



WHATSAPP BUSINESS

by iTouch

Transform the way your business communicates with customers using WhatsApp Business, powered by iTouch.

**Your customers are already on WhatsApp,
the question is, is your business?**

With WhatsApp Business, you can meet your customers where they are, creating seamless, real-time conversations that drive engagement and results.

WHAT THIS MEANS FOR YOU



Real Conversations, Real Results

Engage customers instantly through a platform they know and trust.



Faster Responses, Better Experiences

Provide immediate support, reduce inbound support calls and increase customer satisfaction and brand loyalty.



Turn Chats into Sales

Guide customers from enquiry to purchase in a single conversation.



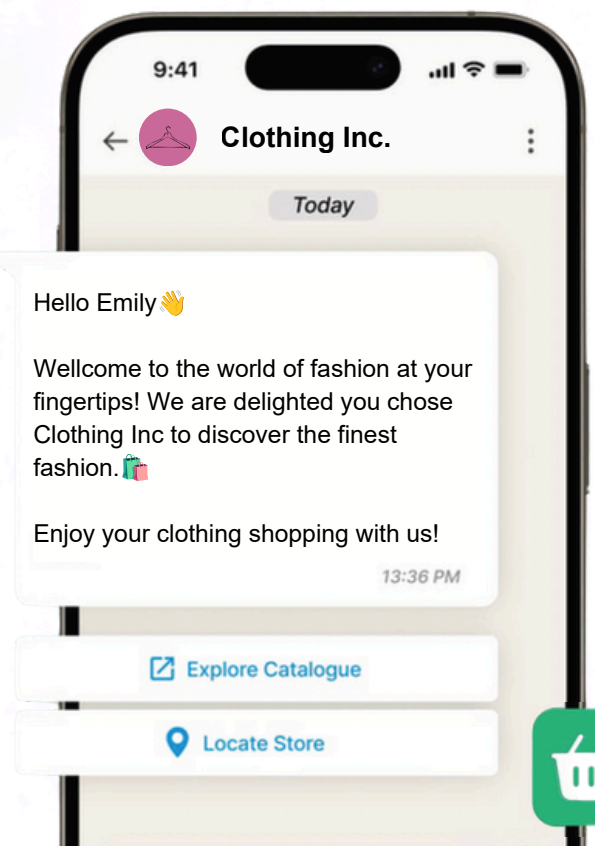
Work Smarter with Automation

Use chatbots and automated flows to handle high volumes effortlessly.



Build Loyalty & Repeat Business

Stay connected and keep your brand top of mind.



WHAT ITOUCH OFFERS

At iTouch, we don't just enable WhatsApp, we design complete customer experiences.

Our WhatsApp Business Solutions Include:

Seamless platform setup and integration

Custom chatbot development

Automated customer journeys

Campaign management

Multichannel communication strategies

Ongoing support and optimisation

UNLOCK BUSINESS GROWTH



Increased customer engagement



Improve response times



Reduce support costs



Boost conversions and sales



Deliver a premium customer experience

WHY ITOUCH?

We combine technology with strategy to help your business communicate smarter.



Tailored solutions for your business



Expert implementation and support



Scalable systems that grow with you



Proven experience in customer engagement

MARKETING AND BRAND ENGAGEMENT THROUGH WHATSAPP

WhatsApp isn't just for communication—it's a full-scale marketing channel.



Broadcast Campaigns:

Promote new products, offers, and events to segmented audiences.



Personalised Marketing:

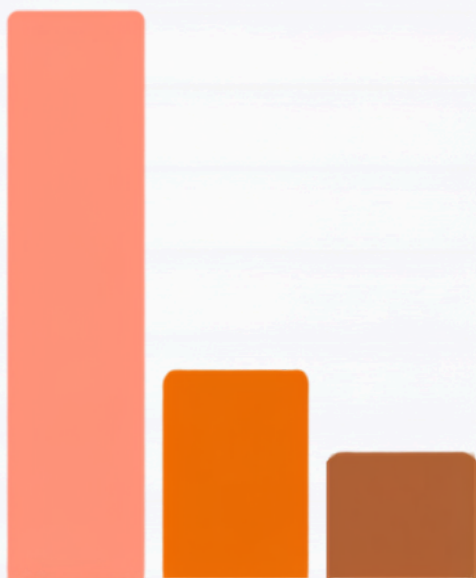
Engage customers with name-based and preference-driven messages.



