

# WHATSAPP

## *OFFERING OVERVIEW*



1. WHY WHATSAPP?
2. HOW DOES IT WORK?
3. CASE STUDIES: OUR WORK
4. CASE STUDIES:  
CONCEPTUAL WORK
5. OTHER CASE STUDIES



# AGENDA

# WHY WHATSAPP?

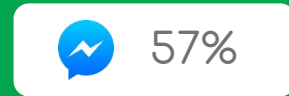
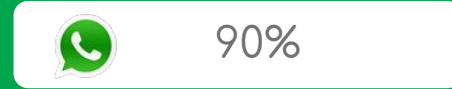


# HERE'S WHY...

1 FREE ON MOST NETWORKS



2 CONSUMER'S CHOICE



3 SUPPORTS INSTANT REWARDS



# HOW DOES IT WORK?







# THERE'S EASY ONBOARDING

THERE ARE VARIOUS WAYS FOR CONSUMERS TO CONNECT WITH WHATSAPP..

1

Directly add the WhatsApp number

OR

2

SMS "WORD" to shortcode with WhatsApp bitly link

OR

OR

3

Use a QR code to drive to WhatsApp

OR

4

Social & Paid Media

# LOADS OF FUNCTIONALITY



PRODUCT PURCHASE  
VERIFICATION

Till slip, Underliner and Barcode



LOCATION-BASED  
CAMPAIGNS



SIGNUPS &  
DATA ENRICHMENT



SEND RICH MEDIA

JPEG, Video, Audio, PDF



REWARDS  
DISTRIBUTION

Airtime, data, digital vouchers



FACIAL RECOGNITION  
& OBJECT  
RECOGNITION



ECOMMERCE  
BALANCE STATEMENTS  
PURCHASES



SNAP SURVEYS  
& MARKET RESEARCH



CUSTOMER SERVICE

# BENEFITS OF WHATSAPP



Consumers conversations are encrypted end-to-end (completely private)



Conversations are one-on-one, not group chats



You can continue to push messages for at least 24 hours after the consumer's last engagement



You can switch between automated bot responses & manual responses if necessary



There is no character limit unlike USSD, and it enables rich media



Country-specific numbers are available (South Africa, Botswana, etc.)





# CUSTOM DASHBOARDS ARE AVAILABLE

Tafel Lager Independence WhatsApp Line

andrew@techsys.co.za

### Entries

All Entries

Page size: 10

Search: Type consumer name to :

Name	Mobile Number	DOB	Video	Entry Date	Moderator	Status	Actions
Reinhold	264817738475	1932-09-12	<a href="#">View Video</a>	2019-02-25 02:49		Pending	<a href="#">Accept</a> <a href="#">Reject</a>
Frieda Tangeni Angula	264812523663	1985-01-11	<a href="#">View Video</a>	2019-02-25 02:49		Pending	<a href="#">Accept</a> <a href="#">Reject</a>
Twapewa	264817368985	1998-01-23	<a href="#">View Video</a>	2019-02-25 02:38		Pending	<a href="#">Accept</a> <a href="#">Reject</a>
Trifaine	264814986352	1987-05-04	<a href="#">View Video</a>	2019-02-25 02:32		Pending	<a href="#">Accept</a> <a href="#">Reject</a>
Twapewa	264817368985	1998-01-23	<a href="#">View Video</a>	2019-02-25 02:27		Pending	<a href="#">Accept</a> <a href="#">Reject</a>
Loide lipinge	264818142036	1979-02-09	<a href="#">View Video</a>	2019-02-25 02:25		Pending	<a href="#">Accept</a> <a href="#">Reject</a>



BASIC CONTENT DASH



CONTENT DASH



SUPPORT DASH



CUSTOM DASH



CAMPAIGN MANAGEMENT DASH

# OUR WORK



JOHNNIE WALKER



# COMPETITIONS



CONSUMER  
RECEIVES SMS WITH  
WHATSAPP LINK



CONSUMER CLICKS  
ON THE LINK & CHAT  
IS INITIATED



AGE GATEWAY



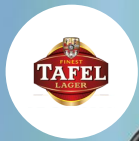
CRM DATABASE



TILL SLIP IS VERIFIED



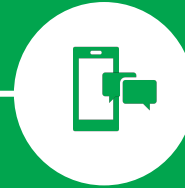
CONSUMER IS  
REQUESTED TO UPLOAD  
TILL SLIP & PROVIDE  
THEIR NAME + T&Cs



# VIDEO



CONSUMER RECEIVES SMS WITH WHATSAPP LINK



CONSUMER CLICKS ON THE LINK & CHAT IS INITIATED



AGE GATEWAY



CRM DATABASE



BEAT IS MODERATED & UPLOADED TO LARGER COLLECTION OF VIDEOS



CONSUMER IS REQUESTED TO UPLOAD A VIDEO TO THE SOUND OF THE BEAT OF NAMIBIA

THE SINGLETON.



