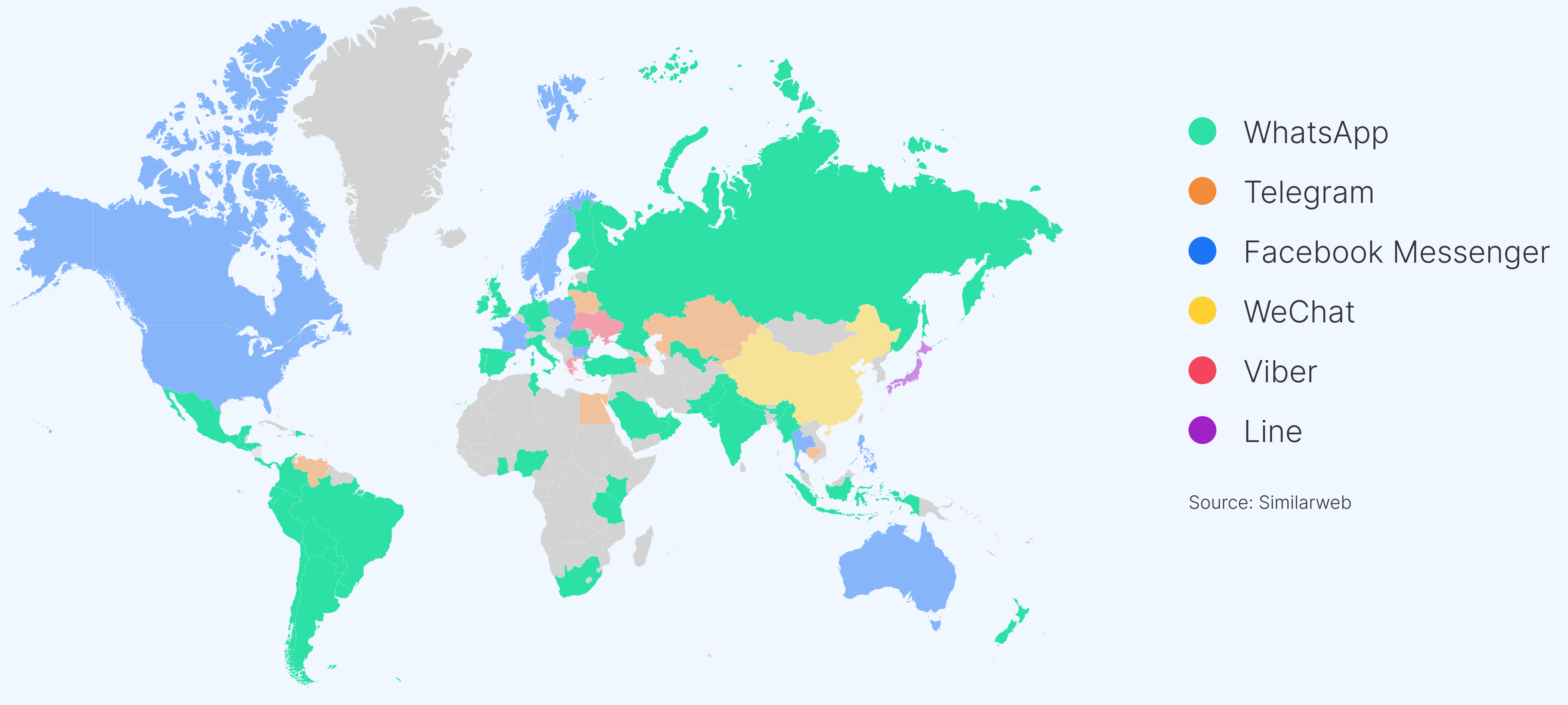
These overarching questions are troubling business leaders across the globe. **The customer is still the king. However, consumer needs are increasing.** They want fast service, and they want it everywhere.

That is why customer support trends highlight the need for an omnichannel customer support presence. Companies need to offer support that seems natural to customers. With the popularity of instant messaging, what better way to do it than via the most popular chat app of all - WhatsApp?



The need for customer service on WhatsApp

The most popular messaging apps by country



The need for customer service on WhatsApp

The first rule of good customer service is: Be where your customers are. This means, first and foremost, that you must have a digital presence. Namely, stats show that 60% of the world population - 4.6 billion people - use the internet¹. The vast majority access it through their phones.

Moreover, people spend more time on their screens and on social media than ever before. Among the leading social platforms is - you've guessed it - WhatsApp.

WhatsApp is, without a doubt, the most used instant messaging solution in the world. Over 2 billion of its users exchange more than 100 billion messages daily² - and its usage is consistently growing. Its potential to become one of the leading social platforms out there was confirmed when Facebook bought it in 2014 for around \$20 billion³.

It's safe to say that a lot of our communication that used to happen in other channels is now reduced to WhatsApp. And by that - we mean all kinds of communication, even the commercial one.

