

How to improve customer experience with ACF's WhatsApp solution

1 Improve communication with your customers via ACF's WhatsApp solution.

Digital transformation in customer services should always consist of the right balance of resources.

Digital transformation is made up of:

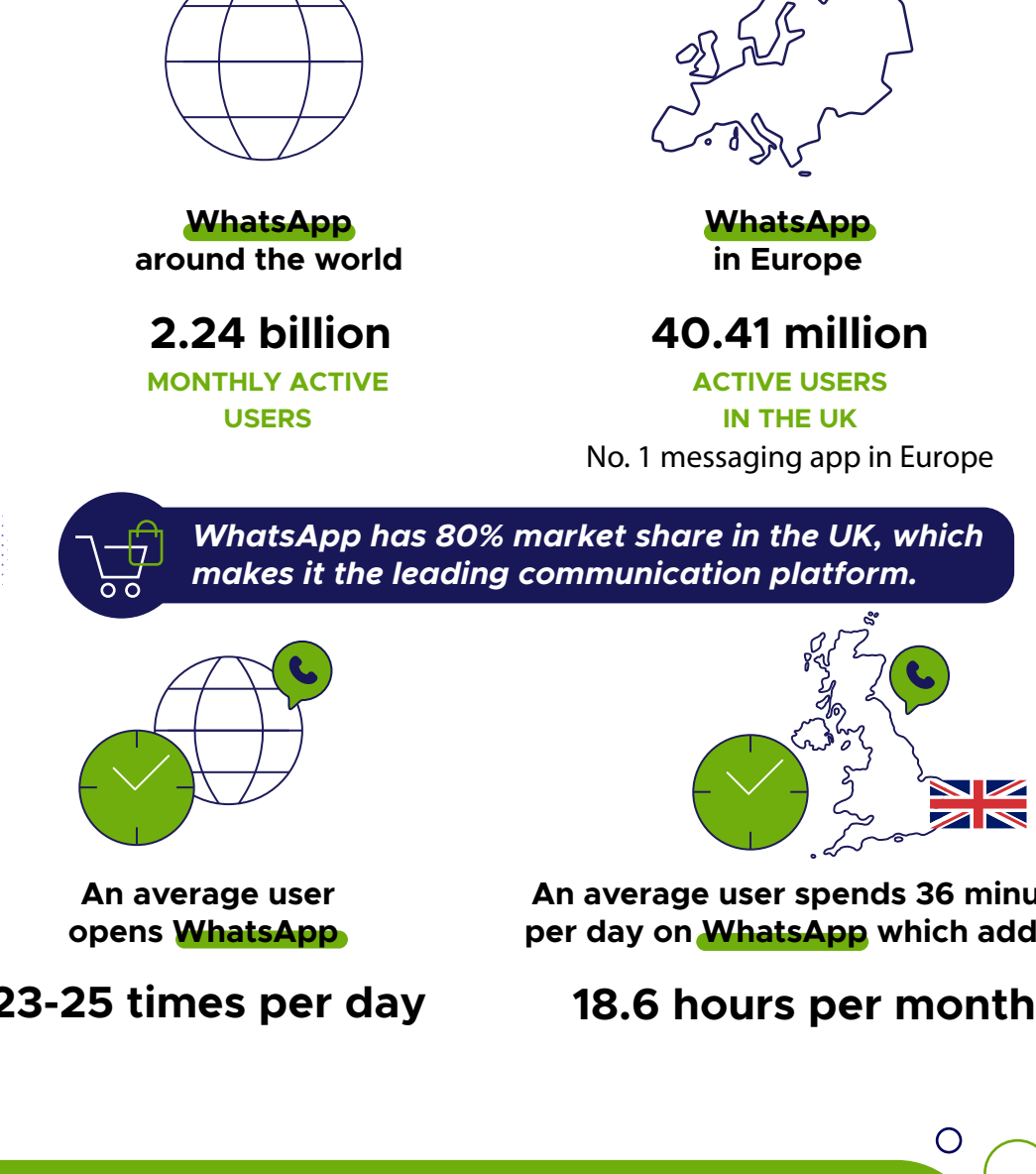


Digital transformation is not only about technology.

WhatsApp integration allows companies to:

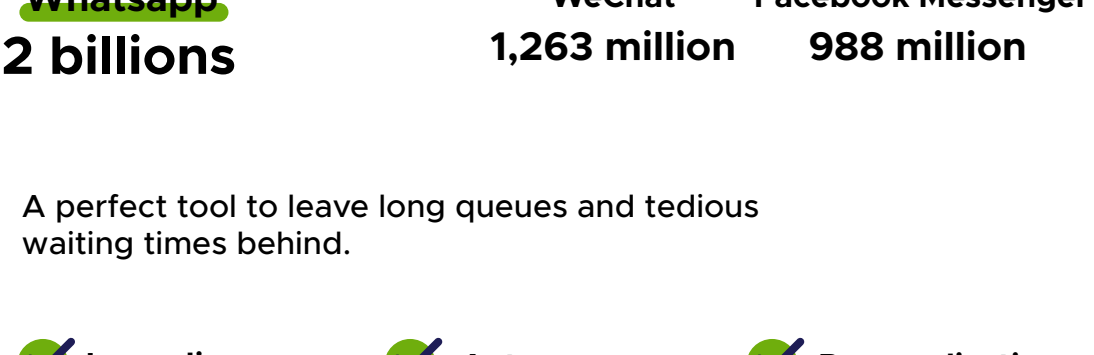
- ✓ Manage information and service options in real time.
- ✓ Respond efficiently.

