



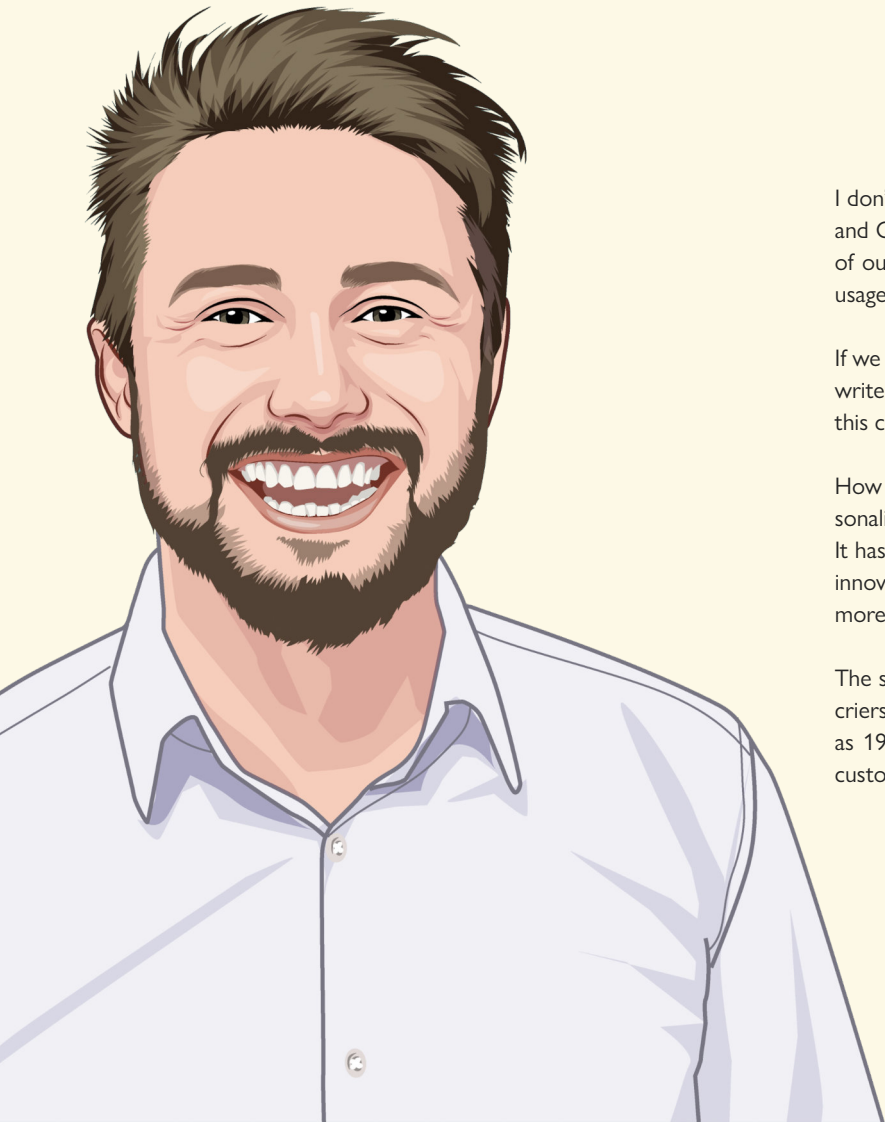
THE MESSENGER COMMUNICATION



PLAYBOOK

The ultimate guide for successful communication via WhatsApp & co.

WhatsApp & Co For Your Next Level



I don't need to prove to anyone that chatting via WhatsApp and Co is one of the most popular forms of communication of our time – one look at your own mobile phone and the usage of WhatsApp underlines it.

If we all prefer to chat in private rather than on the phone or write e-mails, why do companies find it so difficult to offer this channel?

How can companies talk about customer centricity or personalization and still offer service as they did 30 years ago? It has been proven that companies with good service and an innovative image achieve higher customer loyalty and thus more turnover at lower costs.

The situation is similar in marketing. The time of the market criers is over, propagated the Cluetrain Manifesto in as early as 1999. However, a real dialogue between companies and customers is yet to take place even today.

All this, and much more, is what messaging apps can do for companies!

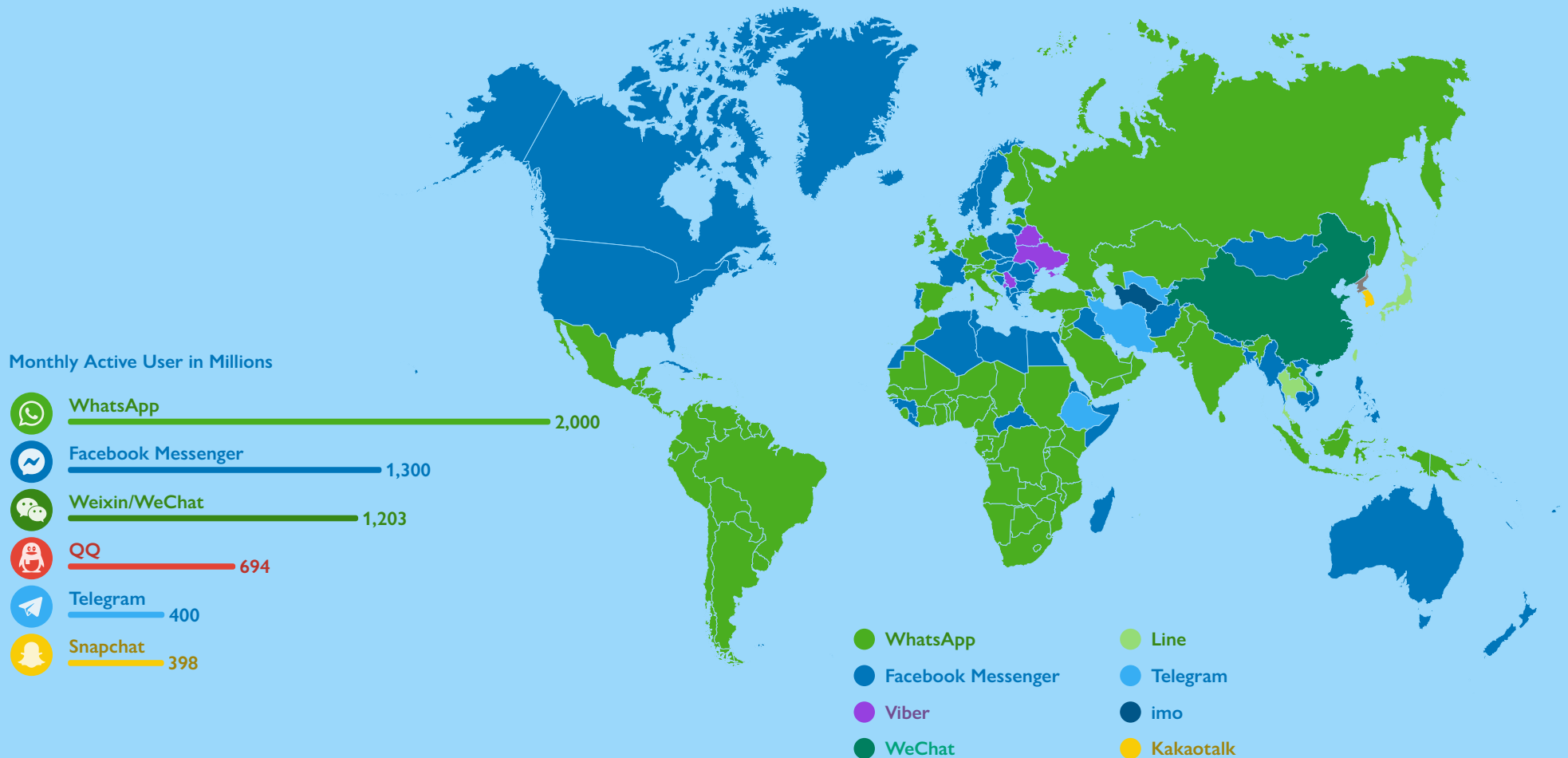
We hope the following pages of our Playbook will motivate and inspire you to use messaging apps for your business. We'll give you useful hacks, support you with statistics and arguments, and let many successful MessengerPeople have their say.

Have fun reading, understanding & being amazed!

A stylized, handwritten signature in blue ink, appearing to read 'Matze'.

Matthias "Messenger Matze" Mehner

Messaging apps are **COMMUNICATION CHANNEL #1**



Sources: Facebook | Statista | Adzine | Hootsuite | we are social | Similarweb

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Welcome to the Age of Conversational Commerce

Conversational means *conversation*, i.e. the conversation between customer and company.

We know conversational from language assistants like Alexa or Siri. But also the written word, for example a chat via WhatsApp or with a chatbot is a part of it.

In the past, in the corner shop, this conversation between customer and company was quite normal.

The Internet changed everything! There is hardly any consulting, the possibility of contact with a service agent is mostly hidden! The only way to sell is through price - a battle that no company can win in the long run!

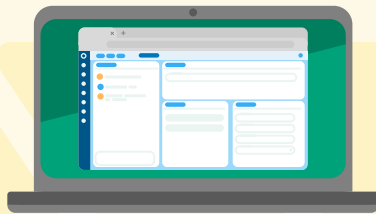
Messaging apps now bring the best of the corner shop and the online store together!

Direct access, feedback and personal advice determine the future - the age of Conversational Commerce!

»Messaging apps are front ends, like apps and websites, but with reduced interfaces.

I now have to do conversational marketing and conversational commerce instead of scrolling and clicking.«

Martin Sinner
Founder idealo.de



Websites
2000s



Apps
2010s



Conversations
2020s



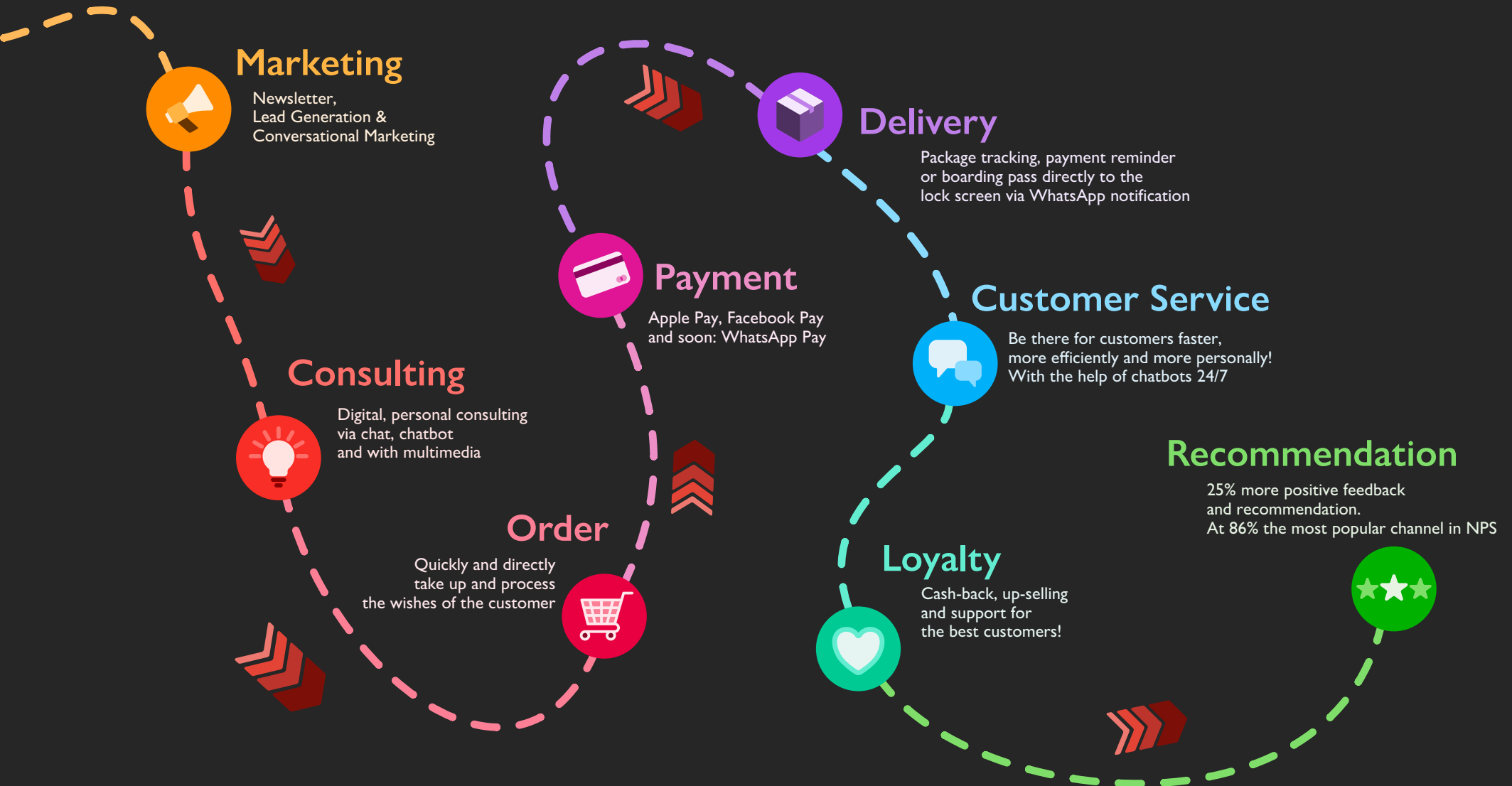
»Messenger communication
brings the **best of two**
worlds together.«

Markus Gehring
Chief Digital Officer
TUI Deutschland

WHATSAPP & co

along the entire

CUSTOMER JOURNEY



That's Why Your Customers Want WhatsApp & Co

What consumers want via messaging apps

Customer Service / Consulting 78%

Newsletter / Information 66%

Offers / Promotion / Discounts 70%

✓ Availability

WhatsApp is their preferred communication channel.