What does this mean for customer service? Since **research shows that 70% of customers prefer messaging businesses than calling them**⁴, organizations are increasingly moving their customer service communication to WhatsApp. More specifically, around 84% of SMBs' representatives say WhatsApp helps them communicate with customers.

¹ according to Datareportal 2020 Global Statshot

² according to TechCrunch.com

³ according to Investopedia.com

⁴ according to MessengerPeople.com



The need for customer service on WhatsApp

Offering customer service via WhatsApp has numerous benefits over more traditional customer service methods like phone and email.

Most importantly, the instant messaging solution is growing in popularity, and more users join WhatsApp on a daily. **Therefore, it is no wonder that 175M people send messages to Whatsapp business accounts daily⁵.** In other words - your customers are on WhatsApp. But, are you?

⁵ According to WhatsApp.com



Be where your customers are

2 Billion

current WhatsApp
users

28 minutes

average time people
spend on WhatsApp
every day

175 Million

people send messages
to Whatsapp business
accounts daily

70%

prefer messaging
businesses over calling
them

84%

of SMBs representatives
say WhatsApp helps
them communicate with
customers



Whatsapp features for businesses explained

The features that help businesses easily solve their customers' issues and reach out to them proactively

Rich media messages

Businesses can communicate with their customers not only by text, but also calls, documents, images, videos and links.

Quick replies

Customer care specialists can create custom keyboard shortcuts to avoid typing long answers to frequently asked questions.

Reply buttons

This type of interactive message allows up to three options to follow up with your customers' requests. It's useful to ask either/or questions.



Whatsapp features for businesses explained

Automatic messages

It's easy to greet new customers or let them know you received their message with automated messages. Also, if they contact your business out of working hours, you can let them know when they can expect your reply.

Chatbots

Replying to FAQs, directing customers to the right specialist, offering knowledge base articles depending on the issue, helping customers with complex processes, and much more - it's all possible with chatbots. The best chatbot solutions support more personalized answers and complex activities.

List messages

Businesses can send customers up to ten list items to choose from to make the next step in the conversation. These interactive messages can help to point customers in the right direction and streamline conversations.

Outbound messages

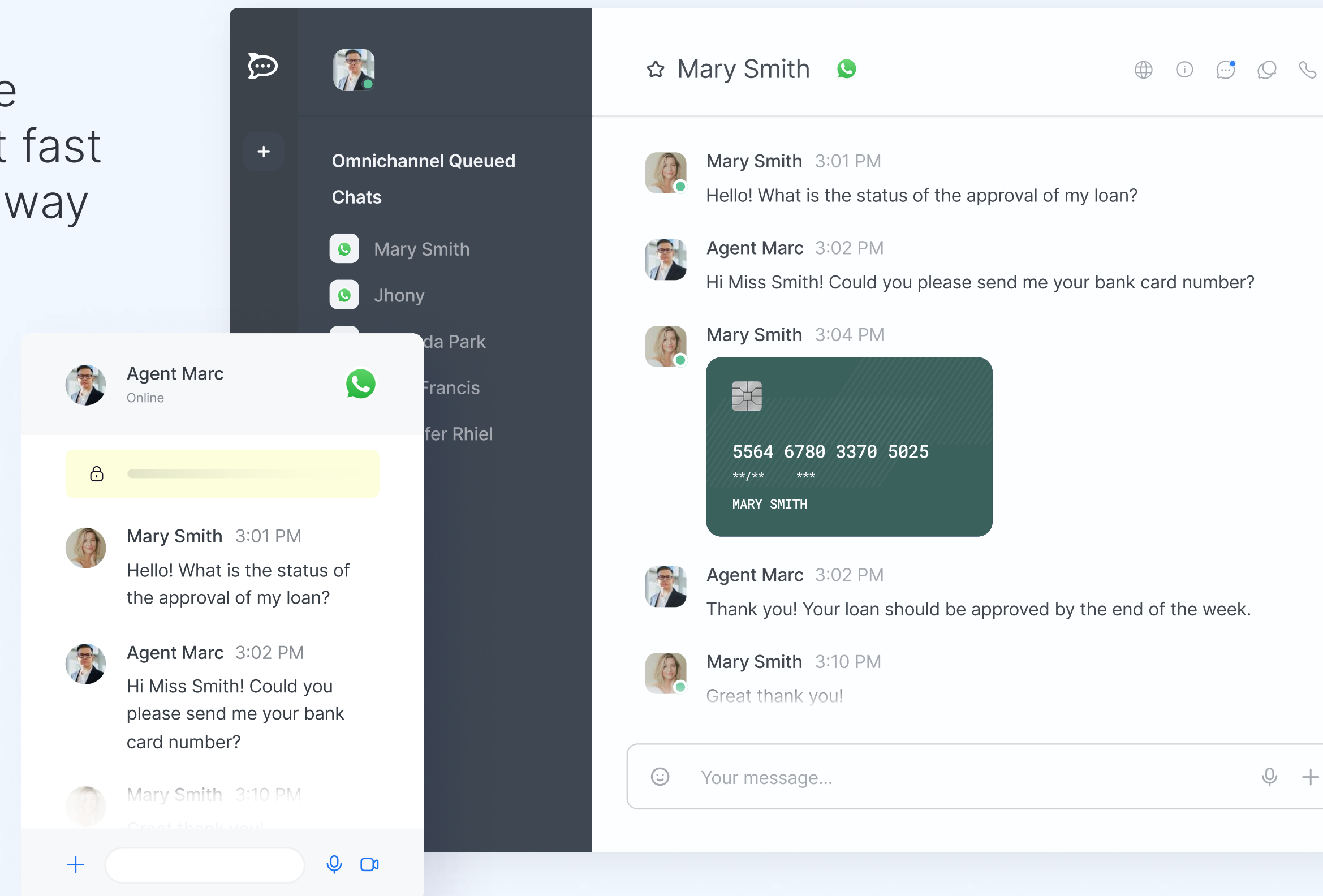
Businesses can notify their customers about new events, products, services, promotions, discounts, and more by sending outbound messages. It's a great way to re-start the conversation or remind customers of something that could be of their interest.