# EVENTS



CONSUMER  
RECEIVES SMS WITH  
WHATSAPP LINK



CONSUMER CLICKS  
ON THE LINK & CHAT  
IS INITIATED



AGE GATEWAY



CRM DATABASE



CONSUMER CAN  
MAKE BOOKINGS



CONSUMER CAN MAKE  
RESERVATIONS



LANCEWOOD®

LANCEWOOD®



CONSUMER  
RECEIVES SMS WITH  
WHATSAPP LINK



CONSUMER CLICKS  
ON THE LINK & CHAT  
IS INITIATED



CONSUMER DROPS  
LOCATION



CRM DATABASE



FURTHER  
ENRICHMENT



CONSUMER RECEIVES  
LOCATION SPECIFIC  
VOUCHER FOR IN-STORE  
PRODUCT

# GEOLOCATION



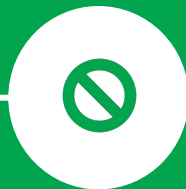
# TAKE A SELFIE



CONSUMER RECEIVES SMS WITH WHATSAPP LINK



CONSUMER CLICKS ON THE LINK & CHAT IS INITIATED



AGE GATEWAY



CRM DATABASE



COMPETITION ENTRY



CONSUMER UPLOADS A SELFIE





# CUSTOMER SERVICE



CONSUMER RECEIVES SMS WITH WHATSAPP LINK



CONSUMER CLICKS ON THE LINK & CHAT IS INITIATED



USER LANDS ON CUSTOMER SERVICE MENU



CRM DATABASE



AUTOMATED RESPONSES ARE TAILORED FOR UNIQUE EXPERIENCE



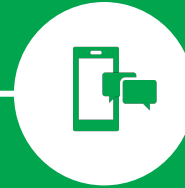
CONSUMER CAN CHOOSE FROM A VARIETY OF CUSTOMER SERVICE OPTIONS



# SAMPLING



CONSUMER  
RECEIVES SMS WITH  
WHATSAPP LINK



CONSUMER CLICKS  
ON THE LINK & CHAT  
IS INITIATED



AGE GATEWAY



CRM DATABASE



CONSUMER  
RECEIVES A  
LOCATION SPECIFIC  
SAMPLING VOUCHER



CONSUMER DROPS  
THEIR LOCATION

# CONCEPTUAL CASE STUDIES



Lewis

Lewis



# W-COMMERCE



CONSUMER  
RECEIVES SMS WITH  
WHATSAPP LINK



CONSUMER CLICKS  
ON THE LINK & CHAT  
IS INITIATED



USER LANDS ON  
MENU



CRM DATABASE



CONSUMERS CAN  
ENTER BANKING  
DETAILS & CHECK  
OUT



CONSUMER CAN ORDER  
AN ITEM FROM THE  
CATALOGUE



# FACIAL RECOGNITION



CONSUMER RECEIVES SMS WITH WHATSAPP LINK



CONSUMER CLICKS ON THE LINK & CHAT IS INITIATED



CONSUMER LANDS ON INFO MENU



CRM DATABASE



BOT ALLOCATES AN APPROPRIATE BANKING PLAN FOR THE DEMOGRAPHIC

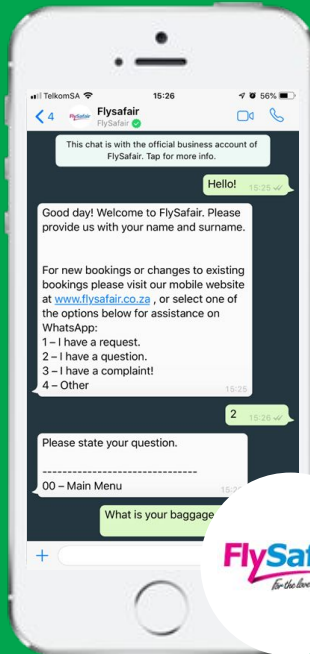


CONSUMER TAKES A SELFIE & THE BOT IDENTIFIES FEATURES

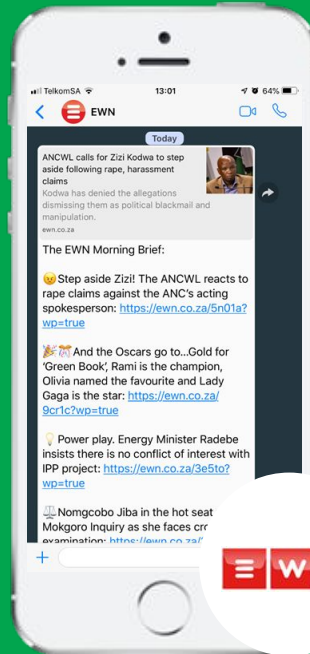
# OTHER CASE STUDIES



# AIRLINE



# NEWS





# THANK YOU.



<http://www.techsys.co.za/>



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