✓ Simple

Chatting is fast, direct & already known.

✓ Flexible

Conversations can take place exactly when it is convenient.

✓ Fast

They will receive a quick and direct answer.

✓ Cross Device

The chat can be started on the desktop in the office and continued in the train on the smartphone.

✓ Multimedia

It is easy to send multimedia content like videos, pictures or voice messages.

✓ Binding

Should a question arise later, both the contact and the dialogue are still available.

That's Why You as a Company Want WhatsApp & Co

✓ Reach

You use an app that over 2 billion people have already installed.

✓ Efficiency

You answer inquiries on average 60% faster than by phone or e-mail.

✓ Automation

Through automation you save up to 80% more effort.

✓ Costs

You save the costs for expensive call centers and old CRM systems!

✓ Customer Relationship

You enjoy customer communication without shitstorms, trolls and with much more honest feedback.

✓ Employees

Your service employees are happy – because customer contact via WhatsApp is much more positive and motivating.

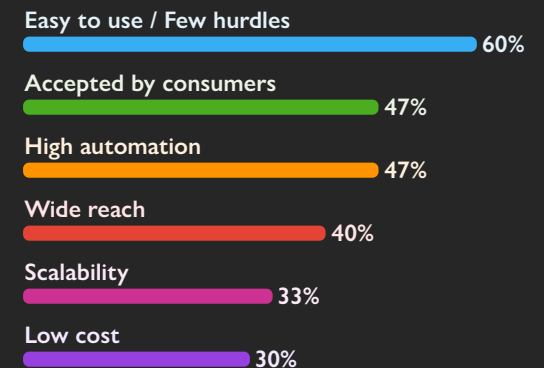
✓ Loyalty

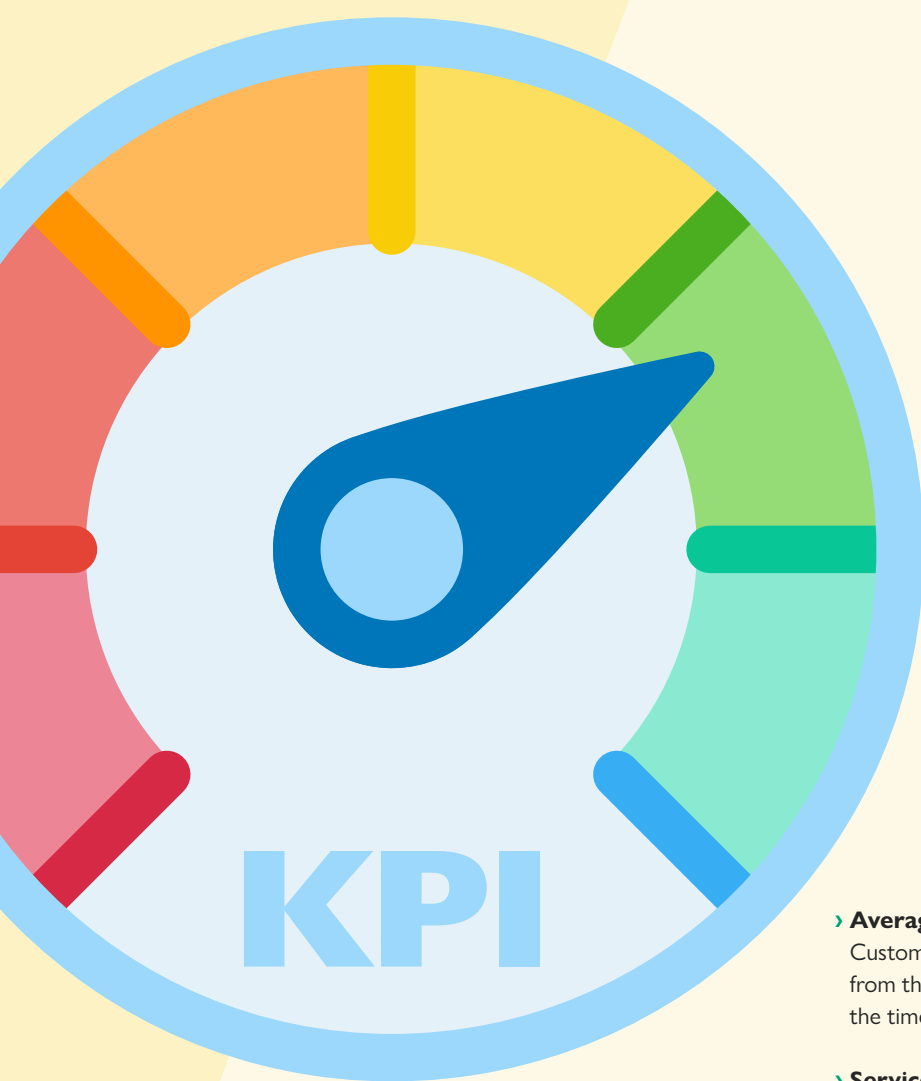
As part of the WhatsApp contact list, you are part of the inner circle of your customers.

✓ Success

Your customers are happy, your Net Promoter Score increases and your company becomes a complete success!

Advantages of messaging apps identified by companies





7 Important Customer Service Key Figures

› Average Handling Time (AHT)

Customers want fast solutions. Therefore the whole time from the first “Hello” to the final solution is as important as the time until the first answer.

› Service Level

How many requests do companies answer within a defined period of time? This is called the service level KPI in customer service.

› Customer Effort Score (CES)

The customer service key figure that indicates how quickly and easily customers can describe their problem and solve it with the service.

› Cost per Contact

Every contact with the customer requires resources. The aim in customer service should be to keep this figure as low as possible while maintaining the same level of customer service quality.

› Conversion Rate / Up & Cross Selling

This key figure shows what percentage of the customers advised will later buy a product or book a service.

› Customer Satisfaction Score (CSAT)

The CSAT scale can consist of regular numbers, but also of stars, smileys, unicorns, etc. With this you directly ask your customers to rate their satisfaction.

› Net Promoter Score (NPS)

What is the probability that your customers will recommend you to others?

Top KPIs Thanks to Messenger Communication

Our **experience from 5 years of messenger communication** with more than 2,000 companies from a wide range of industries provides valid statements about what level of success is possible with WhatsApp & Co.



60%

Faster Clarification



80%

Higher Service Quality



75%

Lower Costs



80%

Better Reviews



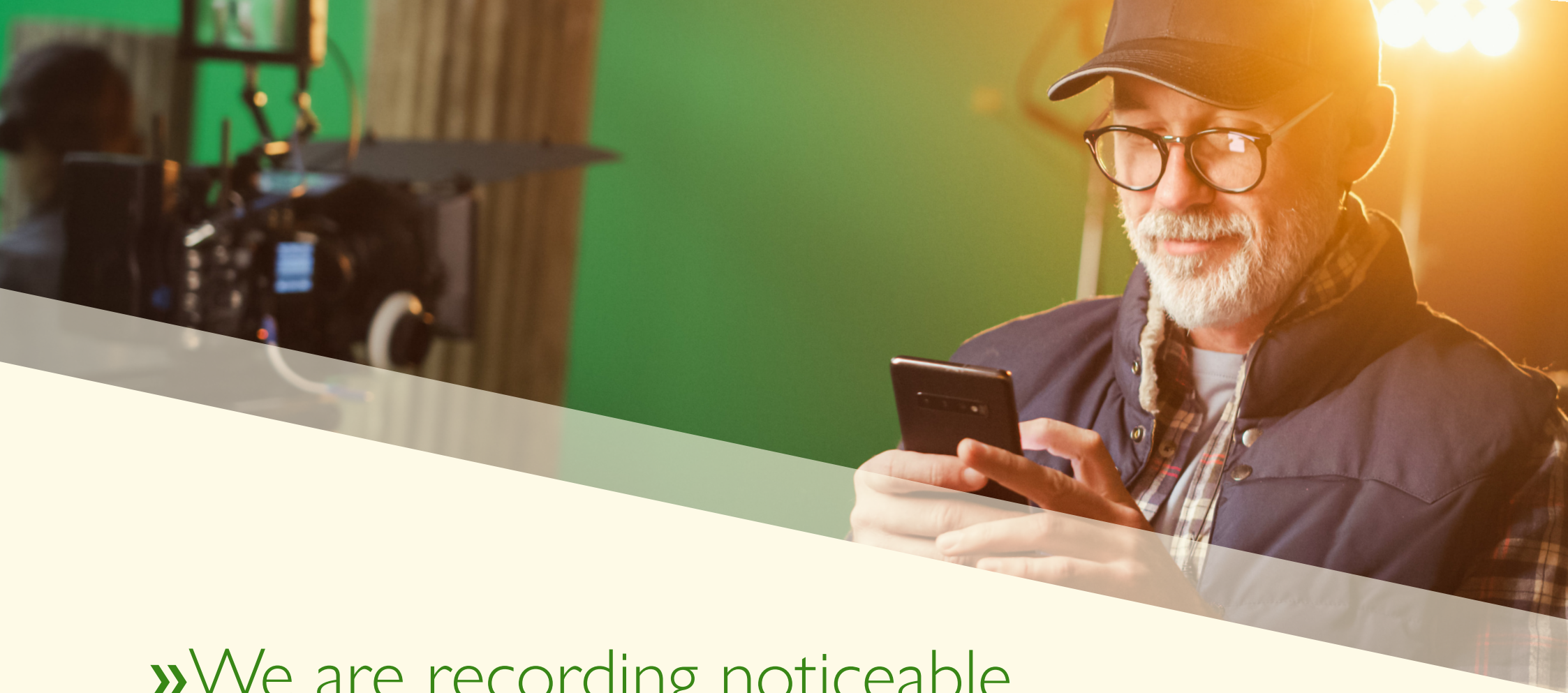
79%

Higher Recommendation Rate



53%

Greater Willingness to Buy



»We are recording noticeable
increases in sales with our
messenger service.«

Thomas Zeitz
Managing Director
TONEART



MESSENGER COMMUNICATION INNOVATORS

The most successful cases among MessengerPeople customers

E-Commerce · Car Dealer · Energy Provider · Retail · B2B · Insurance · Public Sector · Media

Messenger Communication in **E-COMMERCE**

With online shopping, customers can compare prices and products in just a few clicks. Here it is difficult for a company to stand out from the crowd. A real USP can be personal advice and fast service via messaging apps.

Other expectations of e-commerce customers, such as omni-channel ordering options, simple returns processing, more flexible deliveries, speed or even real-time tracking, can also be better met thanks to Messenger Communication.

WhatsApp & Co is thus the channel to support important KPIs, especially in e-commerce:

› Increase Conversion

On average, customers who are advised via WhatsApp & Co are 33% more likely to make a purchase.

› Fewer Abandoned Purchases

For ca. 70% of customers, complicated payment options lead to a purchase cancellation. Messenger payment prevents this.

› Speed

With WhatsApp & Co, customer queries can be answered on average 30% faster.

› Easy Automation

By using virtual assistants in support, up to 80% effort can be saved.

› Better Service, Lower Costs

Returns can be handled faster or even avoided via multimedia content.