Benefits of using WhatsApp for customer service

Nowadays, the products and services we use are increasingly digital. With overarching digitalization, customers also expect more appropriate customer service. Enter - WhatsApp.

The many benefits of instant messaging over live conversations seem even more prominent if we know the contemporary consumers' demands. Today, people want fast and personalized service - and WhatsApp is the perfect way to offer exactly that.



Benefits of using WhatsApp for customer service

Flexible communication

When using a phone, you're stuck with explaining your issue verbally, and some people dread that, especially if the problem is technical. Moreover, some people prefer written communication like instant messaging to better track what is being said. Some want their problem solved but can't afford to wait for an agent to pick up the phone.

When offering customer support via WhatsApp, you know you have the possibility to solve the problem in multiple ways. You can send written instructions, links, even pictures. Agents can suggest jumping on a call, too.

What other communication channel supports chat, rich media, and phone calls at the same time? Compared to other customer service channels like phone or email, WhatsApp allows for flexible communication. **The most important thing? Solving the problem for the customer - in the fastest and most efficient way.**



Benefits of using WhatsApp for customer service

Automation

Similar to live chat, WhatsApp provides chatbot capabilities. **Chatbots help answer customers' most frequently asked questions fast and provide the self-service possibility, meaning that customers can sometimes solve more specific issues independently.**

Chatbot best practices call for limited use since customers can get irritated if a real person is not helping them. However, chatbots are very common and widely accepted for resolving simple issues. For example, **63% of Gen Z and Millennials like chatbots to quickly get answers on their own**, and 53% of consumers use self-service as the preferred channel for shipping and tracking questions⁶.

With automation capabilities, your customer service prioritizes more complex and urgent matters, doubling down on efficiency. Research shows that there is a 24% increase in AI-powered chatbots adoption by businesses⁷.

⁶ according to Gladly.com

⁷ according to Ultimate.ai



Benefits of using WhatsApp for customer service

Integration with other channels

Good organization and smooth processes mean a lot in fast-paced jobs such as customer service. **One of the best technical advantages of WhatsApp is that you can integrate it with other channels to streamline your customers' requests in a single inbox.**

Not only does this help the agents to track better the requests coming their way, but it also improves the quality of the given service. Namely, 83% of consumers don't want to repeat themselves after reaching the agent, meaning they expect the agent to be aware of their case from the prior self-service communication⁸.

⁸ according to Gladly.com



Benefits of using WhatsApp for customer service

Faster response

You remember the good old times when the textbook customer service rule was to answer your customers' inquiries within an hour? Well, those days are way gone. Consumers are more impatient than ever and expect their problems to be solved much more quickly.

Research suggests that **a staggering 90% of consumers expect less than 5 minutes of first response time over chat⁹**. Not only are today's consumers raising the bar on response time, but customer service via WhatsApp is answering back. With chatbot capabilities and integration with other channels, businesses are able to live up to their customers' high expectations for quick response times.

Ironically, hold times increased 34% in 2020 due to pandemic¹⁰. Now, industry leaders are naming real-time response as one of the major trends for customer service going forward.

⁹ according to Gladly.com

¹⁰ according to Harvard Business Review



Benefits of using WhatsApp for customer service

Efficiency

One thing is for sure: **offering customer support via WhatsApp increases efficiency.**

It's evident that chatbots and automation capabilities filter out the more critical cases from less important ones. Less obvious is the fact that live agents can juggle multiple cases at once. They no longer have to be stuck on a call with a single customer whose complex issue involves a lot of idle time.

Overall, this leads to increased customer service efficiency, which often leads to higher customer satisfaction.

