MSG91

Global Cloud Communication Platform

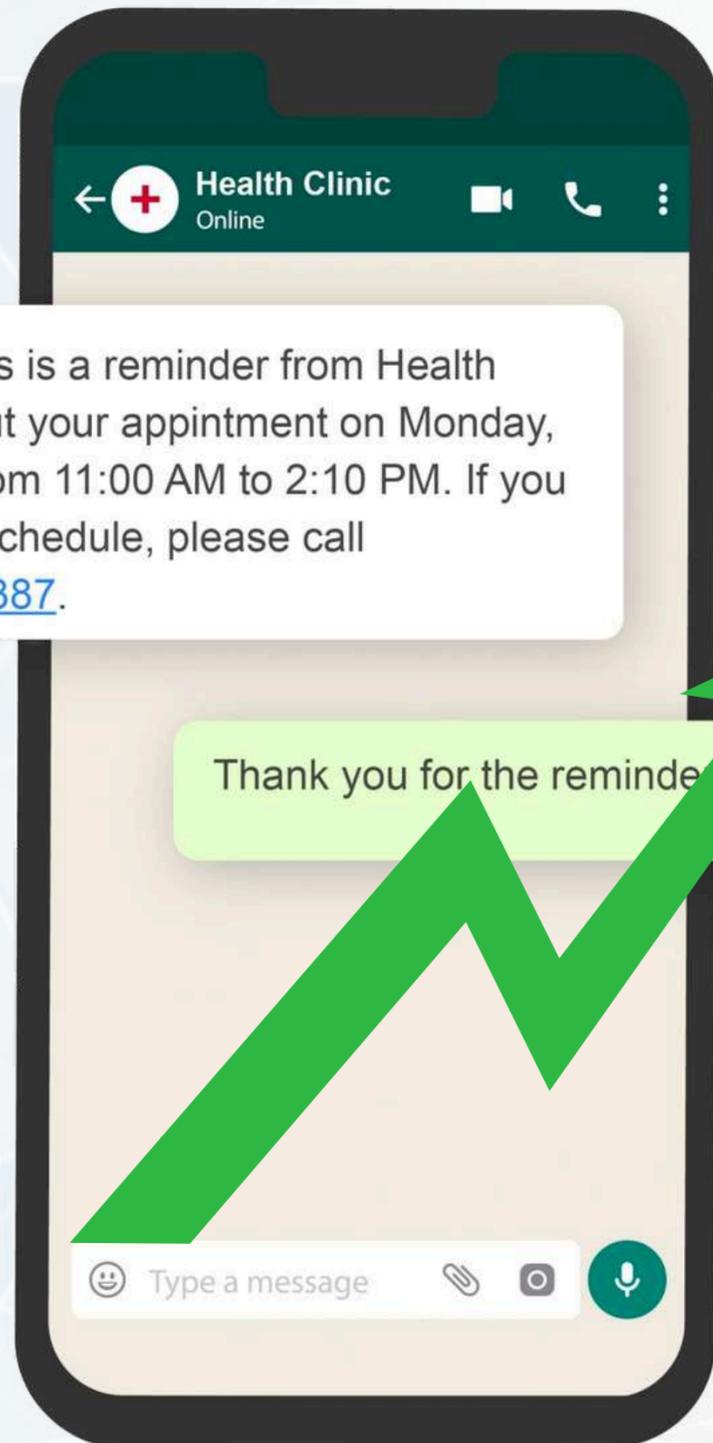## MSG91

All in One Solution for

- Omnichannel Support
- Customer Retention and Loyalty
- Seamless Automation
- Conversion Optimization
- Data-Driven Marketing

Why to do WhatsApp Messaging?

✅ Connect with customers instantly

✅ Build trust with personalized interactions

✅ Superior customer engagement

What do MSG91 WhatsApp Provides?

✓ WhatsApp Chatbots

✓ WhatsApp Flows

✓ WhatsApp Payment

✓ Broadcast Messaging

✓ Interactive Buttons

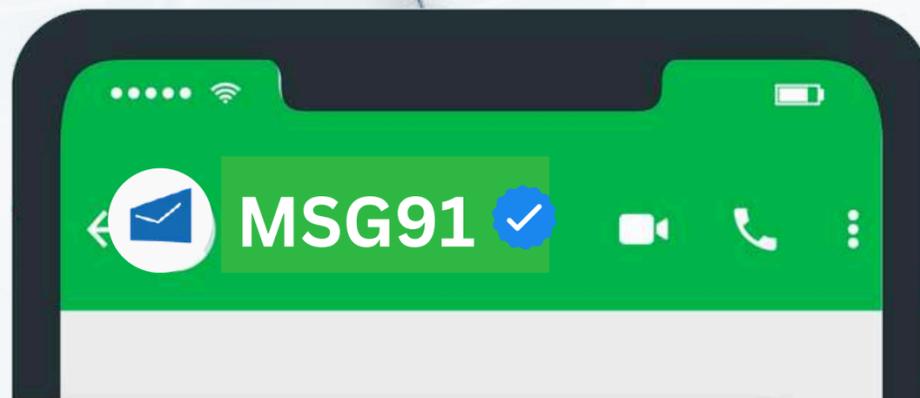# Here you WIN

With MSG91 WhatsApp Cloud API

Open- Rate

Achieve an impressive 98% open rate, ensuring effective communication.

24/7 Customer Engagement

Automate and personalize interactions to boost engagement and conversions 24/7.

Global Reach with Localized Messaging

Connect globally with localized content that resonates with diverse markets effectively.

Actionable Real-Time Analytics

Optimize your strategies with real-time tracking for superior campaign performance

Why the WhatsApp API's are beneficial?
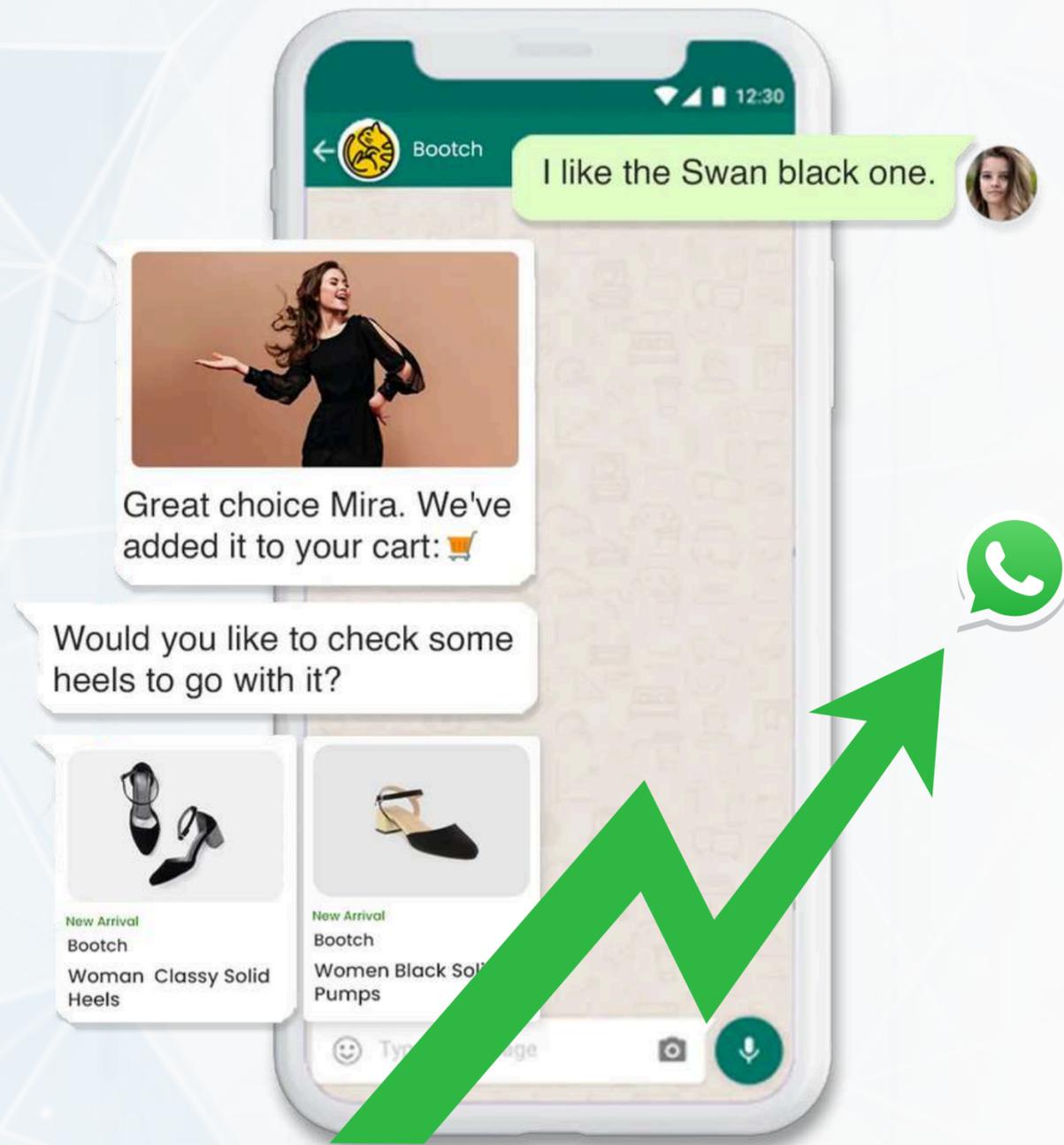
✓ Scalability

