### WhatsApp on C9 Transact

### FOR SMARTER CUSTOMER ENGAGEMENT

Why

WhatsApp?

Customer expectations are evolving, with more people now preferring messaging as their primary communication channel over more traditional communication like email.

Why? faster, more convenient, and right at their fingertips. That's why Cumulo9 has integrated WhatsApp to the C9 Transact platform, giving your business a powerful way to connect directly and securely with your audience.

 $\bigcirc$ 

Huge reach: 2.95B+ active users globally

Speed: 80% of messages

are opened within 5

minutes



Bi-directional – encourage engagement from your audience with conversational communications

WhatsApp Messenger

LICENSES



Incredible engagement: Up to 98% open rates, 45%+ click-through rates

Preferred by customers: 2 in 3 consumers favour messaging apps for business interactions

#### ENGAGE WITH YOUR CUSTOMERS WHERE THEY SPEND THEIR TIME.

# What you can do with WhatsApp via C9 Transact

**Centralise communication** – Manage WhatsApp, email, SMS, and elnvoicing from one dashboard

**Automate efficiently** – Use chatbots and templates to reduce workload and improve response time

Send rich messages – Attach PDFs, invoices, images, and more

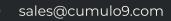
**Stay compliant** – All message templates are pre-approved under WhatsApp Business rules

## Now in BETA - get early access!

Simply register your interest at: <u>sales@cumulo9.com</u>



www.cumulo9..com



9:24 PM