Reduced cost

To reduce customer service costs, many companies resorted to call center outsourcing. This potentially reduced their expenses, but also the quality of their service. Still, **research shows that most businesses spent \$5 for every single customer service call that came through in 2017¹¹.**

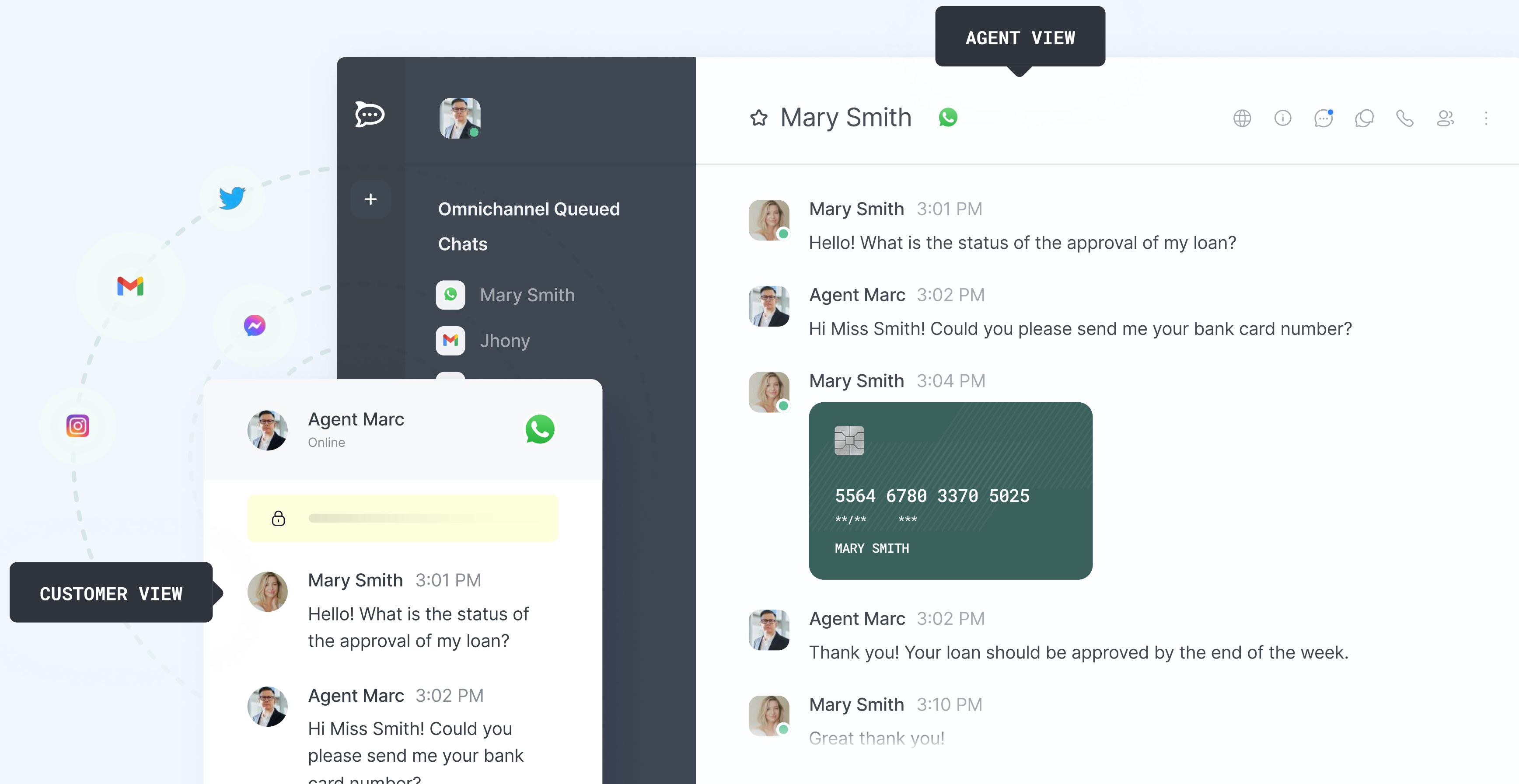
However, customer service via WhatsApp helps to reduce costs of all customer support operations by increasing their efficiency. This is one of the most specific benefits that businesses can observe after implementing this customer support model. They need less workforce, and agents can solve tickets more efficiently.

¹¹ according to Forbes.com



Tips for keeping your customers happy via WhatsApp

You may be offering customer support via WhatsApp - but do your customers know about it? Moreover, are you utilizing all the possibilities that this channel offers?



Tips for keeping your customers happy via WhatsApp

Make your WhatsApp customer support hard to miss

Blast your WhatsApp number all over your website, social media, and email signatures. You can also insert a WhatsApp button. In any case - **make it easy for your customers to contact you via WhatsApp**. Many still aren't aware that contacting your customer service via WhatsApp is possible!