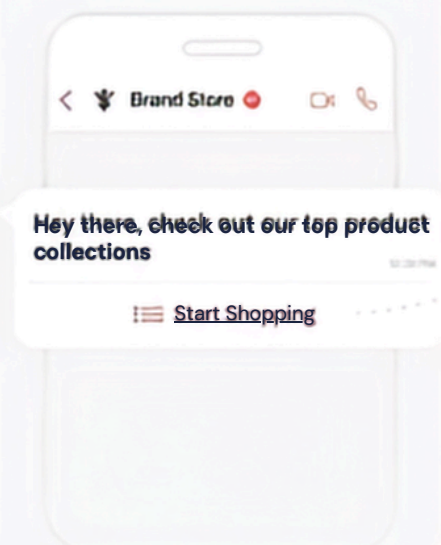
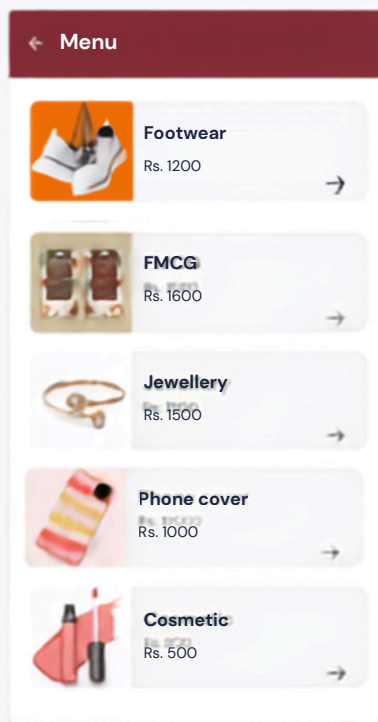
Better Reach & Conversions:

WhatsApp campaigns achieve 3. higher engagement rates than traditional SMS or email

WhatsApp SMS Email



Response Rate



KEY CAPABILITIES OF THE WHATSAPP BUSINESS PLATFORM

The platform enables businesses to create smarter, more personalized interactions:



CHATBOTS:

Automate FAQs, lead generation, and 24.7 support.



API & CRM INTEGRATION:

Seamlessly connect WhatsApp with your CRM, ERP, or website via API or webhooks.



TRANSACTIONAL MESSAGING:

Send authentication messages, OTPs, order tracking links, and appointment reminders instantly.



AGENT-BASED CONVERSATIONS:

Enable human agents to handle customer chats directly through the dashboard.

ANALYTICS & INSIGHTS

With detailed reporting, What AppBusiness helps you measure campaign performance, delivery, and customer engagement.

KEY METRICS INCLUDE:



MESSAGE DELIVERY & READ RATE



RESPONSE TIME

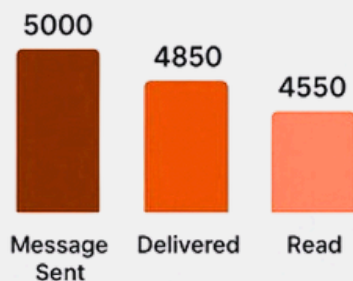


CLICK-THROUGH RATES



CUSTOMER SATISFACTION SCORE

Message Sent vs Delivered vs Read



Response Trend Over Time



Top Performing Campaigns

- 1 **Festive Offer 2025** 48%
- 2 **Summer Sale Promo** 43%
- 3 **Loyalty Rewards** 38%

SECURITY & TRUST

Security is at the core of WhatsApp Business.

- Every message is protected by end-to-end encryption.
- Customers interact through your official business name, not random numbers.
- Verified badge builds authenticity and brand confidence.



Ready to transform your customer communication?

Let iTouch help you unlock the full potential of WhatsApp for your business.