✓ Global Reach

✓ Automation
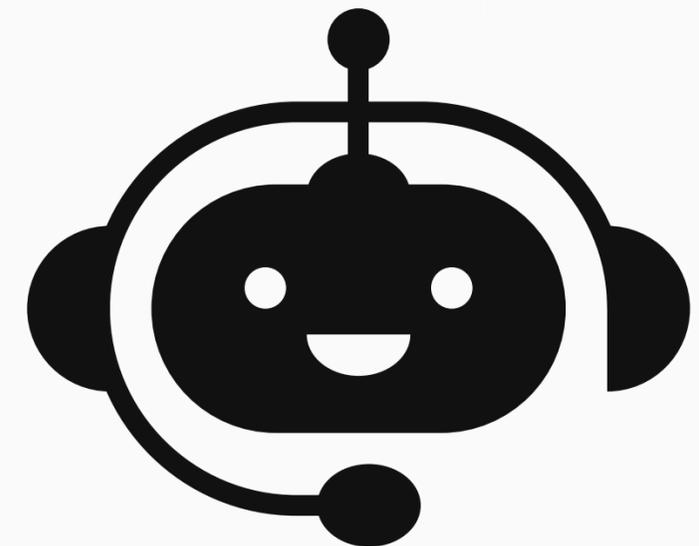
✓ Secure Communication

Smart Omni Channel ChatBots
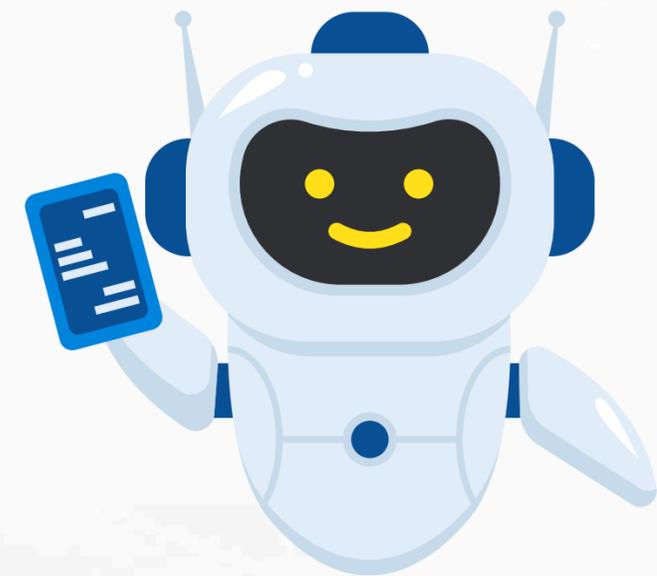
Single Bot- Multi Channels

WhatsApp

Instagram

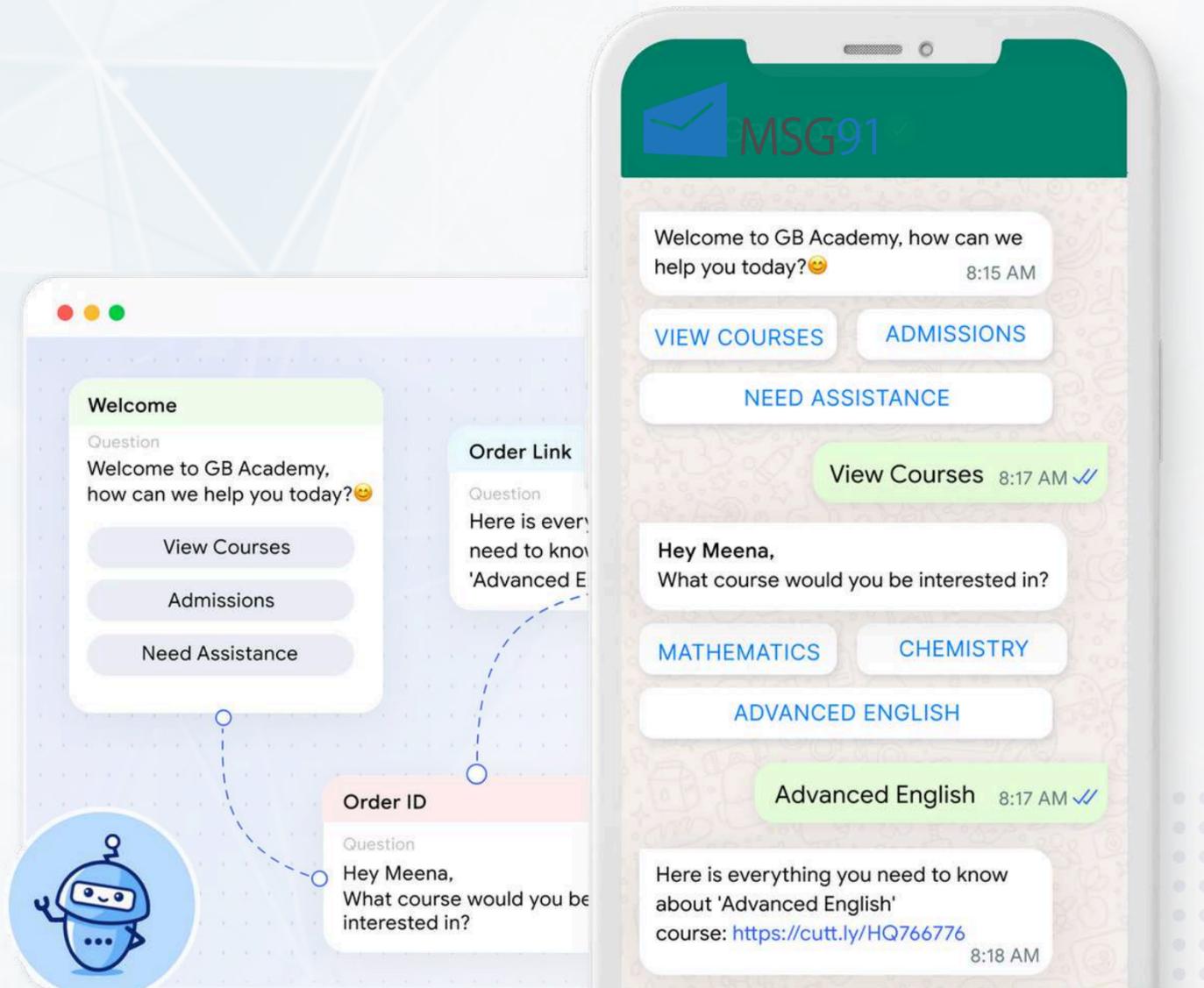Facebook

Website

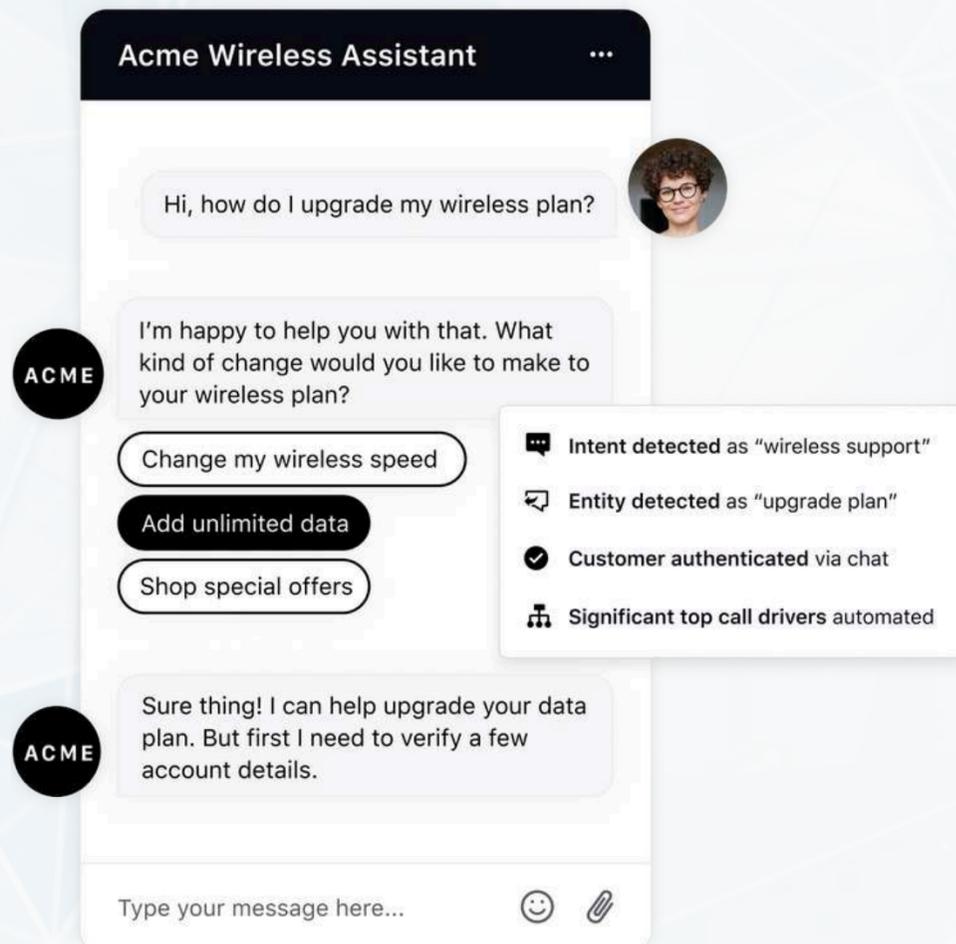# Revolutionize Conversations with WhatsApp Chatbots!