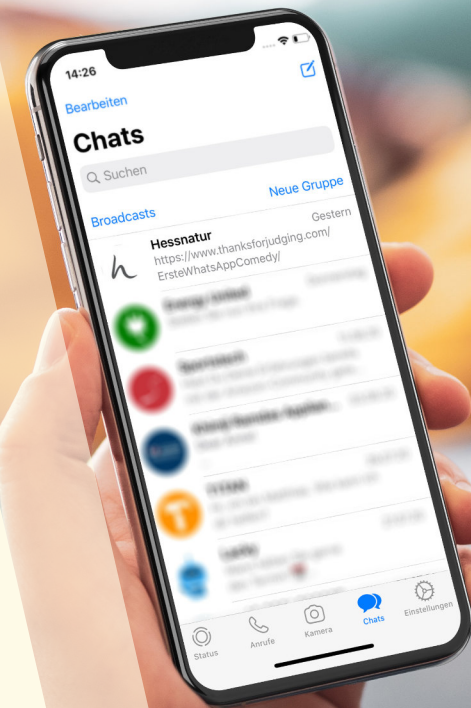
› Cross Selling & Up Selling

Through personal and individual advice, additional offers can be better sold.



»With WhatsApp, we can quickly find a solution for complaints and **avoid returns** – a great economic advantage.«

Harald Goßler
Head of Customer Services
hessnatur





»Our WhatsApp chatbot was live in less than 3 days.«

Stefanie Kunze › Marketing Manager DACH

WhatsApp chatbot
without programming

Direct sale
via WhatsApp

WhatsApp product catalog
with 5,000 items



CHALLENGE

About 2 million articles are sold via Wish every day. Especially at Christmas time, there is a great surge in number of customers looking for gifts. Hence, Wish was motivated by the idea of a Christmas chatbot to manage these customers better, and contacted MessengerPeople.

SOLUTION

With the chatbot builder which is integrated in the MessengerPeople software solution and a short training session, Wish was able to set up "Willi" their advice chatbot on WhatsApp within a few days. The Marketing Manager was able to set up the chatbot without any programming knowledge or additional IT resources. After one week, 5,000 products were already integrated into the chatbot.

Customers text the chatbot regarding who they are looking for a gift for – whether their mom, dad, boyfriend or girlfriend - and Willi then sends matching gift ideas via WhatsApp with a direct link to the online store.

To further encourage purchases in the spirit of conversational commerce, the chatbot automatically offers the Wish Express option and a voucher.



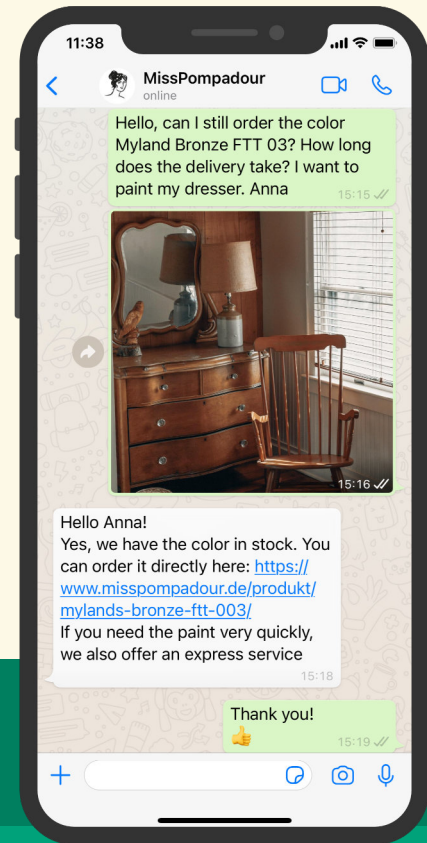
»9 out of 10 WhatsApp consultation chats lead to the sale of our products.«

Erik Reintjes › Co-Founder

90%
conversion rate

>500 requests
per day

Successful
conversational business



CHALLENGE

MissPompadour is a medium-sized online paint retailer that initially communicated with its customers via a private WhatsApp number.

The daily 500 customer inquiries received were no longer manageable with the private WhatsApp channel.

The WhatsApp Business App was also unable to meet the requirements for scalable customer communication via WhatsApp.

SOLUTION

The company decided to move to the WhatsApp Business API. Within two weeks, the team moved its service to MessengerPeople's Messenger Communication Platform with the WhatsApp Business API.

For MissPompadour, WhatsApp is the perfect consulting channel and thus an important building block in their conversational commerce.

Customers can send and receive photos and videos and thus be advised quickly and easily.

With the ticket system of MessengerPeople that is specially developed for WhatsApp service, the team answers the numerous requests efficiently on desktop with several agents at the same time.

MissPompadour has allocated a team of 11 employees from Monday to Saturday to answer the questions.

A lot of effort at first, but much more efficient and successful than service via telephone or e-mail.

BRILLE24

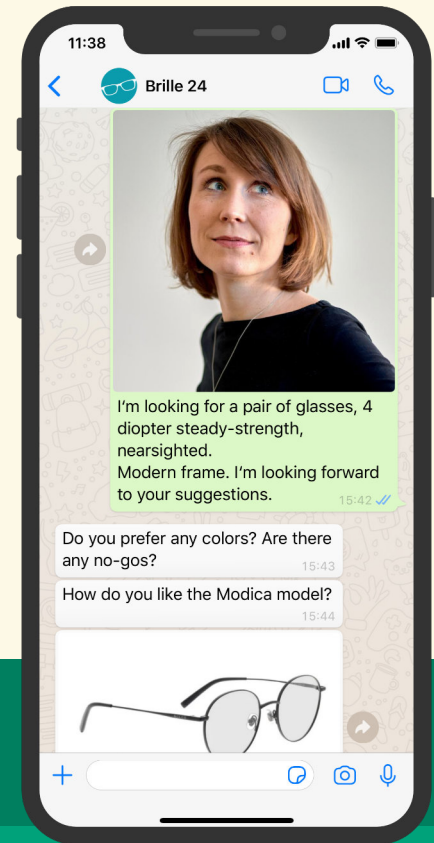
»The service offer is very well accepted across all age groups. We have **doubled our user numbers within one year.**«

Andreas Sobing › Head of CRM

1.200 requests
per month

85% click rate on
product recommendations

Fewer returns through
multimedia consultation



CHALLENGE

At Brille24 - the German equivalent of Glasses24.com - customers have more than 4,000 models of glasses to choose from.

With such a large selection, however, customers sometimes find it difficult to make a decision and they want personal advice like in a store.

BRILLE24

SOLUTION

In order to offer its customers personal, yet uncomplicated advice without waiting in line or e-mail ping-pong, Brille24 uses WhatsApp, Facebook Messenger and Telegram.

Via messaging, employees clarify product enquiries, arrange appointments for an eye test or give style advice.

Customers send a picture of themselves without glasses. Based on the customer's preferences, a product recommendation is made and a link to the eyewear model from the shop is sent by WhatsApp message. This can be used to order directly.

All requests, no matter from which messaging app they are, are managed by the Brille24 team via the specially developed ticket system of the software solution of MessengerPeople.

It is no problem to send pictures, perceived images or links.

With a customer profile and a fully traceable chat history, the customer service employee always has an overview and can react quickly and adequately, even if he takes over a request from a colleague.



» With the MessengerPeople solution,
WhatsApp is a **perfect tool** that makes
teamwork in customer care **much easier**.«

David Kurzmann › CEO & Co-Founder

50% lower
average handling time

Positive reviews
on consumer portals

70% less
e-mails

CHALLENGE

Women's Best reaches 1.3 billion people in 50 countries every year.
With the rapid growth of the company, a targeted channeling and rapid processing of customer enquiries was required.
E-mail and web chat could no longer meet these requirements.

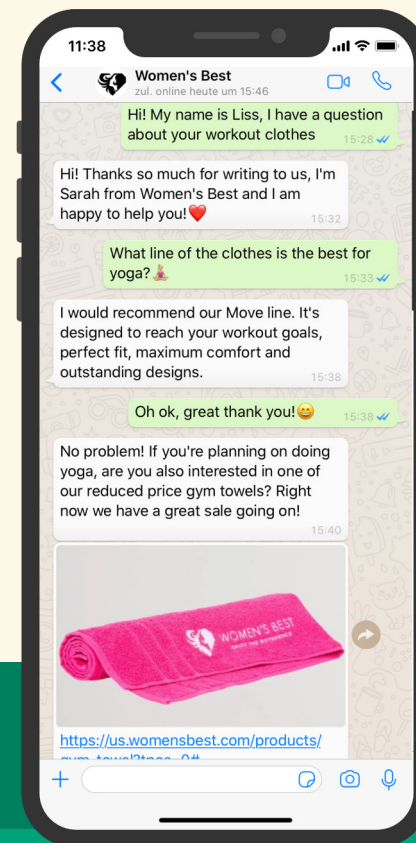
SOLUTION

The introduction of WhatsApp proved to be the perfect channel for their target group and service requirements – fast, direct and everyone uses it.

Together with MessengerPeople, WhatsApp was set up as a communication channel within four weeks.
Thanks to the intuitive Messenger Communication Platform, the support team can efficiently process the numerous enquiries about products or orders.
Women's Best uses automated WhatsApp Notifications to send order confirmations and information on order and shipping status.

For first level support, the Women's Best team uses a virtual assistant via the Messenger Communication Platform's Chatbot Builder.

Set up without any programming knowledge, it queries initial important information such as language, contact data or order number. Individual consultation then takes place via a customer service employee.



FACEBOOK
for Business

SUCCESS STORY

T1TAN

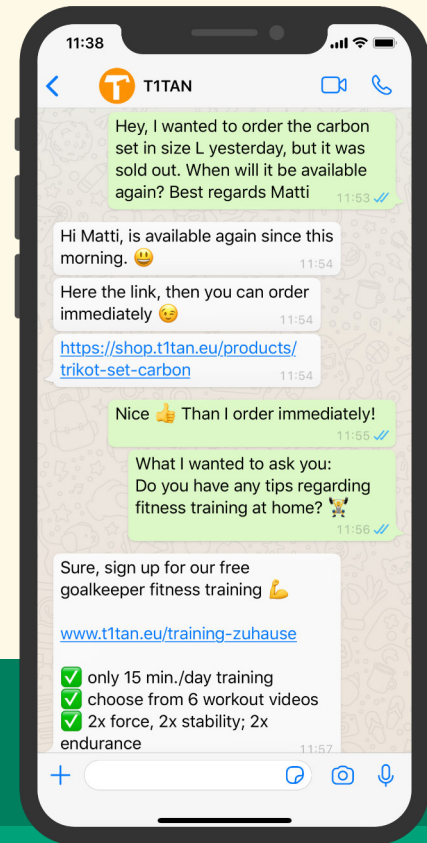
»Through the WhatsApp channel, we are **closer to our customers** than any major sporting goods manufacturer.«

Matthias Leibitz › CEO & Co-Founder

Strong
customer loyalty

50% of all inquiries
handled by the chatbot

High
retention rate



CHALLENGE

Being close to the customer – this is the top priority of goal-keeper glove manufacturer T1TAN, selling mainly in the US and German market.

With this service idea in mind, the team always wants to offer its customers exactly the communication channel they use the most.

SOLUTION

In 2018, the company launched WhatsApp newsletters. However, it soon became apparent that customers are also increasingly seeking to proactively communicate with the team via WhatsApp.

Together with MessengerPeople, the T1TAN Messenger Service ran over the WhatsApp Business API in a few days. One person at the T1TAN team is responsible for answering all customer enquiries received via WhatsApp using the MessengerPeople software solution.

Customers can ask all questions about orders, returns, and also about the daily routine of a goalkeeper – how do I maintain my gloves, how can I become an even better goalkeeper.

A chatbot helps to improve processes and efficiency by answering the questions. The chatbot takes care of FAQs from customers – in German and in English.

It automatically provides customers with the latest information on product launches, care instructions or online fitness training.