Collect customer feedback

An excellent way to improve your products and services is to collect feedback. What better way than a quick survey via WhatsApp? **Ask your customers to rate your products and services and offer discounts for longer surveys.**

Keep your customers in the loop

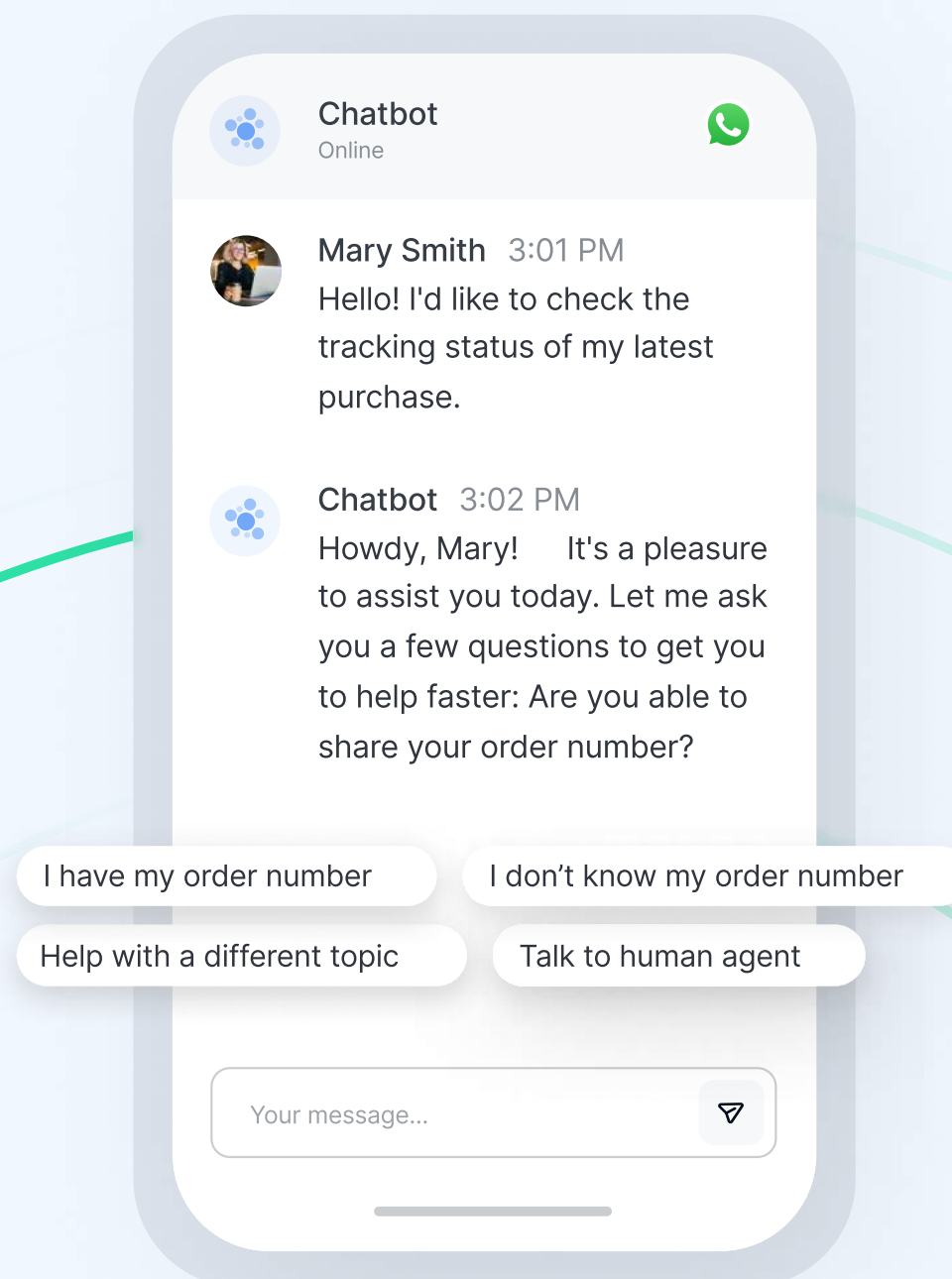
If your customers' issue is complex, don't keep them waiting for an answer. Even if you don't have one yet, it's good to provide a time frame to resolve the issue. If the problem takes longer to solve, keep your customers in the loop and let them know their case is in the works.



Tips for keeping your customers happy via WhatsApp

Quickly resolve FAQs and enable self-service via chatbots

Don't be afraid of chatbots! They are a very useful tool to filter out your customers' needs. Some of them might be met with simple self-service resources like links to your knowledge base. However, allow your customers to contact a live agent at any moment during the conversation.



Tips for keeping your customers happy via WhatsApp

Notify your customers about new products and services

Do you have an important update about your product or service? Use WhatsApp to let your customers know. However, don't overuse the channel. Instead, **automate this feature and keep your customers informed only about essential developments or highly personalized updates.**

Seamlessly move between channels

Use the many integrations that WhatsApp supports and streamline your customer support channels. This way, you will seamlessly move between channels while quickly accessing your conversation history. **Don't shy away from jumping on a call or sending a picture if it will help to resolve your customers' issues.** After all, this is the ultimate goal!