- Instant Responses
- Personalized Interactions
- Seamless Integration
- Scalable Customer Support
- Increased Efficiency

AI-Powered Chatbots
Automate responses

For 24x7 Support

Acme Wireless Assistant ...

Hi, how do I upgrade my wireless plan?

ACME

I'm happy to help you with that. What kind of change would you like to make to your wireless plan?

Change my wireless speed

Add unlimited data

Shop special offers

💬 **Intent detected** as "wireless support"

🗨 **Entity detected** as "upgrade plan"

⬤ **Customer authenticated** via chat

🔀 **Significant top call drivers** automated

ACME

Sure thing! I can help upgrade your data plan. But first I need to verify a few account details.

Type your message here... 😊 📎
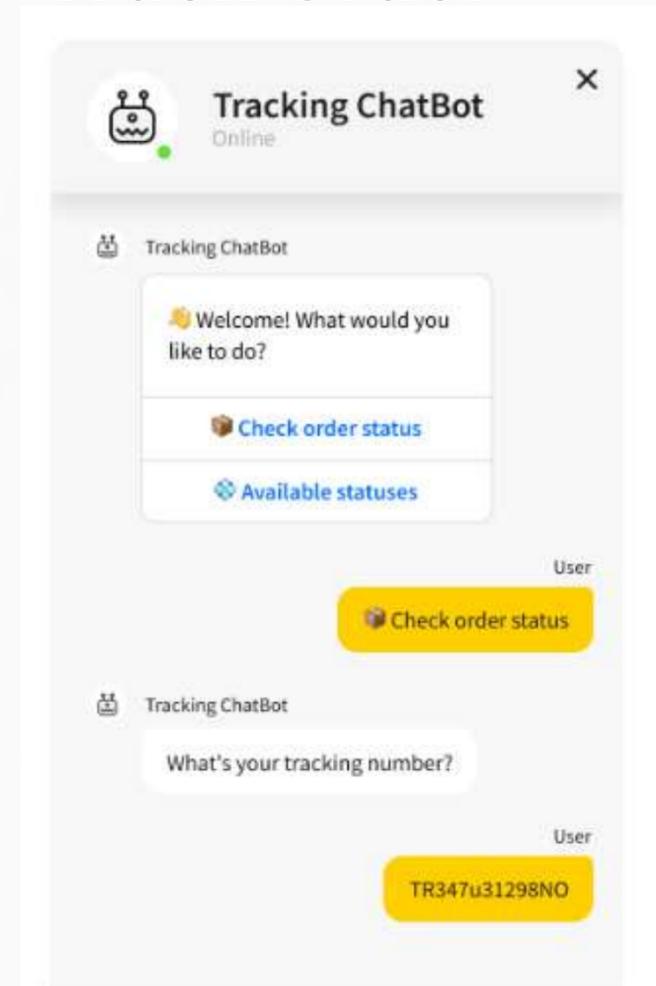
Track Order

🤖 **Tracking ChatBot**
Online   ✕

🤖 Tracking ChatBot

👋 Welcome! What would you like to do?

📦 Check order status

🔷 Available statuses

User

📦 Check order status

🤖 Tracking ChatBot

What's your tracking number?