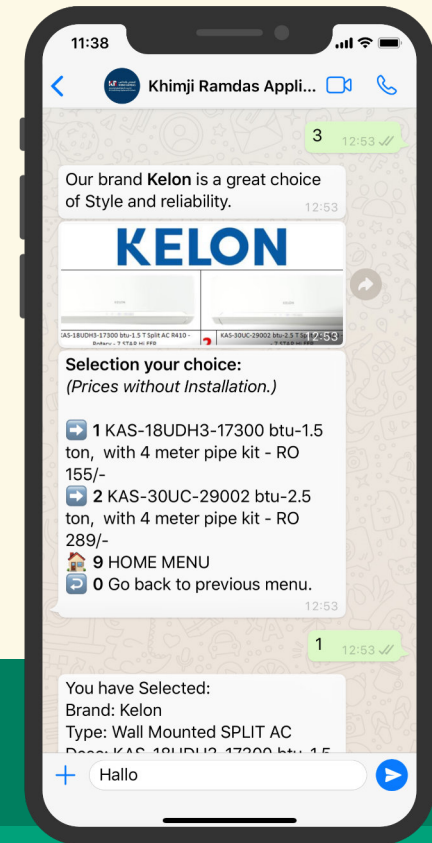
»The new **WhatsApp shopping experience** is **so easy!** Just choose, select, place your order and pay.«

Jayesh Kharva › Khimji Ramdas Information Systems

First shopping chatbot
in Oman

High traffic through
Click-to-WhatsApp Ads

More direct
purchase



CHALLENGE

Khimji Ramdas is a leading company in the Sultanate of Oman, representing more than 100 leading global brands of all kinds for consumer products.

The question was how Khimji Ramdas can implement that the products of its various brands could be found and ordered by customers even faster and more up-to-date than before.

SOLUTION

Khimji Ramdas has chosen a WhatsApp shopping chatbot, which was realized with the MessengerPeople software. The bilingual bot can provide customers 2,000 products to purchase based on an underlying data model.

Therefore customers can search for a product by product ID in WhatsApp. The chatbot supports and guides them through the purchase process.

The WhatsApp Shopping Bot is not only used for direct sales but also for a more efficient customer service and a more customer centric approach in service.

The digital shopping assistant suggests products to customers, informs them about prices and records all necessary information for an order.

In case of special queries, an employee of Khimji Ramdas contacts the customer personally.



»Thank you, Huawei!

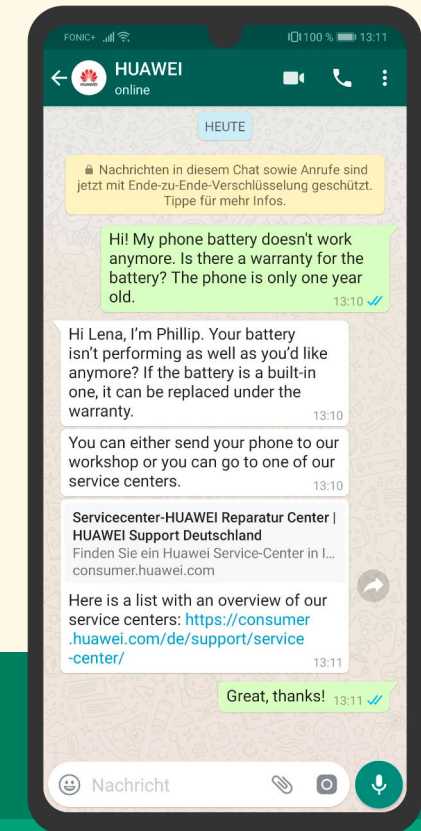
It seems that the end of the annoying telephone hotlines is in sight.«

nextpit.de

Best NPS of all customer service channels

Cost reductions
up to 30% by using chatbots

Automatically answering
saves time



CHALLENGE

HUAWEI's customers are already mainly mobile users who have the claim to manage quite everything via smartphone. Hence the question was how can customer service today be implemented even more efficiently and in a convenient way in 18 European countries?

SOLUTION

Therefore, HUAWEI implemented WhatsApp as a service channel. Users find the WhatsApp channel on the Service Center website or in the HUAWEI support app HiCare - which is pre-installed on all HUAWEI end devices.

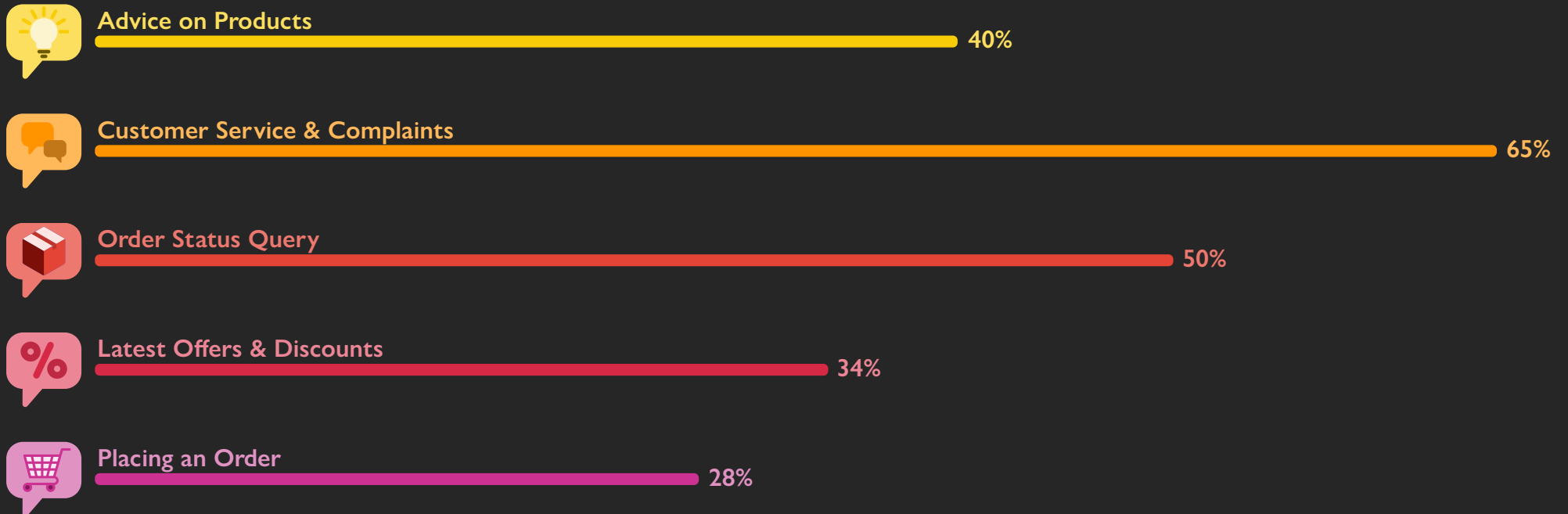
In the course of the introduction of the WhatsApp service, HUAWEI also launched the chatbot *iRobot*. *iRobot* takes care of the customer from the first minute of a request and asks for basic information (e.g. acceptance of data protection statement, serial number of the affected device) for further support.

Afterwards a human service employee takes over.

After solving the problem *iRobot* takes care of the quality assurance and asks if the customer wants to evaluate the conversation.

Online shoppers want **SERVICE AND ADVICE** via WhatsApp

For what purposes would you like to chat with an online store using WhatsApp?



Source: MessengerPeople survey 08/2020 by appinio

Messenger Communication for **CAR DEALERS**

Many car dealers already offer their customers a digital information service. But their service is often still very analogue. In the car dealership, this results in a high volume of calls and often unnecessary waiting times for the customer. Messaging apps like WhatsApp can help here.

Use cases, how car dealerships can use messaging apps:

› Making an Appointment

Completely without a waiting loop or callback by including WhatsApp notifications for appointment reminder.

› Test Drive Management

Thanks to chatbots, all relevant information from the customer can be available in a few minutes.

› Purchase Advice

From car configurators to individual consultation with the use of videos, photos, etc.

› Workshop Service

Repair status update and reminder for inspection via push notification.

› Breakdown Service and Damage Reports

Customer can easily report via photo and video.





»Our **service quality has improved noticeably** with the WhatsApp service.«

Albert Rösch

Head of Service Consulting
BMW Branch Office Munich



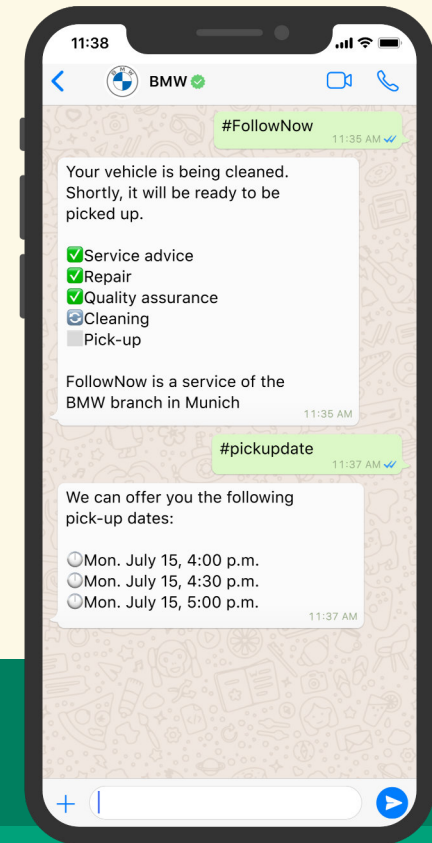
»The number of **recall requests** has **fallen massively**. Status requests by telephone are almost at zero.«

Albert Rösch › Head of Service Consulting

60% fewer
callbacks

Over 90%
recommendation rate

80% of all requests
answered by chatbot



CHALLENGE

The BMW branches receive numerous enquiries about the repair status of cars or appointments every day. The call centre records the callback request and reports it to the service consultant, who calls the customer back. This procedure causes high costs and delays communication.

SOLUTION

BMW automatically records this information via the internal tracking system "Follow Now". For BMW it was therefore only logical to automate the status information to the customer.

BMW initially experimented with an app but only a few customers were willing to download an app for the one-time status query. Therefore, the car manufacturer switched to WhatsApp – which virtually everyone has on their smartphone.

With the MessengerPeople solution, the connection between the WhatsApp Business API and the BMW tracking system was end-to-end and successful. Customers can now query the repair status with a WhatsApp message. For more complex queries, service staff provide customers with the necessary information in real time via chat. BMW can also send automatic updates and request customer consent for work on vehicles.

FACEBOOK
for Business
SUCCESS STORY

Industry Solution

Lucky: The Car Dealer's Chatbot

*The Messenger Chatbot enables car dealerships to use WhatsApp & Co as a service channel **quickly, efficiently and in compliance with GDPR**.*

***Lucky** answers the most common customer enquiries in the car dealership automatically. He learns, works even on weekends, greets returning customers in a friendly manner and if he is at a loss he hands over to a human colleague.*

Lucky can do these tasks:

- › Query of personal data, number plates and mileage
- › Breakdown service and damage report via photo and video
- › Appointments
- › Handling of cost-release processes
- › Transmission of repair status
- › Answering FAQs such as opening hours or directions



[Demo Video of Lucky](#)

Messenger Communication for **ENERGY PROVIDERS**

Public utilities and energy suppliers face the challenge of standing out in the tough price war and at the same time mapping processes as cost-efficiently as possible.

With services via WhatsApp & Co, energy companies can gain competitive advantages in several respects: They can offer their customers up-to-date service, as well as save costs through automated processes.

Use cases, how the energy industry can use messaging apps:

› Reading the Meter Reading

Customer transmits meter reading by text message or photo. This data is automatically transferred to the CRM.

› Customer Service

Personal advice on contracts and tariffs in a personal dialogue via an 1:1 chat.

› Error Messages via WhatsApp Notification

If the customer has registered for the service, he receives error information directly via push message.

› Chatbots for Standard Processes

Collect data updates and meter readings via a simple chatbot.





»Communication via WhatsApp
saves unnecessary processes
and therefore **costs.**«

Stefan Gehrig
Customer Service Manager
Harz Energie

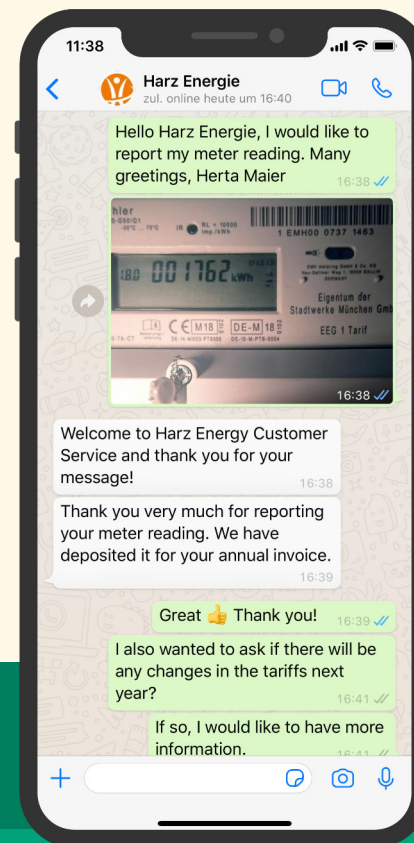
»Customers send us their meter readings via WhatsApp.
This is **simple, fast and convenient** for
all parties involved.«

Stefan Gehrig › Head of Customer Service

4,100 requests
per year

85%
customer satisfaction

~1 hour response time
for WhatsApp requests



CHALLENGE

As a regional energy provider, Harz Energie supplies more than 135,000 customers with electricity, natural gas and drinking water.