Protect your customers' data

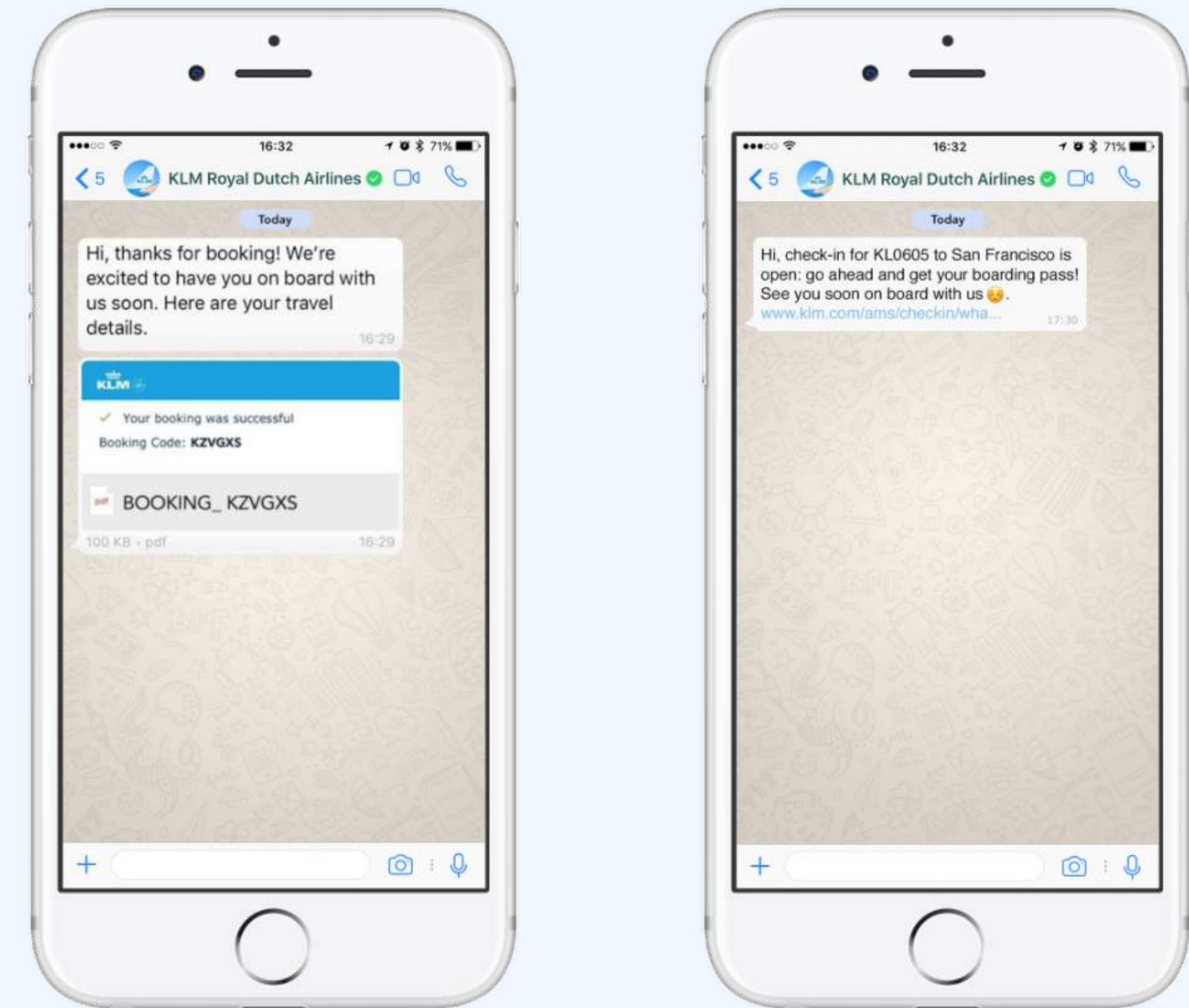
If you're using a customer service technology to handle your customer's inquiries via WhatsApp, make sure to **look for solutions that support end-to-end encryption and on-premise deployment.** This way, you will ensure your customers' data protection.



How companies use WhatsApp for customer support

KLM Royal Dutch Airlines

KLM is an excellent example of how to use WhatsApp for customer service. This airline allows its customers to keep all their flight-related information within a single conversation as well as to make changes to the reservation and quickly check-in online. This level of personalization is a prime example of adding value to your customers and increasing their loyalty due to innovative service while in transit.