User

TR347u31298NO

Broadcast Messaging-Integrations

Increase conversion, retention and ROI from Retargeting Campaigns ✓

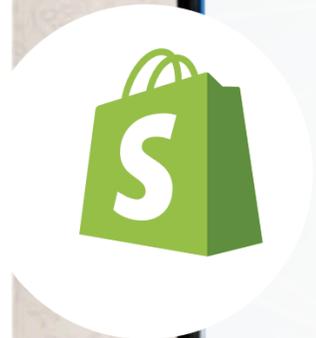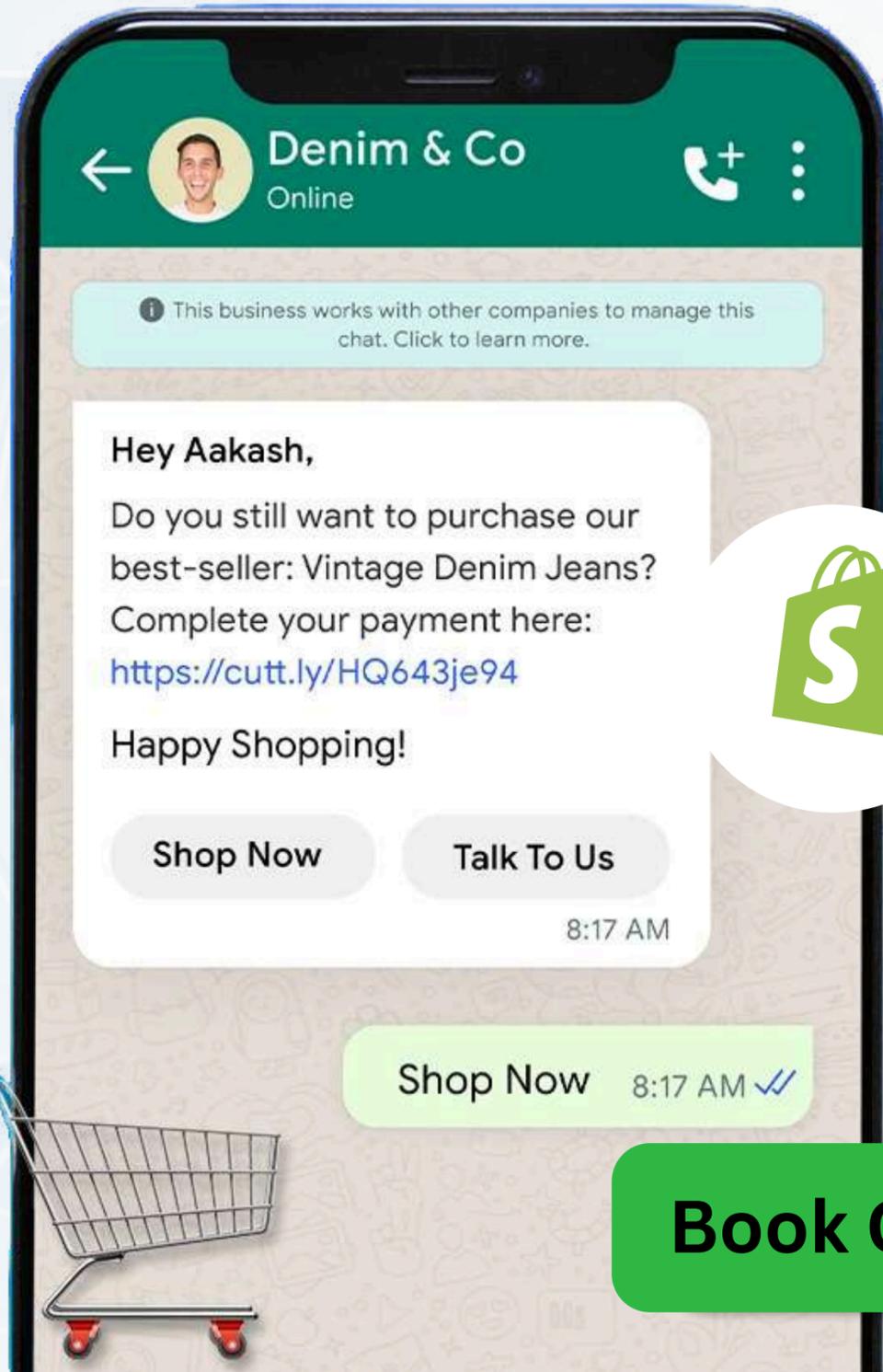147% higher conversion rate compared to traditional advertising methods
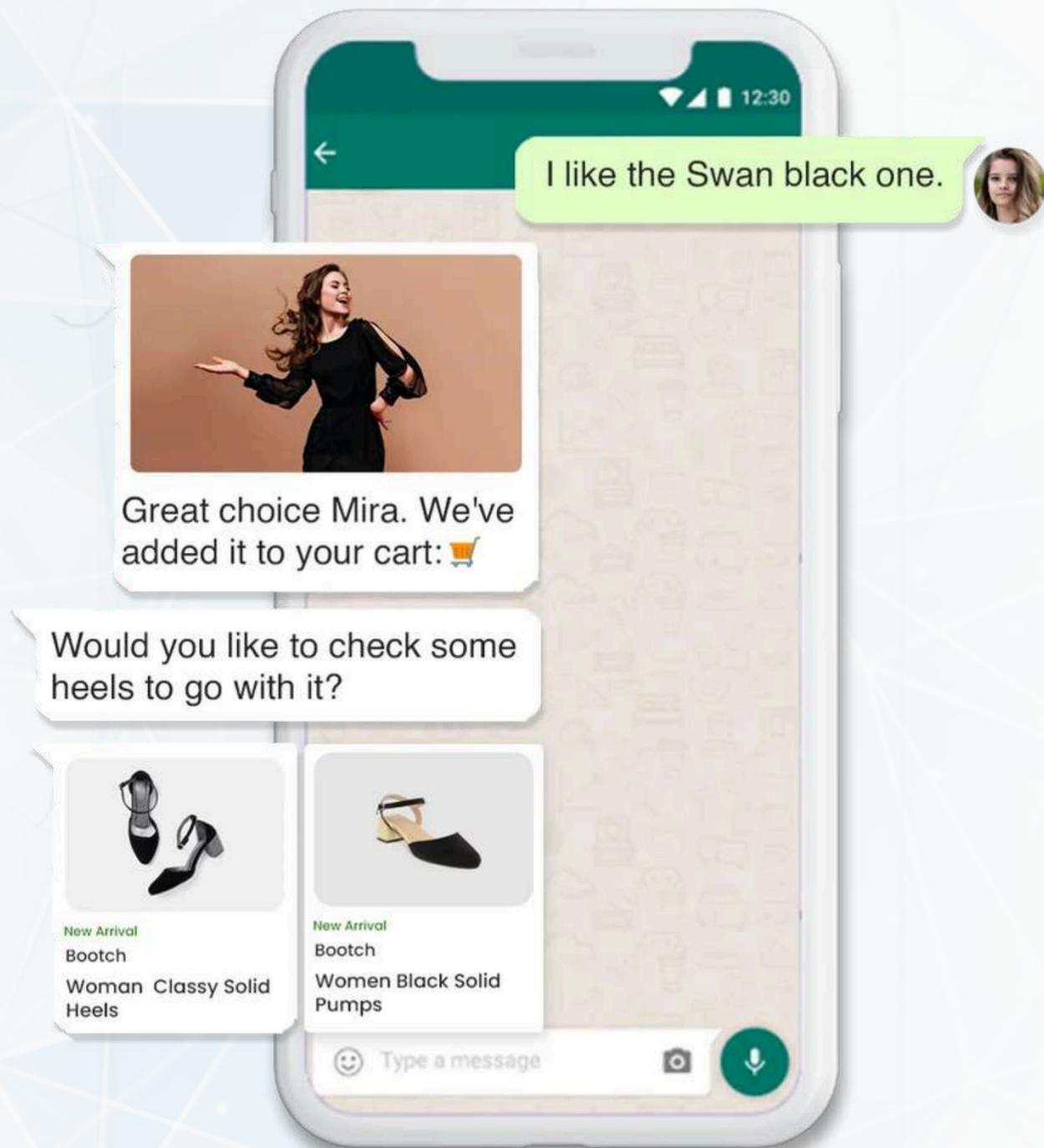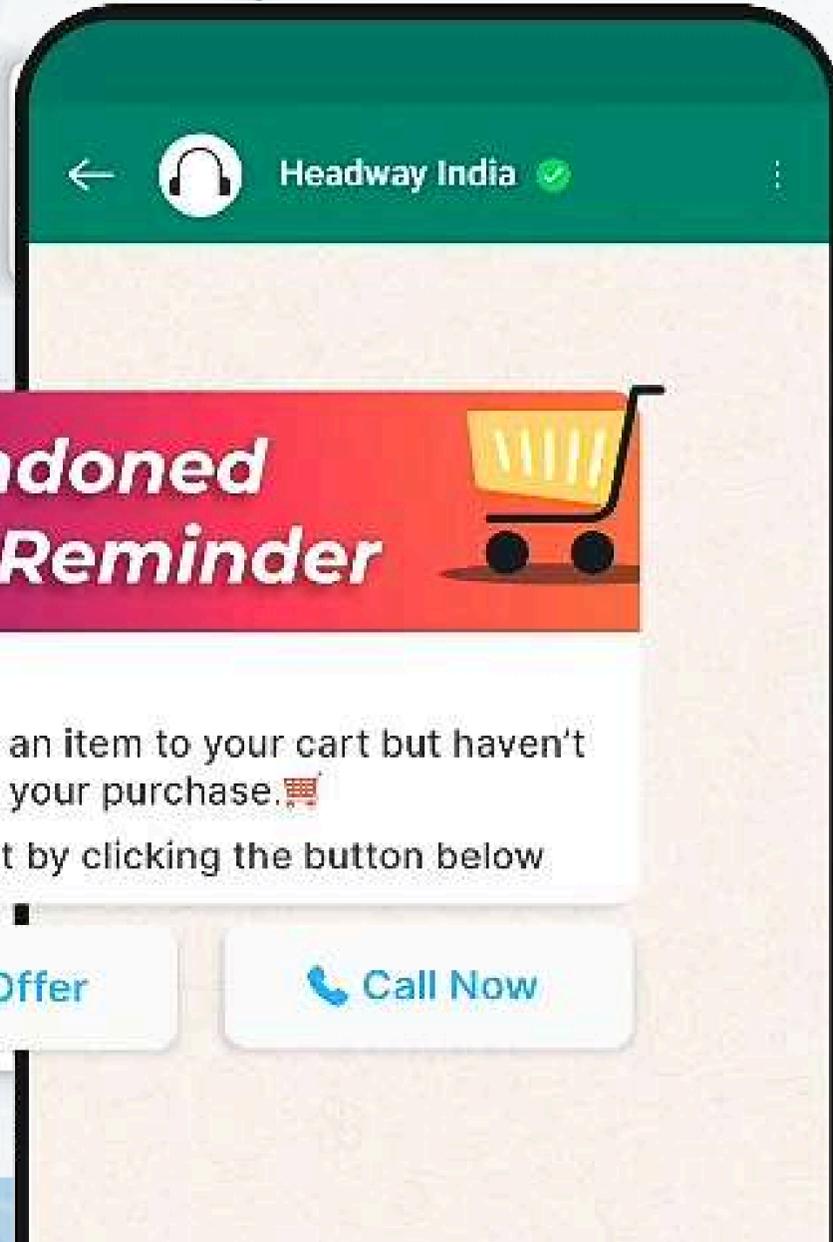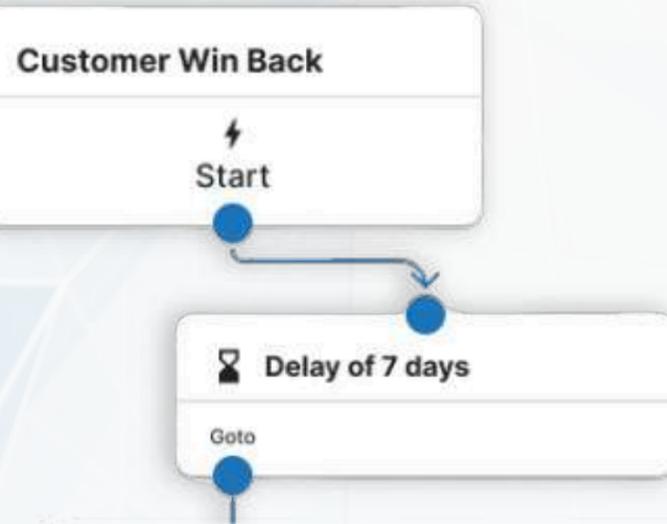
Recovery of Abandon Checkouts

Campaign Launch ✅

Send personalized reminders, share offers, and boost conversions instantly.

Hey Aakash,

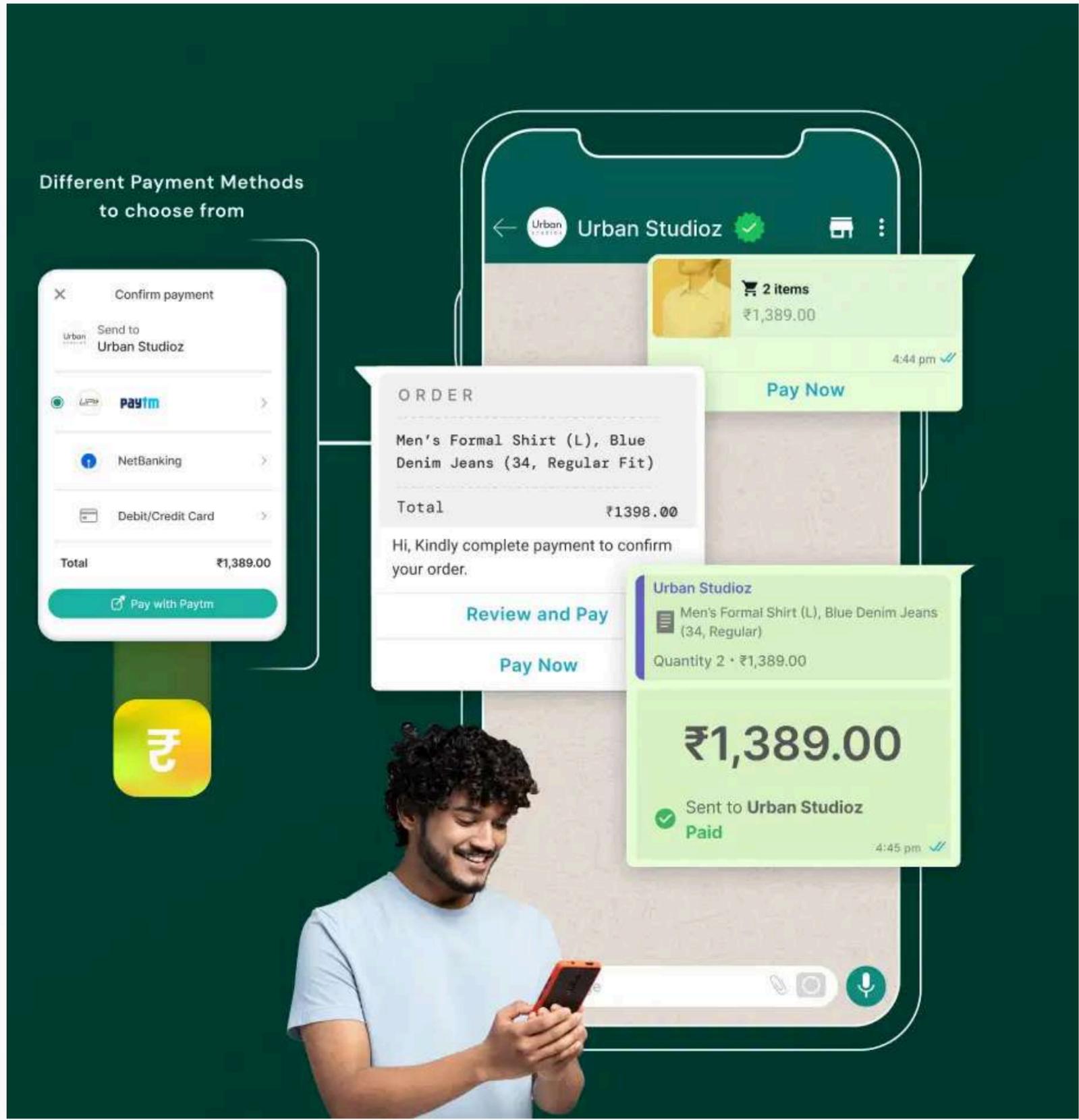Do you still want to purchase our best-seller: Vintage Denim Jeans? Complete your payment here: https://cutt.ly/HQ643je94