The energy provider has been relying on e-mail and live chat for customer service. However, the company wanted to make its service even more efficient and user-friendly.

SOLUTION

WhatsApp proved to be an exciting channel for Harz Energie, as other utilities were already successfully using WhatsApp with MessengerPeople.

Today, Harz Energie covers a wide range of enquiries via WhatsApp - from queries from new customers and concerns from existing customers to general information on pricing or opening hours.

In order to manage the whole process efficiently, the energy supplier uses the Messenger Communication Platform's wide range of automation options: from an individual customer approach to the possibility of sending messages to process

invoices, meter reading transmission or handover protocols fully automatically via chatbot.

A decisive advantage of WhatsApp proved to be that customers can easily send a photo of their invoice, proof of payment or meter reading. Harz Energie can receive these centrally and they can be stored via an interface to the system without manual effort.

**FACEBOOK
for Business**

SUCCESS STORY

Industry Solution WhatsEnergy

WhatsEnergy offers – especially for energy suppliers and municipal utilities – **the first AI solution for meter reading via messaging apps** such as WhatsApp.

The industry solution saves time and money and supports the automation of common customer service tasks.

How WhatsEnergy works

- › Customers simply send a photo or a message to the energy supplier via the messaging app
- › MessengerPeople technology uses artificial intelligence to recognize the data in the photo
- › Data then enters the energy supplier's system fully automatically!
- › Connectable to any system
- › Data is automatically entered for plausibility checks
- › In addition, end customers can easily make enquiries via messaging chat



Messenger Communication in **RETAIL**

In retail, whether it is a drugstore chain, owner-managed fashion shops or large department shops, two decisive challenges are faced.

The first is that, online retailing is growing steadily, making it easy for customers to buy anything online. Second, stationary retail must offer new and existing customers a contemporary customer experience.

WhatsApp & Co can bridge the gap between stationary and digital customer interaction and thereby specifically promote sales.

Use cases, how retail can use messaging apps:

› **Digital Service with Drive-to-Store Mechanics**

Customers can receive personal digital advice and buy goods in store when they have decided.

› **Customer Service at the Point of Sale**

Via a chatbot, the customer can easily request information about products in the store using WhatsApp.

› **Appointment Management**

If on-site consultation is necessary, the appointment can be easily arranged via messaging chat.

› **Availability Check**

Customer can check from home or in the shop via WhatsApp whether or when the desired product is available.





»Almost **every enquiry** via
WhatsApp & Co. is followed by a
visit to one of our stores.«

Kerstin Marci
Marketing Manager
INTERSPORT

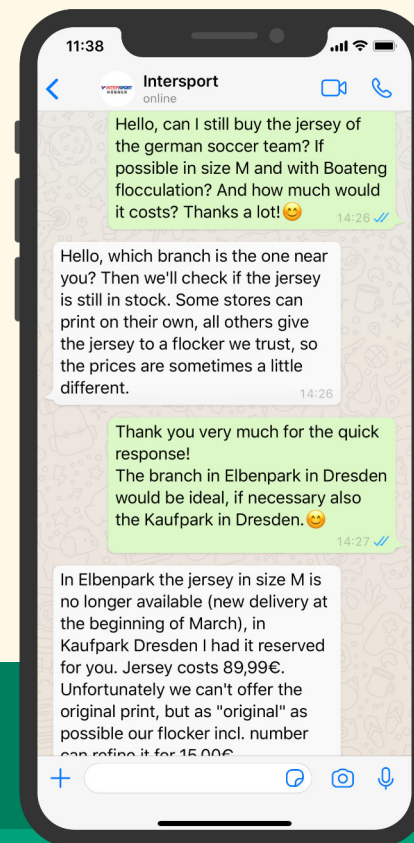
»For us, the advantage of WhatsApp & Co is above all the **low entry hurdle** and the possibility of individual chats with customers.«

Kerstin Marci › Marketing Manager

400 requests
per branch per month

90%
in-store conversion

Strong
customer loyalty



CHALLENGE

Employees in local stores of the largest medium-sized network in the global specialist sports trade are often very busy during shops hours. Hence, it is not possible for them to look after all customers on site or answer every telephone call or e-mail. INTERSPORT Hübner, however, wants to advise its customers as personally and directly as possible and thus strengthen customer loyalty.

SOLUTION

INTERSPORT Hübner customers can use the service via messaging apps to find out about interesting products in advance and then make a decision in the shop on site. The team can answer customer enquiries synchronously and asynchronously and thus does not lose any chance to advise customers personally.

The team uses chat to answer all questions regarding the product range, availability, services, customer orders and much more.

With the help of MessengerPeople's software solution, several stores communicate with customers easily and via all relevant messaging apps, especially WhatsApp.

The employees work together in defined roles and efficiently as a team via a platform.

1

› **Quality**

Use the possibility of asynchronous communication to forward the customer enquiry to the **appropriate consultant**.



2

› **Speed**

Customer enquiries should be answered **within 24 hours** to ensure quality of service.



3

› **Integration**

WhatsApp & Co should be integrated into the **existing customer service structure**.



4

› **Tonality**

Make yourself **accessible as a company**.
You communicate on the same channel as family and friends.



5

› **Media**

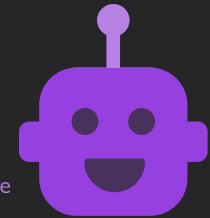
Use **multimedia content** to answer complex questions better and faster.



6

› **Automation**

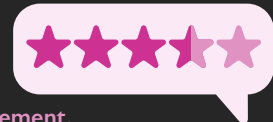
80% of customer enquiries are repeated. **Chatbots** offer help here. If things get more complicated, a human agent takes over.



7

› **Feedback**

More than just complaint management.
Survey your customers regularly and find out their expectations.



7

HACKS

for professional customer service
via

WHATSAPP & CO

Messenger Communication in **B2B**

Communication between business partners via WhatsApp & Co is also becoming increasingly popular.

B2B companies are also faced with the challenge of offering particularly personalized advice and strengthening customer loyalty, and that too 100% GDPR compliant.

Messaging apps can support communication in a target-oriented way: Business relationships are strengthened by personal individual contact and direct sales can be promoted. In addition, business partners can make enquiries easily via smartphone and receive fast and direct answers.

Use cases, how B2B companies can use messaging apps:

› Push Messages (WhatsApp Notifications)

Customers receive appointment reminders, order confirmations or delivery status via messaging app.

› Order Option

Customers can order directly via chat message or receive an instant link to the desired product.

› Product Advice and Introduction

With WhatsApp & Co any format can be used and complex products can be explained more clearly.

› Partially Automated Customer Service

A first-level chatbot queries all relevant data and enables employees to respond to customers quickly and individually.





»The great advantage of WhatsApp is that
it **can be used directly in the field**
without any problems.«

Oksana Chitos
International Coordinator
Südzucker AG



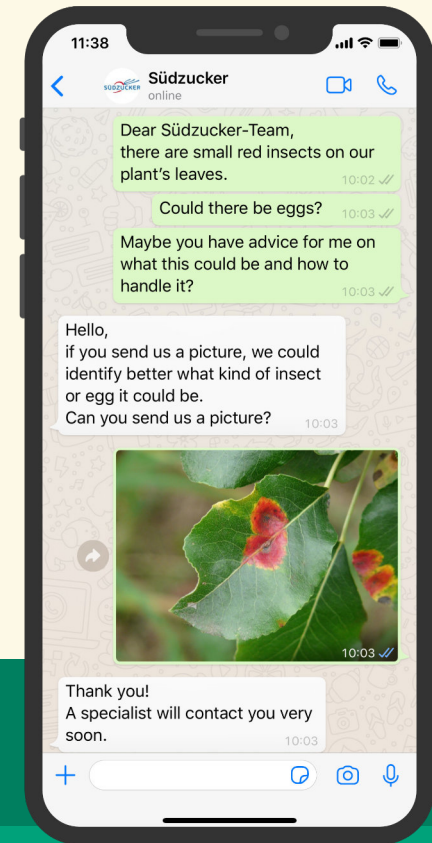
» We can make **up-to-date information** available to our partners **more quickly** and provide cultivation advice **more efficiently**.«

Oksana Chitos › International Coordinator

200 new users
per week

80% of requests
answered by chatbot

WhatsApp became
channel No. 1



CHALLENGE

Südzucker AG is the world's largest producer of sugar for industrial and private use. Good B2B communication with the farmers who grow the sugar beets for them is of great importance for its business. How can this communication be most convenient for the farmers who work in the fields – as well as more direct and mobile?

SOLUTION

The focus of the implemented messenger service is on advising and informing farmers directly while working in the fields, and also on the exchange of information.

With the Messenger Communication Platform, Südzucker is able to set up the messenger service in such a way that each farmer has direct contact with his representative in his region. In contrast to telephone support, the 1:1 chat offers the company the opportunity to provide immediate and mobile practical and personal advice to its suppliers.

The new communication channel was so well accepted that the service team received a large number of messages soon after launch.

This was handled by setting up a virtual assistant – implemented with the Chatbot Builder of MessengerPeople. This simplifies the processing of requests and farmers are helped without delay.



» We do the **entire customer verification process via WhatsApp** – because this is where our customer is, and it matches our expectations of ROI.«

George Parker › Co-Founder & CEO

99.9% of GOMEEP users have WhatsApp

25% decrease of non-paying customers within 5 months

CHALLENGE

The pandemic accelerated the delivery business around the world.

E-mobility start-up GOMEEP shifted their short-term rental business model from daily commuters to delivery drivers – renting e-bikes to individual drivers, as well as providing fleets to companies.

As their business started expanding and the customer base grew continually, they also started facing new challenges.

They had to handle more incoming requests and inquiries.

Drivers wanted to know how to sign up for the rental programs. Businesses called about renting fleets, and private customers needed help from the maintenance service.

SOLUTION

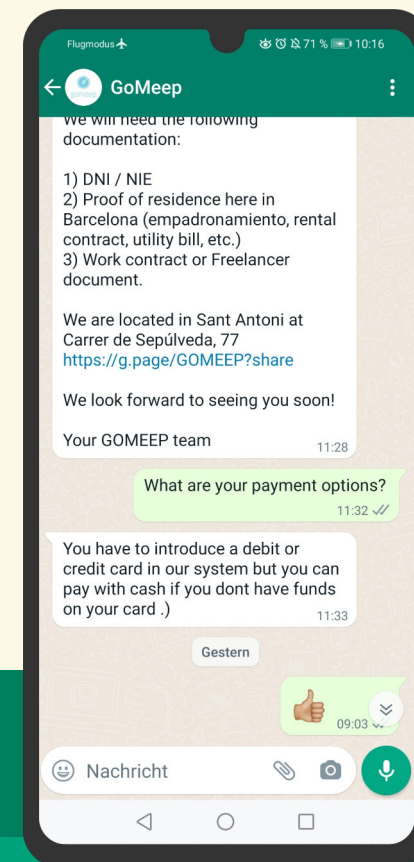
In Spain, a total of 91 percent of internet users between 16 and 64 years are on WhatsApp. It is therefore not surprising that e-mobility start-ups like GOMEEP also use the green messenger to communicate with their clients.

E-mail was too slow, and SMS did not give them as many rich media options as WhatsApp. On WhatsApp it is possible to send files, images, and you can even chat on the desktop, so it is also more flexible for clients.

For the first few years, GOMEEP used the simple WhatsApp Business version. However, as they pivoted their business towards the delivery industry, the regular WhatsApp business app was not able to manage all the incoming requests anymore. A more powerful solution was needed and GOMEEP decided to implement the WhatsApp Business API.

They started working with MessengerPeople to use the scalable WhatsApp Business API to integrate a chatbot into their business account who now answers frequent questions for customers and shows them where they can find more information. GOMEEP also decided to manage the whole customer verification process as well as service planning via WhatsApp as customers can upload their documents and images comfortably.

Realizing that the cost per acquisition on the WhatsApp Business API is smaller compared to the revenue generated by each customer using their WhatsApp service and that the conversion rate has improved, GOMEEP will continue using messaging apps as a powerful business driver while further growing their customer base.