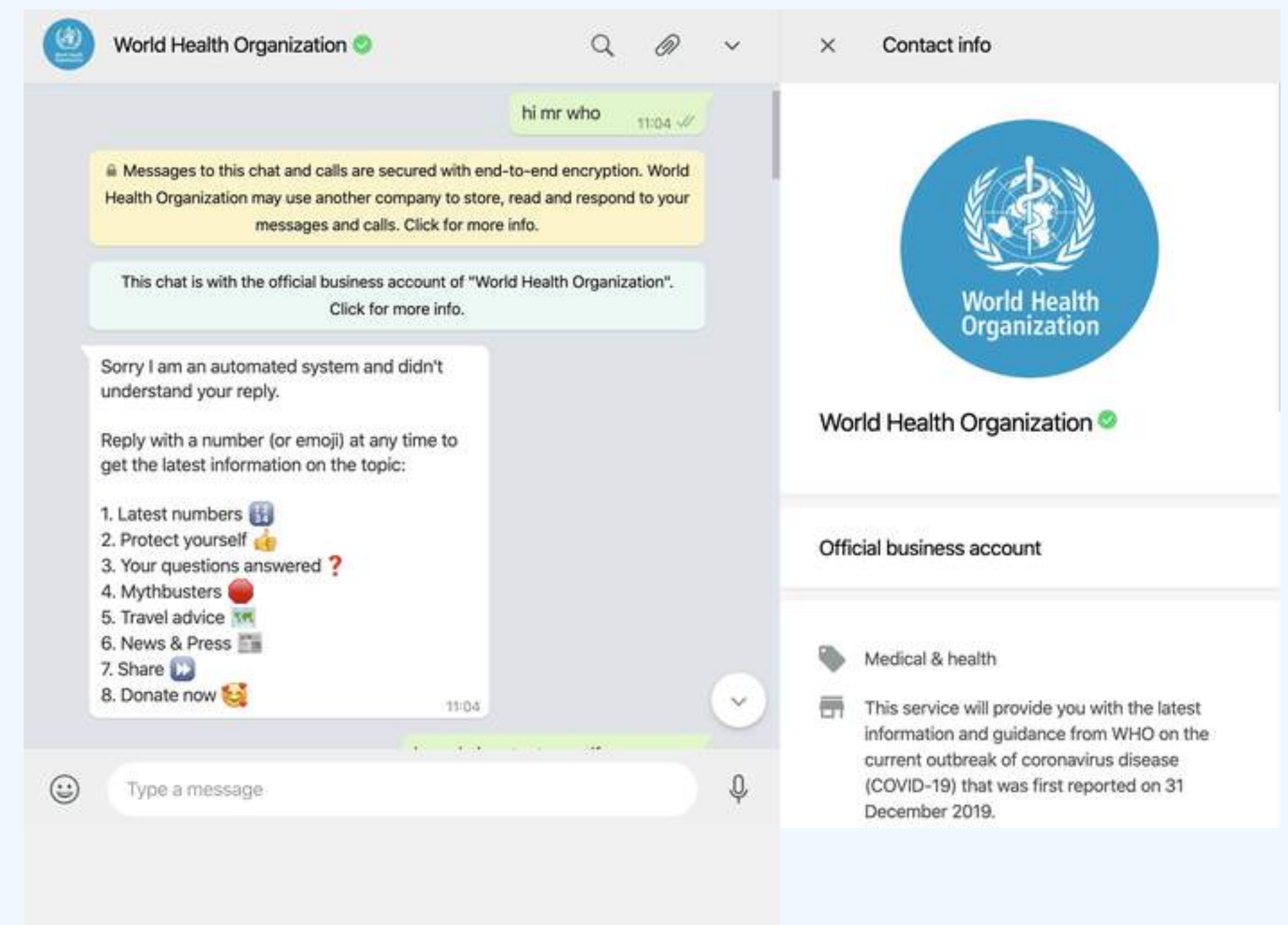


How companies use WhatsApp for customer support

World Health Organization

When COVID-19 hit, WHO was the primary source of reliable information. Introducing this hotline allowed millions of people worldwide to easily access WHO's most valuable resources, protect themselves, and stay updated on the latest news.

In times of crisis, it served as a quick and straightforward way to get critical information to the endangered and worried.