Happy Shopping!

Shop Now   Talk To Us

8:17 AM

Shop Now   8:17 AM ✓✓

Shopify Integration ✅

Book Order

Payments ✅

Send secure payment links and let customers complete their purchases instantly.
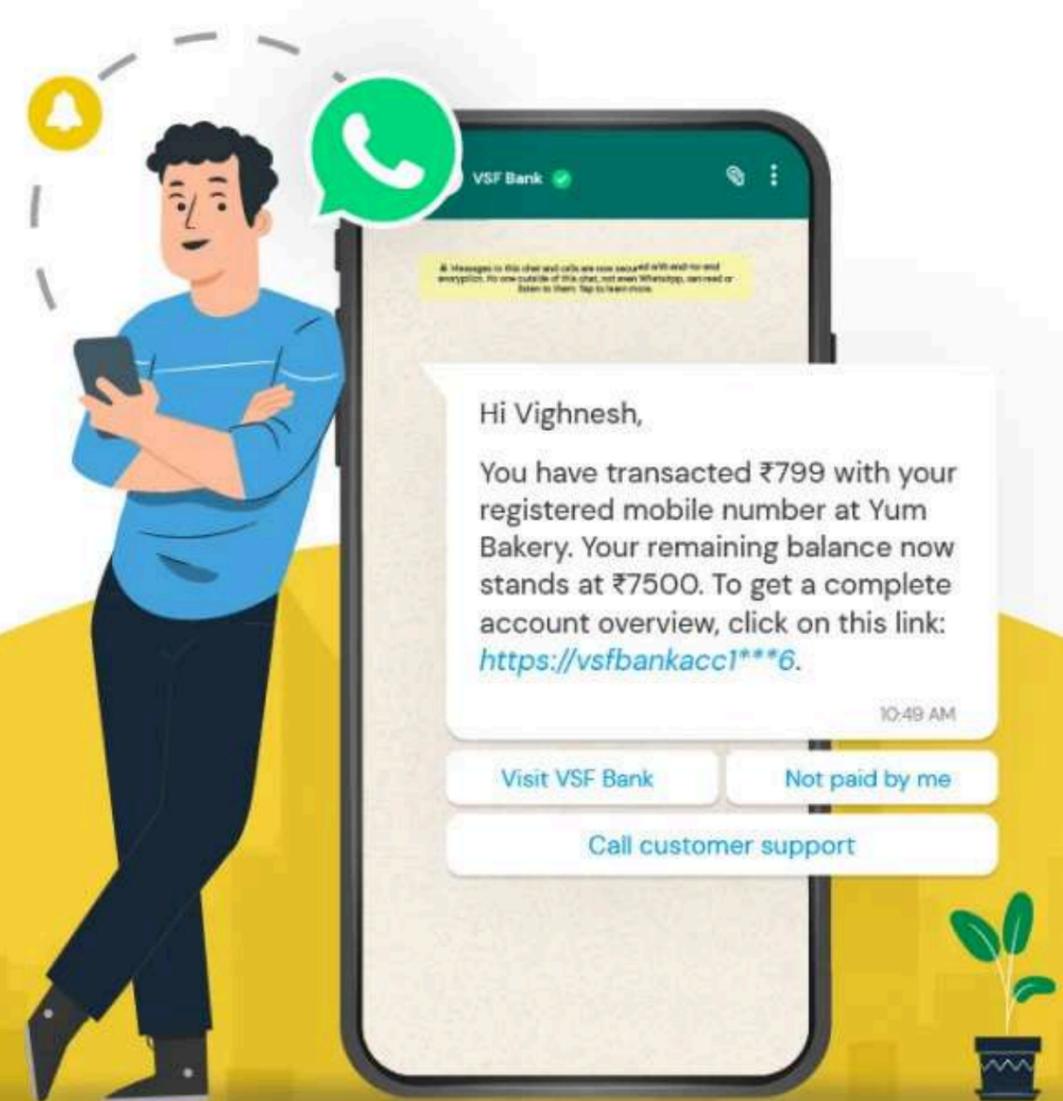
Instant Payments, Instant Sales via WhatsApp!
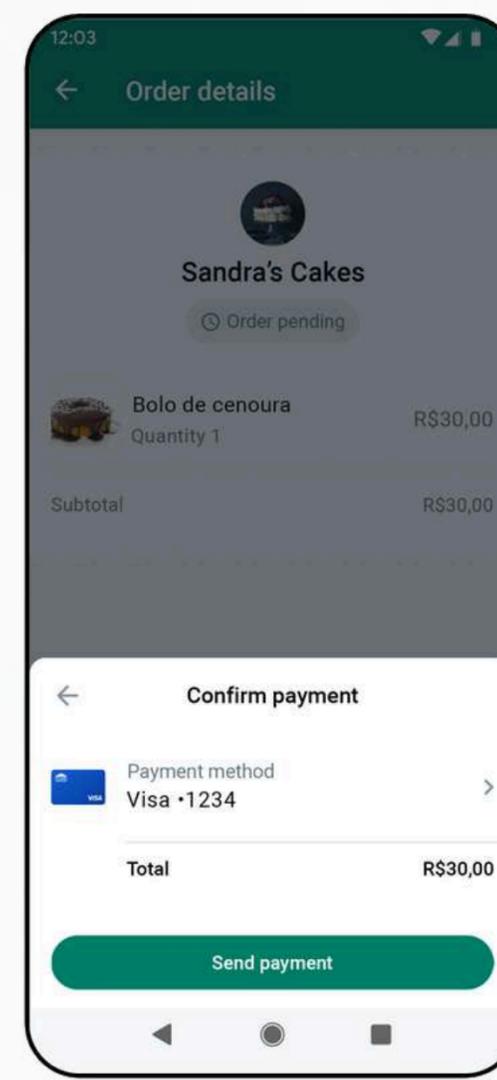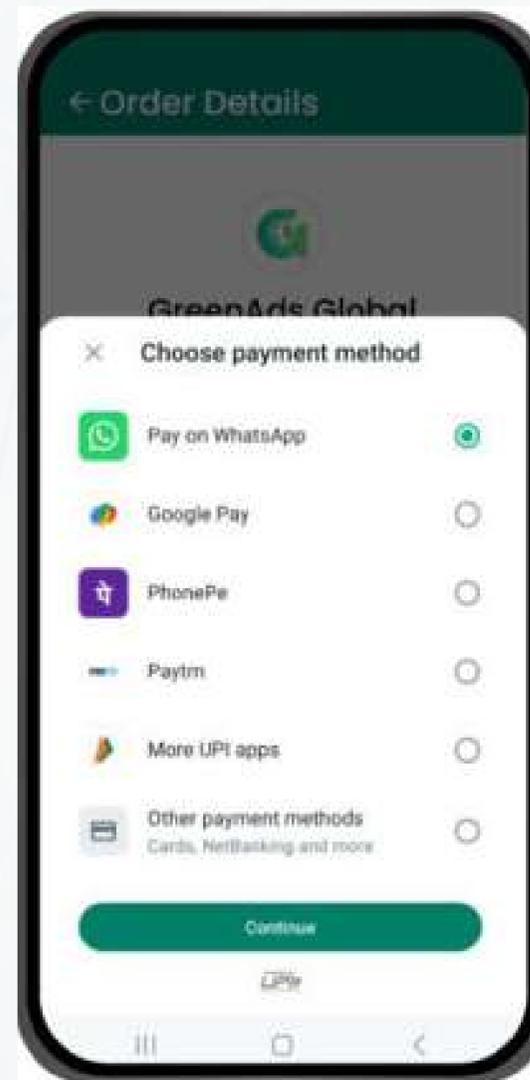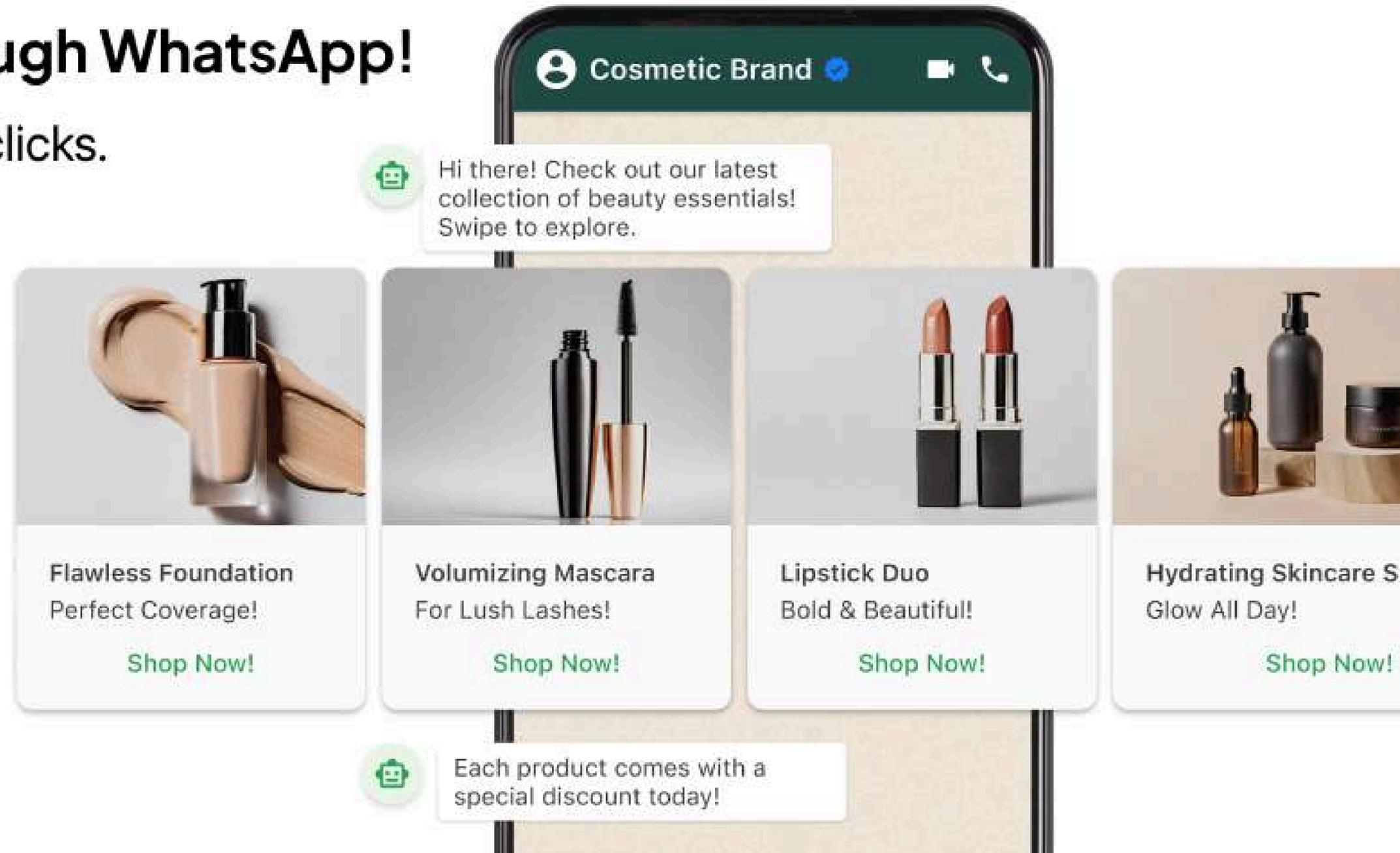
From Chat to Checkout :
Quick Sales via **WhatsApp**