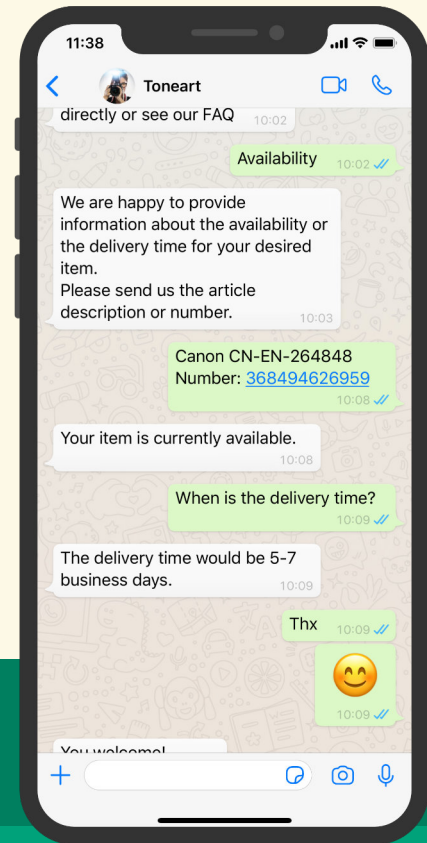
»We record noticeable **increases in sales** with our messenger service.«

Thomas Zeitz › Managing Director

24/7 customer service
with chatbot

Scalable
customer service

Increase in turnover
through direct sales



CHALLENGE

TONEART, an online shop for professional camera technology records 30,000 visitors on its website every month. Due to the complexity of the products, many people call for enquiries. Requests can not always be answered immediately. In addition, employees must also frequently answer recurring enquiries. This procedure causes high personnel costs and inefficient work.

SOLUTION

With the use of messaging apps like WhatsApp or Facebook Messenger, TONEART enables its customers to contact them at any time in an uncomplicated way. Service staff can take care of the processing of the request with a short time delay or the chatbot answers simple questions immediately. The virtual assistant accesses the database directly or guides the customer to the relevant website.

The leasing process for camera equipment also runs via the chatbot and accelerates this process.

Complicated questions from customers are distributed via the ticket system of the MessengerPeople solution to TONEART specialists, who then communicate with the customers in a direct chat. This saves time and leaves a professional impression on the customer.

With the possibility to send pictures, data sheets and instant links in the chat, TONEART can provide its customers with the relevant information that is a deciding factor for a purchase.

stylink

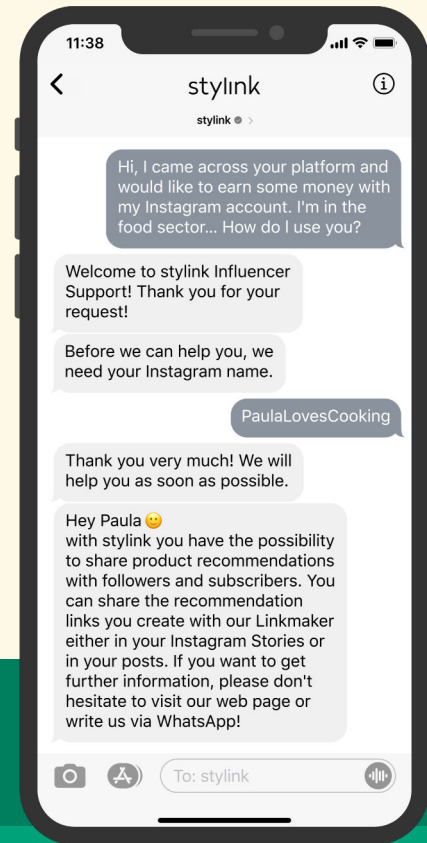
» Via iMessage, **we reach 100% of our clients** directly and there are **no additional costs** for sending messages or newsletters.«

Kara Dilling › Business Development Manager

90%
open rate

Over 60%
newsletter CTR

Lower
marketing costs



CHALLENGE

stylink, a German affiliate platform for influencers, has been expanding internationally, not only in Europe, but also into countries such as United States or Australia.

With the expansion outside of the Europe came also the question of what messaging service would bring them the most success with local customers.

Even though WhatsApp is the number one messaging app in Europe, stylink realized that they must approach every market individually, and make sure they could still reach as many customers as possible in the most convenient and direct way.

SOLUTION

When expanding to the United States, the stylink team decided to use iMessage for Apple users because it is one of the most common messaging apps in the country. By sending out push notifications/newsletters, they were able to keep the communication with the influencers personal and direct.

Since they were already using the Messenger Communication Platform for their WhatsApp service, setting up Apple Messages for Business was easy.

Unlike with WhatsApp, you don't need a local SIM card and phone number to register for the Apple Messages for Business service and can therefore start immediately.

The service also does not include any additional costs for sending newsletters and push notifications and there is no need to use pre-approved templates.

As a result, stylink has managed to continue their personal communication with the influencers at a lower cost.

The team offers support to their existing influencers and arranges onboarding calls with new ones.

The open rate of the messages sent to the influencers has been over 90% and the CTR of newsletters sent out via iMessage reached 60%.

In order to increase the user base of iMessage in the United States, stylink ran special incentive campaigns, promoted the service through regular e-mail newsletters, and implemented a direct iMessage button on the website.

Within only 2 months, the user base doubled.



TRANSGOURMET

»Through asynchronous communication we see an
increase in the efficiency and productivity
of customer service.«

Lukas Ratschke › Head of Project & Innovation Management

Increased
productivity

High
customer satisfaction

Professionalized
messenger service

CHALLENGE

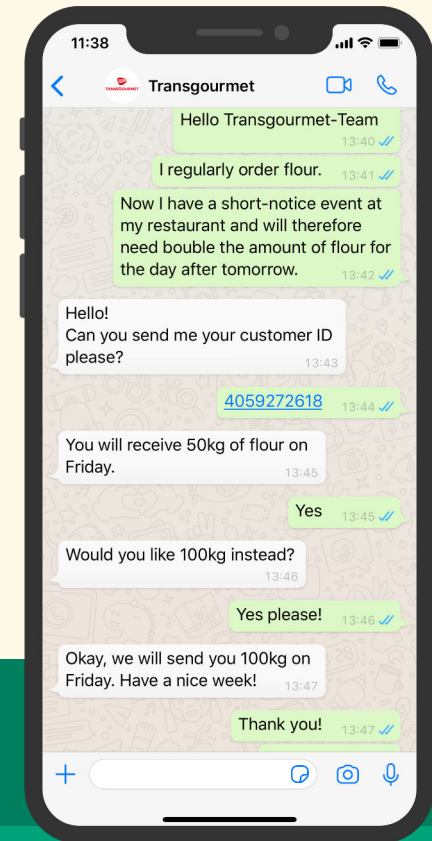
Customers of Transgourmet - second largest wholesaler in gastronomy and community catering in Europe, acting globally - cannot accept a considerable time delay. However, when picking up the phone, waiting times often occur or relevant data is not available at that moment. The customer and the productivity of Transgourmet's customer service suffer due to this.

SOLUTION

Before there was even an official WhatsApp service, Transgourmet customers have been already contacted the team via WhatsApp, using the mobile phone numbers of the employees. This was scalable and even compliant with data protection regulations. Transgourmet therefore decided on a professional solution with the WhatsApp Business API. With the help of the software solution from MessengerPeople, all WhatsApp customer enquiries have since been running via one telephone number and one system, so that all customer chats are centrally secured and everything is 100% GDPR-compliant.

Product information, availability requests, orders, cancellations or general service issues are managed by the WhatsApp service.

In addition, image dispatch is ideal for complaints. In contrast to telephone and e-mail, a lot of time is saved here.



Messenger Communication in **TOURISM**



Around 60% of Germans book their travel through a travel agency. At the same time, the number of digital offers is rising, which is increasing cost pressure in the tourism industry. With WhatsApp and Co, tour operators, travel agencies and hotels can digitize personal advice and service without sacrificing customer relations and loyalty.

Use cases of how tourism companies can use messaging apps:

› Individual travel advice

Personal advice in 1:1 chat including sending of photos e.g. of the hotel, links or individual offers.

› Chatbot for travel inspiration

Chatbot automatically asks customers for travel wishes and suggests first offer before a consultant takes over.

› Travel information via WhatsApp notification

After booking, customer receives booking confirmation, real-time flight information, etc. via WhatsApp.

› Advice during vacation

Vacationers can ask for tips on activities or similar queries via WhatsApp and receive exclusive offers.

› Cross- & Upselling

Direct contact with the vacationer before, during or after the vacation offers opportunities to sell additional services or offers.



»A phone call takes about 5-10 minutes,
a WhatsApp request takes only 2-3 minutes.
This **increases our efficiency** a lot.«

Christian Sroka
Head of Marketing
Heimathafen Hotels



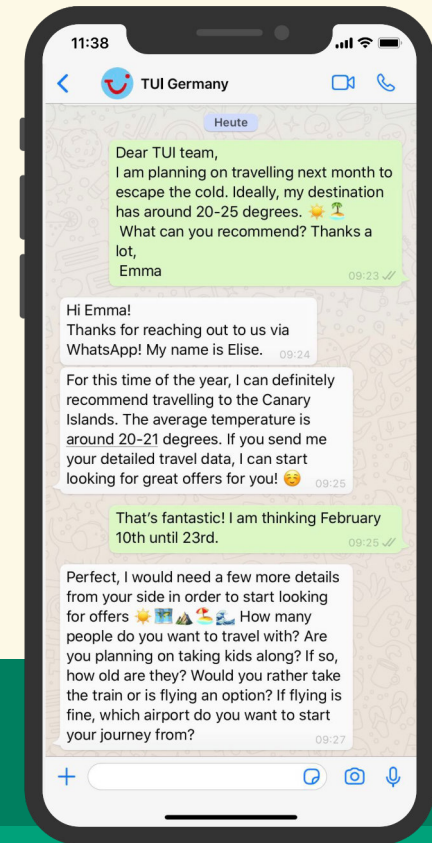
»Image and brand awareness are clearly the focus of the WhatsApp service. It is about becoming **visible and relevant to young target groups**.«

Christian Garrels › Head of Communications

More efficient processing
of inquiry volume

65% click-through rate
on links

Positive impact
on sales



CHALLENGE

In 2019, TUI saw the potential of WhatsApp as a direct and personal channel to communicate with their customers. However, from the beginning the team knew that they needed a professional and scalable solution to implement a WhatsApp service, as well as a good strategy to provide satisfactory service to their thousands of customers.

SOLUTION

With the MessengerPeople solution, TUI found a professional and DSGVO-compliant software solution. The company introduced WhatsApp to its customers step by step in order to get an estimate for the capacity requirements. After the test phase, TUI used all channels, such as social media, press, website, etc. to draw attention to the service. A dedicated WhatsApp service team was created to handle requests.

When processing enquiries, TUI uses an FAQ chatbot in the first step, which answers the most important questions immediately. A great help especially in the Corona pandemic!

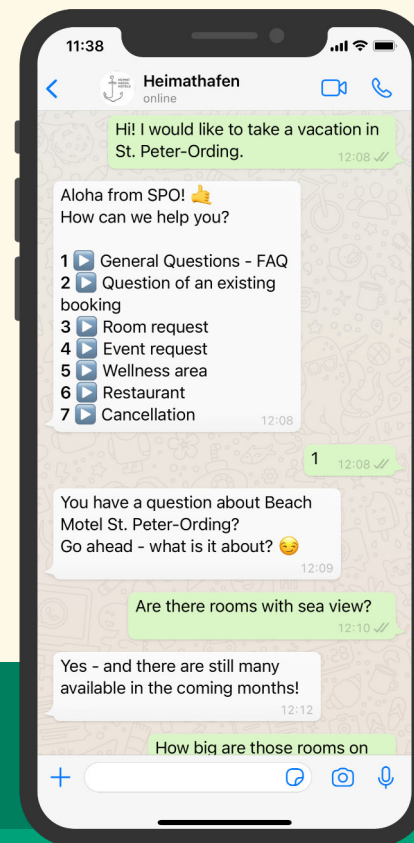
But even customers who are *only* looking for inspiration, first get help from the chatbot and receive appropriate information. If it becomes more specific, the TUI employees take over and provide individual advice and offers.

This service via WhatsApp enables TUI to handle several customer concerns in parallel and to process the volume of enquiries more efficiently.



»The WhatsApp service takes a lot of **work off our shoulders** in day-to-day work.«

Christian Sroka › Head of Marketing



60% of all enquiries
answered by the chatbot

WhatsApp most popular
customer channel

Over 50% less
processing time per request

CHALLENGE

The Heimathafen Hotels Group receives numerous e-mail enquiries every day. They wanted to reduce this effort and used a live chat option on their website. However, this live chat including a chatbot on the website did not provide a satisfactory solution, especially because the chatbot did not hand over to the human employee at the right time.