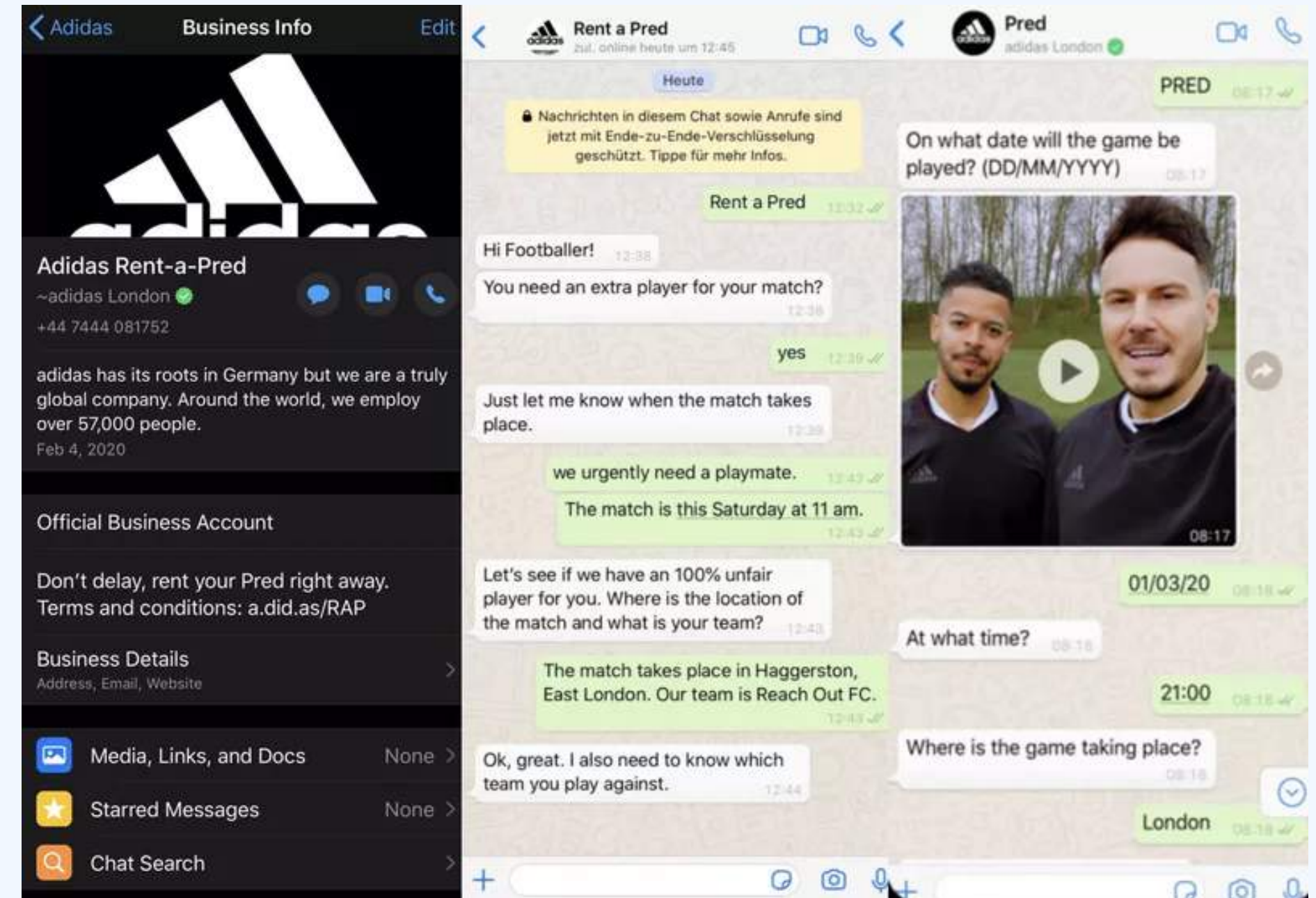


How companies use WhatsApp for customer support

Adidas

To promote its newest football boot, Adidas created an innovative WhatsApp campaign. It enabled amateur football teams to “rent” retired professional football players and gain an “unfair advantage” over their opponents.

The creative campaign achieved massive success and allowed Adidas to grow closer bonds with its consumers.



Focusing on data security

Businesses are paying more attention than ever to data security. Data breaches and cybersecurity attacks are increasing in volume, and companies are paying the price in both financial and reputational damages.

In fact, data breaches are so frequent nowadays that 61% of business leaders are concerned that their data is at risk¹². And they should be, since the average total cost of a data breach is now \$3.86 million and moving in an upward trend.

At the same time, businesses want to collect more data than ever to automate customer support processes while giving personalized service. This calls for more investment in data security than ever. Moreover, **businesses must carefully choose their third-party providers and omnichannel solutions, as their customers' data is their most valuable asset.**

¹² according to Sas.com



Rocket.Chat: secure & streamlined omnichannel customer support

Customer support is about being there for your customers. To do that, your teams need to be organized and efficient.

The easiest and more secure way to connect with customers on WhatsApp is through Rocket.Chat. With it, you can streamline customer support while leveraging WhatsApp's popularity to support your customers better.

Here's how Rocket.Chat supports businesses to provide the best customer service via WhatsApp while ensuring complete data privacy:

- End-to-end encryption
- On-prem deployment option
- HIPPA and GDPR-ready software
- Use free user-initiated messages and message templates
- Transfer files securely and fastly
- Improve agent's performance with chatbots
- Leverage pre-built replies for FAQs
- & more.

Rocket.Chat allows you to handle customer interactions from multiple platforms within a single inbox. Integrations with other major social channels, chatbots, CRMs, and machine learning apps allow businesses to scale and improve their customer service, all while enjoying full data compliance and enterprise-grade security.

[Get started](#)

[Find out more](#)