✓ **Fast, Secure Transactions**

✓ **End-to-End Encryption**

✓ **Seamless Integration**

✓ **Support Multiple Payment Methods**
(Razorpay & Cashfree)

Get Started with Carousels

Boost your sales through WhatsApp!

✓ Engaging visuals boost clicks.

✓ Quick product browsing.

✓ Simplifies upselling.

Cosmetic Brand ✓

Hi there! Check out our latest collection of beauty essentials! Swipe to explore.

Flawless Foundation
Perfect Coverage!
Shop Now!

Volumizing Mascara
For Lush Lashes!
Shop Now!

Lipstick Duo
Bold & Beautiful!
Shop Now!

Hydrating Skincare S
Glow All Day!
Shop Now!

Each product comes with a special discount today!

Feedback with WhatsApp Flows

✔️ **Instant Personalized Deals via WhatsApp Flows!**
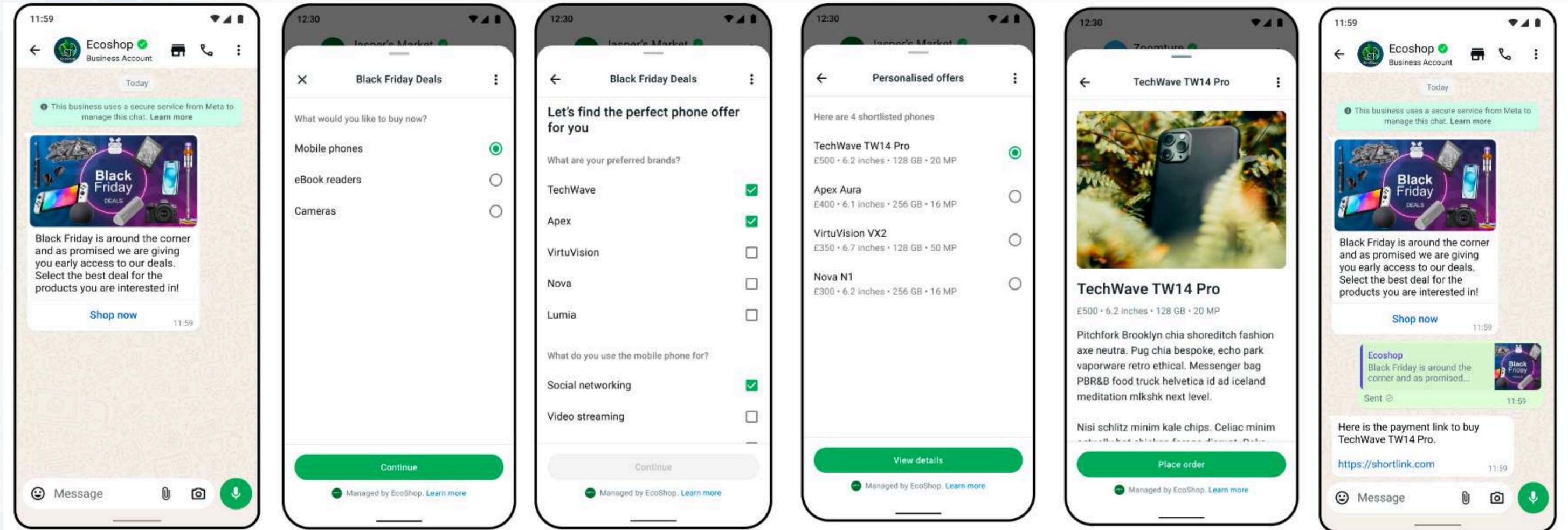
Usecase of flows