SOLUTION

With MessengerPeople, Heimathafen has transferred their chatbot from the website to WhatsApp and integrated it like a live chat on the website. This way, the contact remains in the WhatsApp chat history beyond the website visit.

Through the Chatbot Builder, the chatbot could also be optimized so that it hands over to a staff member at the right moment which increases the quality of service.

The reservations team manages the enquiries via WhatsApp centrally for all 5 hotels.

A team of 10 employees answers incoming enquiries as individual agents in the Messenger Communication Platform and are supported by the chatbot.

The bot mainly answers recurring questions and thus relieves the customer service team, the email inbox as well as the hotline.

In the meantime, WhatsApp is not only used for classic queries about spa offers or opening hours, but also for booking of rooms or additional services.

Messenger Communication for **INSURANCE COMPANIES**



In addition to the increase in number of insurance companies, there are also an increasing number of online comparison portals today. Insurance companies not only come under price pressure, but also have to face customers who repeatedly point out problems with accessibility. Messaging apps like WhatsApp can ensure that customer contact is very personal, and much more efficient.

Use cases, how insurances can use messaging apps:

› **Customer Advisory Service with First-level Chatbot**

Simple first-level chatbot can capture initial standard data and, on the basis of this input, can already suggest initial products or hand them over to the customer consultant.

› **Automated Damage Report**

Customers use WhatsApp & Co to report the damage with pictures. A chatbot asks for all necessary information.

› **Reminder Service**

Customers are reminded via WhatsApp notification about tariff changes, contract periods, due dates, deadlines or missing information.

› **Simple Exchange of Documents**

Via messaging apps documents such as identity documents, forms etc. can be exchanged easily.



»Thanks to the
WhatsApp service,
our contact with
customers is now
**even better and
more effective.**«

Tobias Rußmann

Founder and managing director
Klaus Versichert

ADAC

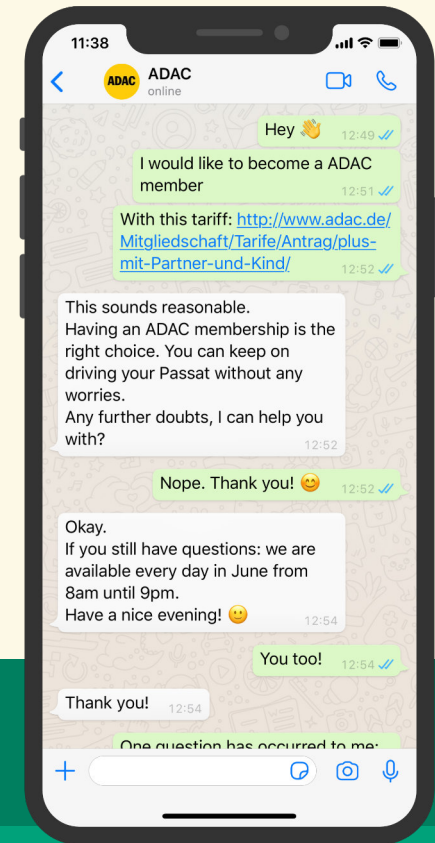
»Image and brand awareness are clearly the focus of the WhatsApp service. It is about becoming **visible and relevant to young target groups**.«

Christian Garrels › Head of Communications

140,000
messages exchanged

20 million impressions
in six weeks

Only 35%
of conversations about cars



CHALLENGE

The ADAC was founded in 1903 and is the largest traffic club in Europe with 21 million members. It promotes the private and professional mobility of its members and their families. For the ADAC, the question arose on how it could address the younger target group more effectively and create a relation.

SOLUTION

Users can utilize WhatsApp to ask the ADAC all kinds of questions about traveling by car, insurances etc. A community team from the ADAC answers the questions directly and personally in a 1:1 chat with help of the MessengerPeople solution.

ADAC, together with the MessengerPeople partner agency RCKT, created a very unique marketing campaign for the new WhatsApp service which went viral.

The campaign was called *Don't call mum, call ADAC* and included YouTube videos, Facebook & Instagram Ads, its own landing page and influencer cooperation.

They received 58,000 messages within six weeks which were handled by 20 ADAC experts, 14 hours per day. Relationship with the target group intensified, also due to the fact that the team answered all questions received from a varied range of topics.

Messenger Communication for **PUBLIC INSTITUTIONS**

Today, citizens want fast and reliable information from public institutions such as government departments, agencies, offices or state-owned companies.

In general, and especially under the circumstances of high public relevant topics like Covid-19, it became obvious that telephone hotlines are fast overloaded and e-mail and social media doesn't reach all social classes.

Messaging apps such as WhatsApp are widespread, fast and direct. They are therefore the ideal solution for governments to ensure direct communication with citizens.

**Use cases,
how public institutions can use messaging apps:**

› **Digital consultation hour**

Citizens can get in touch with the public organization or government in a 1:1 chat for individual concerns.

› **Information Service via Chatbot**

The chatbot answers all FAQs about the current issue and hands over to a human agent when it cannot answer the question.

› **Information Alert via Notification**

Citizens can opt-in to receive notifications about really important information.

› **Fact Checking via WhatsApp**

With the special solution *ThatsFact* from MessengerPeople, companies can run professional fact checking via WhatsApp and thus support their citizens in not spreading false information.





»The chatbot can answer
FAQs. So we have **more
time to respond to
personal concerns**
of our citizens.«

Alexander Zeyer
Government Spokesman
State of Saarland



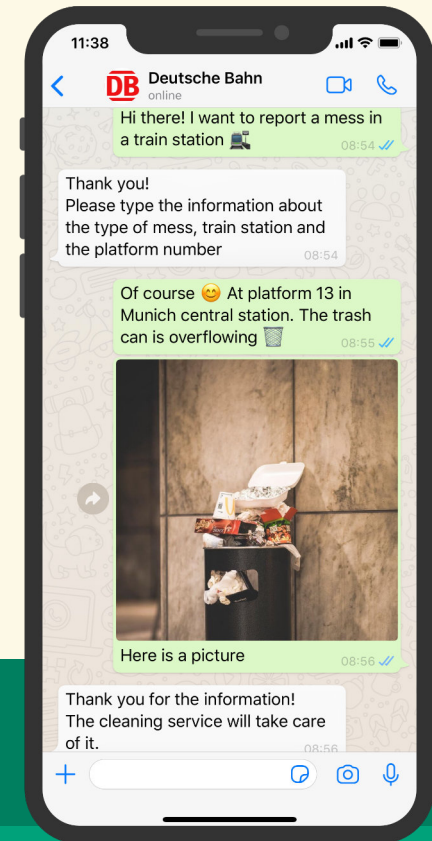
»We get **consistently positive feedback**
on our WhatsApp filthiness reporting.«

Deutsche Bahn AG

+200 train stations
offer WhatsApp service

Passengers appreciate
fast service

Only positive
feedback



CHALLENGE

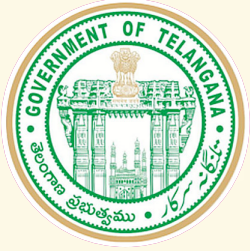
Every day millions of people use the nationwide trains and stations from the leading transportation provider in Germany. This also leads to garbage accumulation that must be cleaned. For Deutsche Bahn, the question arose, on how they can give their customers an easy and convenient opportunity to report filth and garbage accumulation.

SOLUTION

The team set up WhatsApp services for the various regions in Germany to ensure efficient handling.

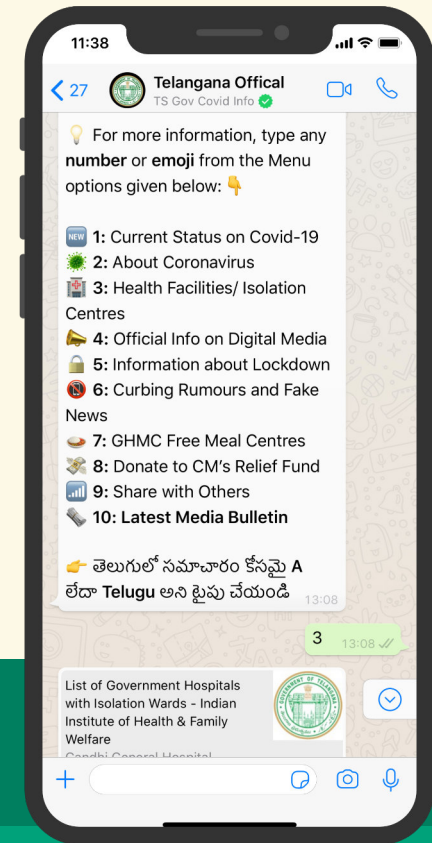
WhatsApp's filthiness reporting service gives Deutsche Bahn customers the chance to easily report filthiness in stations or on trains via chat messages or images. After the customer has reported the location and type of filth, he or she receives a confirmation stating that the cleaning service will take care of the removal.

Once the garbage has been removed, the customer receives a short message that everything has been cleaned and can rate the degree of cleanliness.



»Fighting the spread of fake news around Covid-19 and keeping our citizens always informed is the **key concept of our WhatsApp chatbot.**«

Sri KT Rama Rao › Minister for IT, Industries and MAUD



Real time
Covid-19 information

Successful
fighting fake news

Fast & 24/7 service
through chatbot

CHALLENGE

There are many uncertainties and questions around the Covid-19 pandemic and the symptoms of coronavirus. The aim of the Telangana State Government is to keep its citizens constantly and accurately informed about the current Covid-19 situation and to fight the spread of fake news around the coronavirus.

SOLUTION

To reach every citizen in the best possible way, the Telangana State Government decided to use WhatsApp. As it was clear that many requests would be received, the government introduced a chatbot at the very beginning.

The chatbot is set-up in English, in the official state language Telugu, as well as in Urdu language. It starts with a simple preset message and opens an extensive menu, informing the user about the current status on Covid-19, lock-down measures by the Telangana State, more details about health facilities and isolation centers, typical coronavirus symptoms and a lot more.

The extensive chatbot was designed and implemented by MessengerPeople.

Via the Chatbot Builder integrated in the software, it can be easily adapted at any time.



» This **exciting mobile learning opportunity** will aid users with the right tools needed to market themselves on Facebook.«

Gavin Weale › Founder

Learners spend one week with the chatbot

1,400

completed topics

100,000
sent messages

CHALLENGE

Especially in times of Covid, many young people in Africa didn't have access to education and the skills to use digital devices and digital platforms.

The NGO Digify Africa wanted to minimize this problem and provide easy access to all helpful and needed information about digitalization and social media.

Referring to that they wanted to create a digital learning platform that everybody can access even with limited Internet connectivity.

SOLUTION

Due to the widespread of WhatsApp in Africa and easy access, they built a WhatsApp education chatbot.

The chatbot called Naledi helps people with every age to gain knowledge with different interactive tools and low-data-costs.

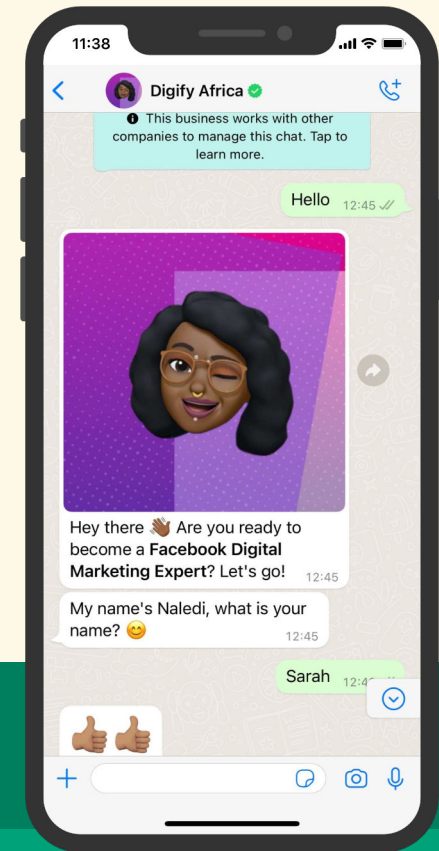
Digify Africa used for the implementation of the chatbot the WhatsApp Business API.

By designing the chatbot the company got support from full service digital marketing agency and MessengerPeople's partner Techsys Digital.

The chatbot offers quizzes, study groups for further education and motivation, you also can get help from an expert content moderator and all this with minimal effort. It also contains its personal stickers, voice messages and animated recaps.