2 WhatsApp in a nutshell.



3 ACF's WhatsApp solution helps you increase online customer engagement.

WhatsApp is the most popular communication app worldwide based on number of monthly active users.



A perfect tool to leave long queues and tedious waiting times behind.

- ✓ Immediacy
- ✓ Autonomy
- ✓ Personalisation
- ✓ Omnichannel
- ✓ Effectiveness

4 Immediacy.

Don't keep your customers waiting at your branch.

Provide immediate customer care and feedback for each customer.

The aim of each organisation is to provide a great experience.

Customers desire the option to request an appointment or a video consultation while being in control of their time.

With **ACF WhatsApp** Solution

Every user or visitor has the option to **manage their appointment quickly and efficiently**

5 Autonomy.

Service automation allows customers to progress in the journey at their own pace.

It gives customers the freedom of choice and improves staff management.

- ✓ Control the waiting time.
- ✓ Choose where to wait.
- ✓ Decide when to visit the branch.
- ✓ Pick the right type of appointment.

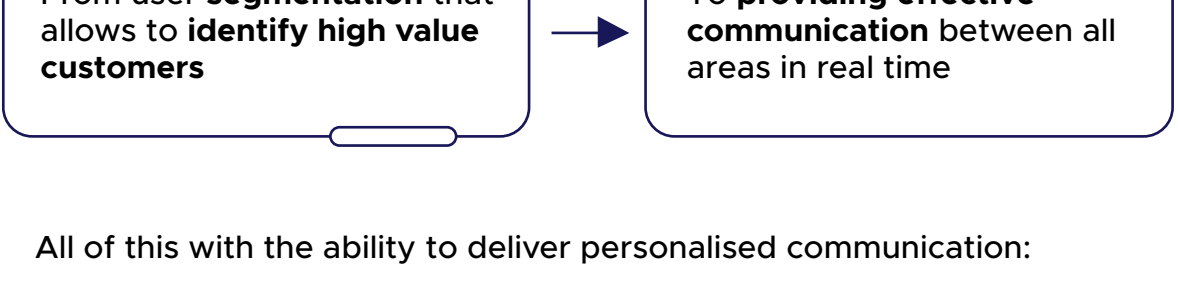
Simplify the communication flow > organise > manage

ACF WhatsApp solution optimises the flow process and is linked to a single platform, which has the following abilities:

- ✓ Find nearby branches for convenience.
- ✓ Automatically notify customers about current waiting times.
- ✓ Minimise no-shows.

6 Personalisation.

Companies must adapt to customers' online demands to stay in the market.



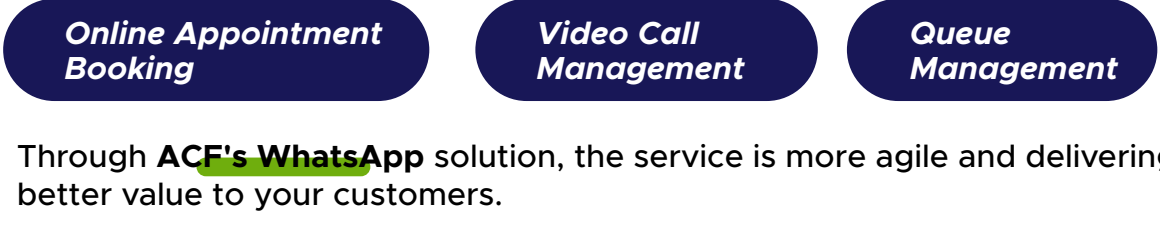
All of this with the ability to deliver personalised communication:

- ✓ Automatic messaging.
- ✓ Short waiting time.
- ✓ Highly targeted product offering promotion.

7 Omnichannel.

With **ACF's WhatsApp** solution, you deliver faster service and **quicker results**.

Offer your customers an omnichannel communication platform already integrated with the rest of ACF's solutions.



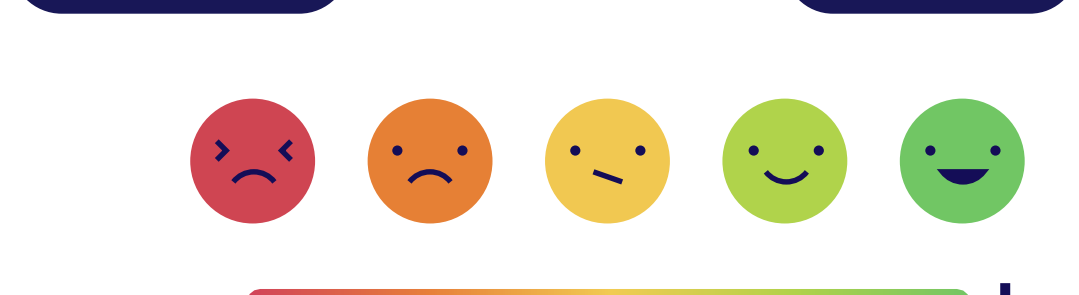
Through **ACF's WhatsApp** solution, the service is more agile and delivering better value to your customers.

8 Effectiveness.


ACF's WhatsApp solution enables organisations to increase customer loyalty.

Organisations need to assess whether their CX strategies are executed efficiently in order to assess digital transformation successfully.

Customer feedback is key to ensuring the **effectiveness of services**.



ACF's WhatsApp solution is ideal for delivering satisfaction forms and surveys.



WhatsApp by ACF Technologies.