✓ **Product Recommendations &Upsells**

✓ **Exclusive Discounts & Flash Sales**
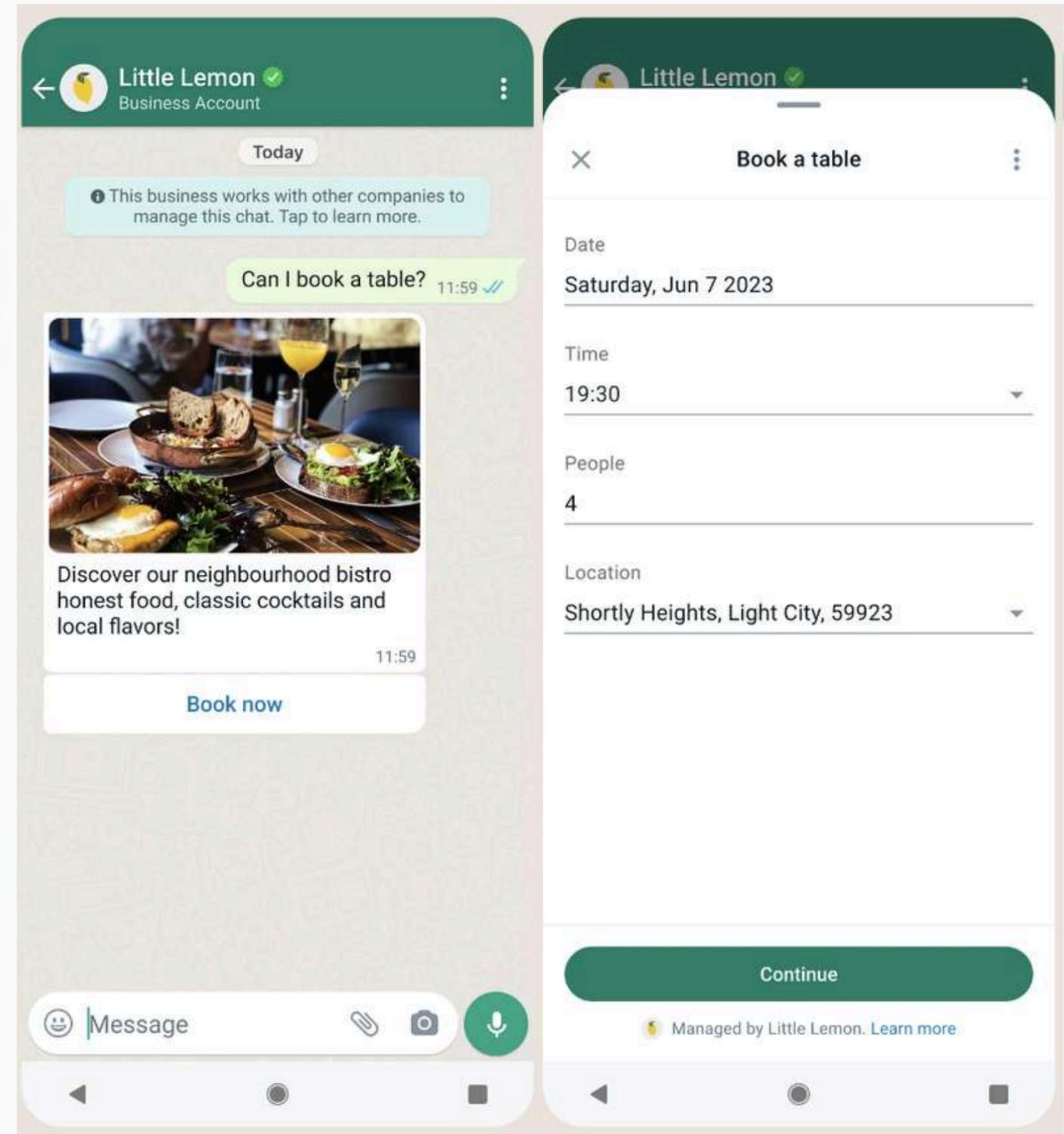
✓ **Lead Generation & Qualification**

✓ **Event Registration & Ticketing**

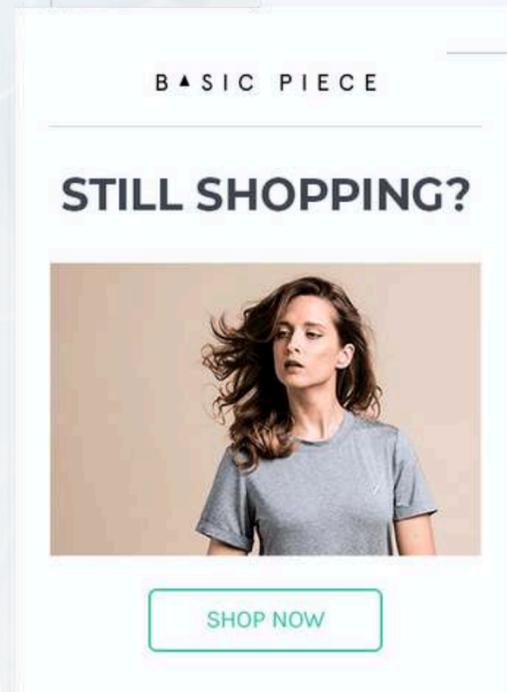✓ **Order Placement & Management**

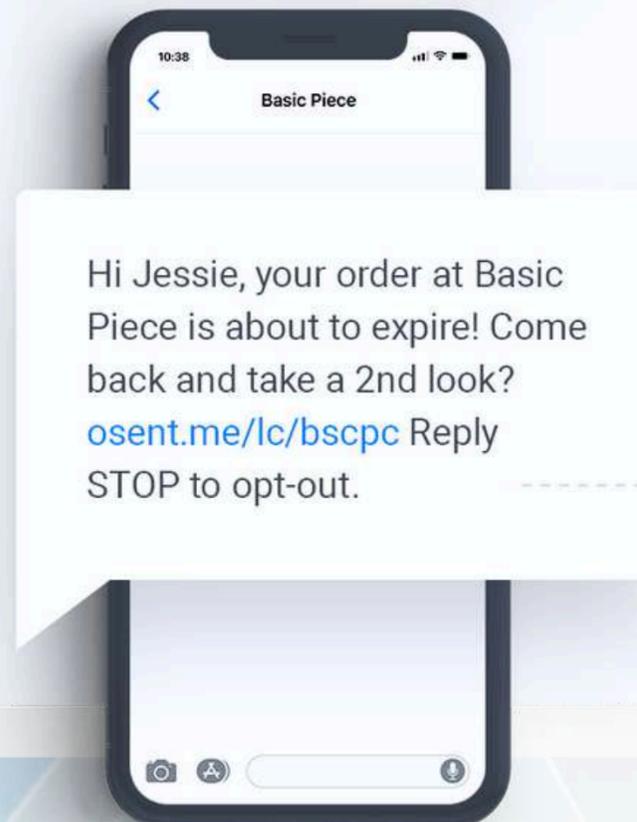✓ **Menu Browsing & Food Ordering**

# Marketing Automations

Automate customer journeys ✓

Improve conversion rates ✓

Customer Journeys

Create effortless campaign flows, automate your outreach, and keep your audience engaged like never before. Simplify your marketing, amplify your impact.

VARIED JOURNEYS

- Automated Notifications
- Lead Generation
- Abandoned Cart Recovery
- Marketing Promotions
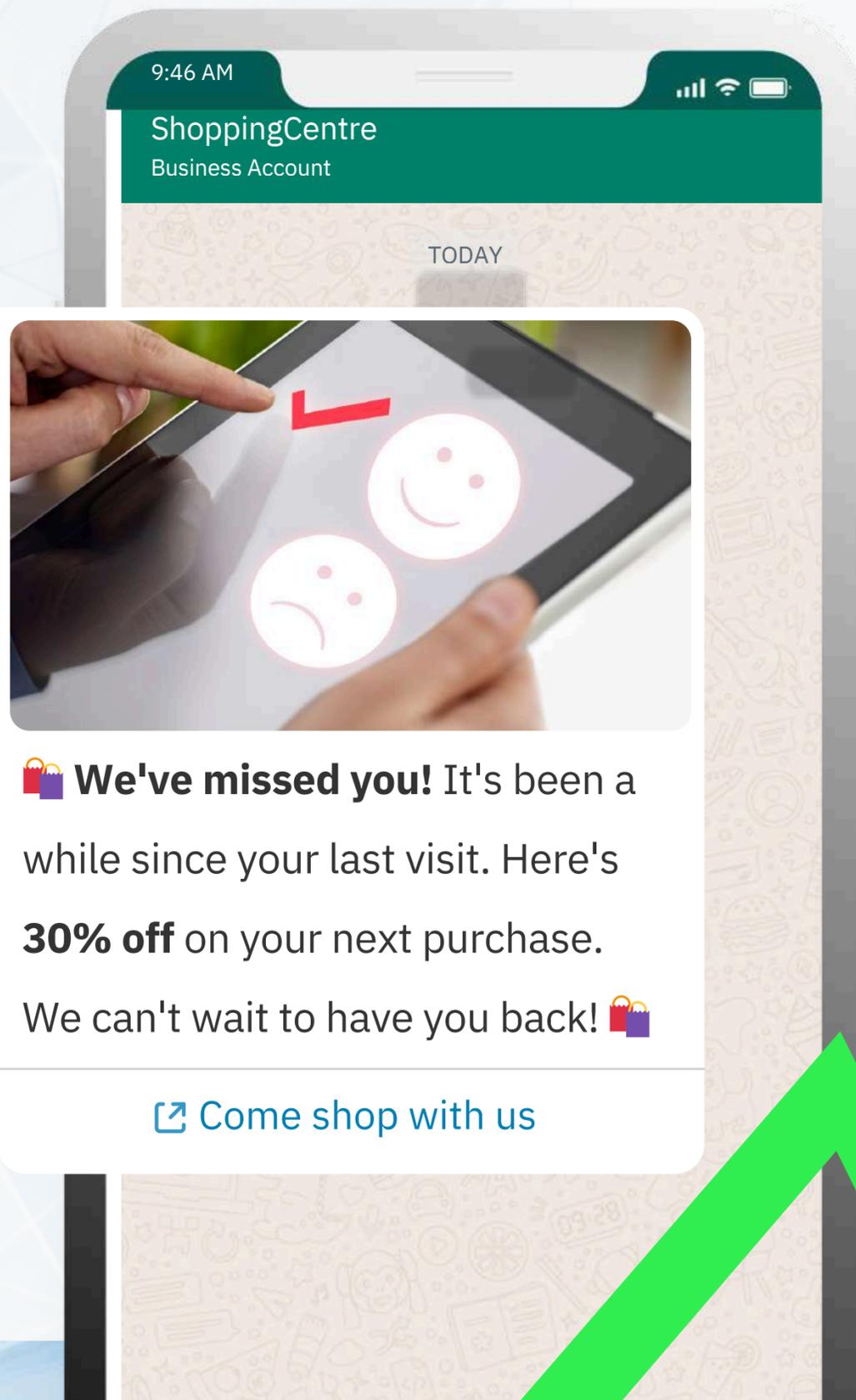- Employee Communications
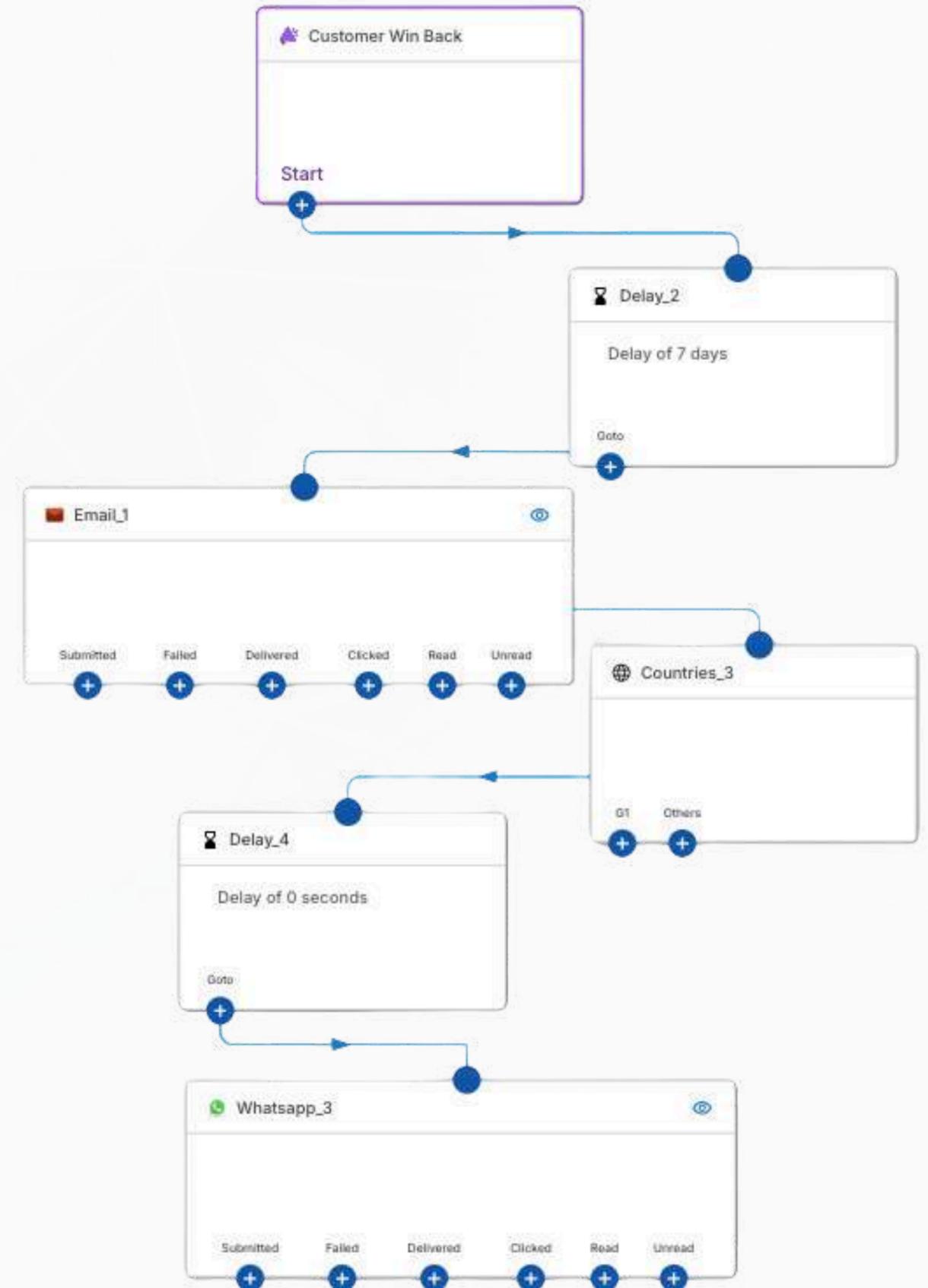
Customer Journey helps in:

Enhanced Customer Engagement

Higher Conversion Rates

Customer Retention and Loyalty

Competitive Advantage

Optimized Resource Allocation

Where to start?

Campaign name

Start

Services >

Filter/Condition >

Email

SMS

Whatsapp

Voice

RCS

Email_1

Success   Failed   Delivered

Voice_1

Success   Failed   Delivered   Unanswered

Delay_1
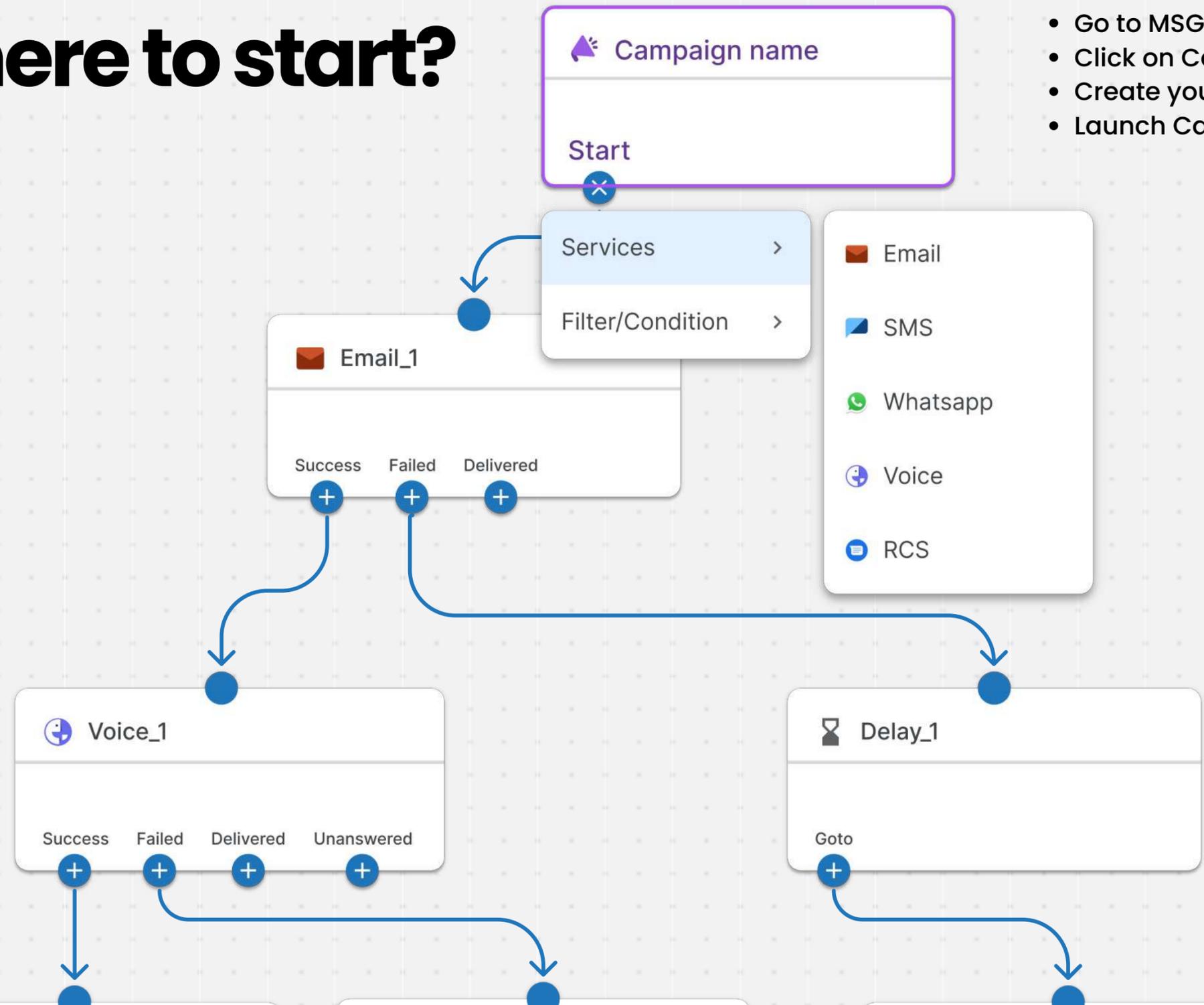
Goto

- Go to MSG91 Dashboard
- Click on Campaign
- Create your own customised campaign flow
- Launch Campaign

Analytics

Get insights into campaign performance, including open rate, click through rate, and more to maximize returns on your marketing spends.

Total messages
50k

Campaign Analytics

Replied
45K

Sent
49.5k

Failed
0.5k

Delivered
47k

Read
45k

RESULTING IN:

- Heightened Brand awareness
- Enhanced Customer support
- Increased Engagement rates
- Stronger Customer base
- Reduced Operational costs
- Shorter Response times
- Boost in Sales

THANK YOU

Your journey towards seamless and smart communication begins here
🚀 Let's get started

CONTACT US

ravi@msg91.com
91882777662