Additional it is technically up to date with the new WhatsApp Features like Buttons, Keyword Recognition and Push Notifications.

Moreover, a gamified layer allows users to collect badges, relied on your achievements, track their progress and compare against others on the leaderboard.





Industry Solution ThatsFact

ThatsFact is a special solution for Fact checking organizations, companies etc to provide a fact checking service to their customers on WhatsApp & Co.

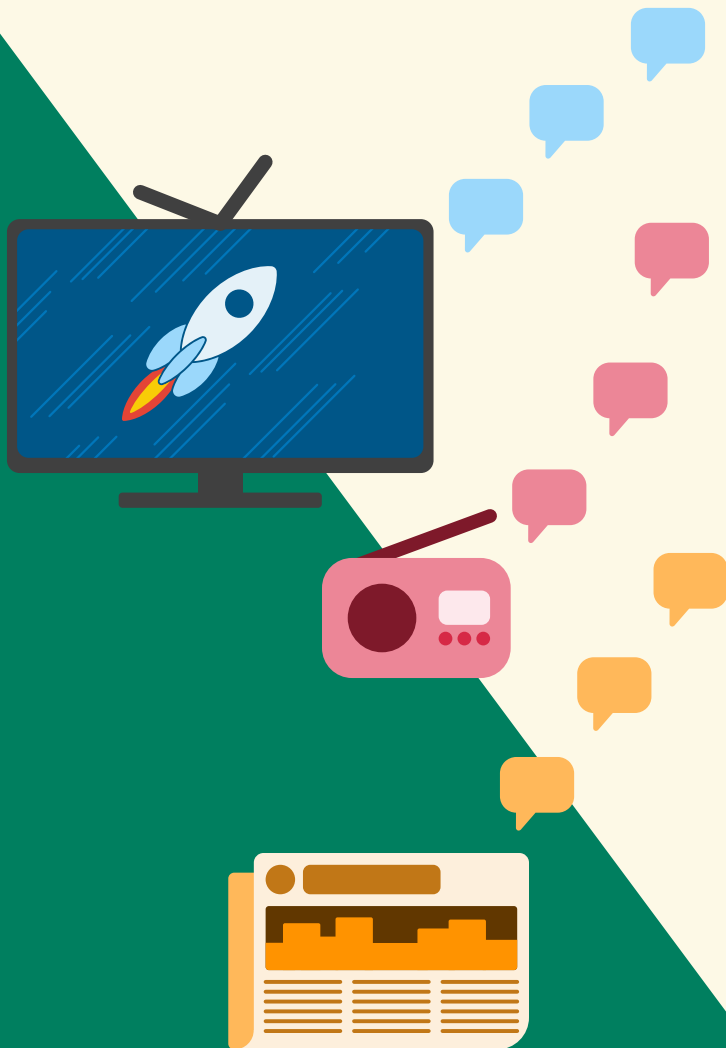
It was created as part of a WhatsApp initiative to reduce misinformation on the end to end encrypted messaging platform.

The platform enables the team of fact checkers to review links and questions, group them into claims and provide a range of opinions to the public in a scalable and professional way via WhatsApp & Co.

How ThatsFact works

- › Fact Checkers receive all WhatsApp messages centrally in one interface
- › Every incoming message is qualified by keywords
- › Videos and pictures are automatically scanned for their authenticity
- › For recurring requests, relevant suggestions for answers are made on previous answers or content previously entered to the research database (e.g. via RSS feeds)

Messenger Communication for **MEDIA**



For private, public media as well as publishers, every reader counts. Due to the large number of media companies, it is no longer enough just to offer good content. It is also essential to get in direct contact with your readers. With the help of messenger communication, interaction is uncomplicated and above all takes place in a closed room - without trolls.

Use cases, how can Media use messaging apps:

› Content Generation

Readers get the option to send their story ideas, impressions of an occasion or images of an event to the editorial department.

› Content-on-demand

By sending keywords, readers automatically receive the latest news on the topic relevant to them - exactly when they need it.

› Sweepstakes and interactive Campaigns

Readers are invited to enter the competition via an article or radio clip and participate via WhatsApp messages.

› Fact Checking via WhatsApp

With the special solution *ThatsFact* from MessengerPeople, companies can run professional fact checking via WhatsApp and help their readers to identify false information.

› Partially Automated Reader Service:

Frequently asked questions can be answered by an FAQ bot and chatbots can also be programmed to take care of standard dialogues or pre-qualify readers' requests.

› Subscriber Service

Subscribers can use messaging apps to change their membership, submit address changes or bill queries. .



»Our subscriber numbers for the messenger service have risen to **over 20,000 users within 4 weeks.**«

Nils Kinkel

Editor and Project Manager
NDR Info Radio



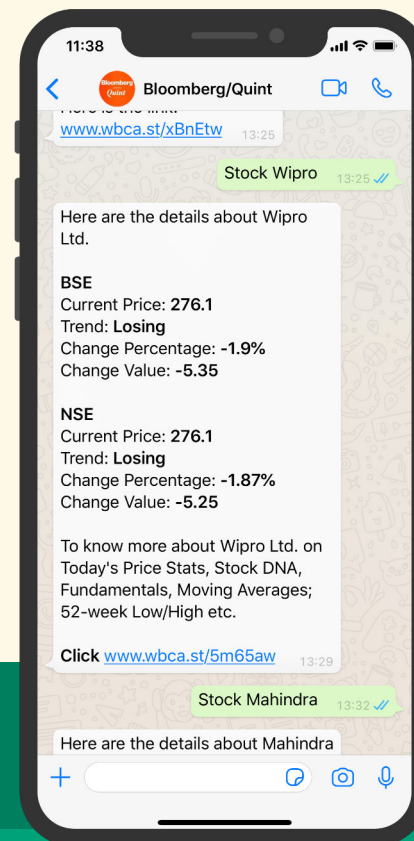
» Our WhatsApp service has become a lifestyle. A large part of our audience uses our stock bots to make faster business decisions.«

Ankit Dikshit › Digital Marketing & Readers Experience

WhatsApp News
with highest click rates

Users read
+30 news articles / month

+225,000
active users



CHALLENGE

Readers of business news in India have busier schedules and a higher average need for curated content. The objective for Bloomberg Quint was to find a partner who could fit the product needs and deliver a seamless experience for their users to provide them with the right content at the right time.

SOLUTION

To fulfill the wishes of their customers with relevant content Bloomberg Quint together with MessengerPeople developed a real-time financial market information service via WhatsApp.

The service provides the user all current news via a keyword search. For example, a user sends the word "Wipro" and receives the latest stock price and other information on Wipro. It gives the reader the possibility to request needed information right at the time he needs it via his favorite communication channel.

The WhatsApp channel is therefore connected with the news database of the media house. Chatbots have been developed for general news as well as for the stock market news. The overall array of features of the MessengerPeople solution made it easy for customization and implementing chatbots.

Messenger Communication in **BANKING**

From private banks, to credit institutions, online banks or brokers – everyone claims customer centrality. In reality, however, banks are increasingly struggling with the closure of local branches, overloaded hotlines and a flood of e-mails.

Messenger Communication offers banks an easy way to offer customer-centric service and also digitize their service beyond e-mail support or website contact forms. The use of official messaging app solutions also gives banks the opportunity to offer a messenger service under certain privacy conditions. .

Use cases, how can banks use messaging apps:

› Personal Customer Service

Customers can receive personal advice and information without having to book an appointment.

› Automated financial advice (e.g. loans)

In the case of a loan, a chatbot asks the customer the required questions (amount, the term of the loan, etc.). When all questions are answered, the customer confirms that he wants to receive a credit offer.

› Partially Automated Customer Service

A chatbot can answer FAQ bot or take care of standard dialogues or pre-qualify customer needs.

› Important Information via Push Notifications

Customers get WhatsApp notification as a reminder for appointments, payment requests, loan repayments or in case of irregularities in their account transactions.



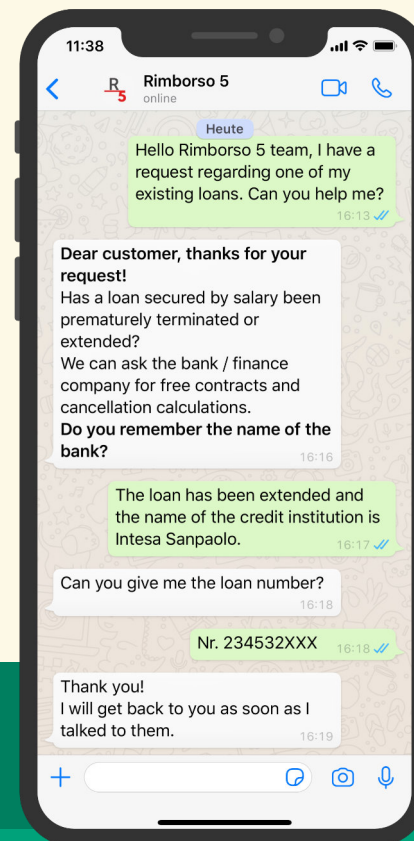
»WhatsApp was **easily integrated** in exciting infrastructure through the API. We appreciate the **simplicity** of the channel.«

Rimborso Quinto

Better
response rate

Higher
conversion rates

Positive
economic effects



CHALLENGE

Rimborso Quinto is a Italian credit counseling service. It offers advisory and complete administration of the procedure for obtaining loans based on the customers' salary.

The question Rimborso Quinto was facing on how to make customer communication even more efficient, for example in terms of fast answers for customers or conversion to new business.

SOLUTION

Rimborso Quinto decided to leverage the WhatsApp Business API through the MessengerPeople software solution to introduce WhatsApp as a service channel.

They decided on the following way to implement the service among their customers:
After the first contact on the Facebook page, users receive a WhatsApp notification, automatically from the system where the user is invited to get into a 1:1 chat with an adviser. Users can also enter a WhatsApp Chat through the WhatsApp button on the Facebook page.

The customers accept the service very well. For example, thanks to WhatsApp and the Messenger Communication Platform, Rimborso Quinto has been able to greatly improve its customer communications in terms of response and conversion rates, with important economic results below the line.

Messenger Communication for **HUMAN RESOURCES**

Shortage of skilled workers and young talent in the labor market now affects almost all industries. Companies and organizations must not only reach the best applicants, but also recruit them quickly and efficiently. With Messenger communication, recruiters are directly in the phone book of potential employees and can significantly accelerate the recruiting process through direct and fast communication.

Use cases of how recruiters and HR departments can use messaging apps:

› Job counseling

A chatbot creates a qualification profile with applicants or the HR team provides individual counseling via chat.

› Job search / job alert

Applicants receive information about open positions and job descriptions via WhatsApp on request or via WhatsApp notifications.

› Application via messaging app

A chatbot automatically requests all the necessary information for an application and passes it on to the recruiter.

› Applicant management

Inquiries about the status of the application, making appointments or missing information are clarified via messaging.

› Onboarding

A chatbot answers the most common questions about the company for new employees.





»Up to **70% of applicants apply via WhatsApp.** The dropout rate in the chatbot is very manageable.«

James Groh
Digital Coordinator
Manpower



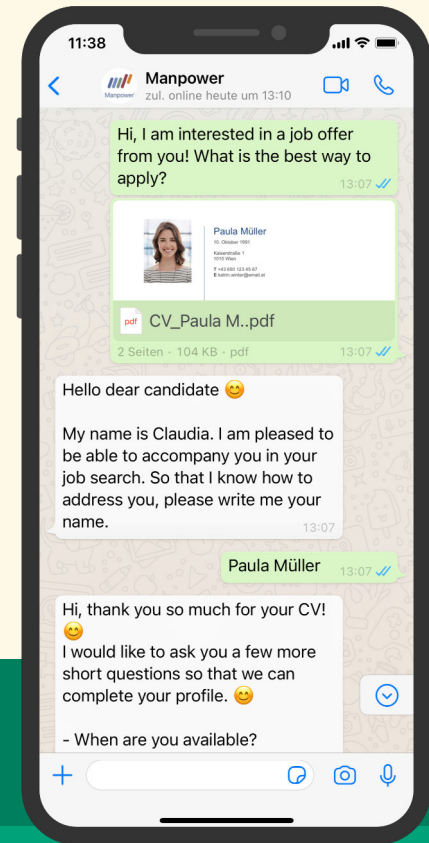
»For us, the advantage of WhatsApp & Co is above all the **low entry hurdle** and the possibility of individual chats with customers.«

Kerstin Marci › Marketing Manager

Every third candidate
applies via WhatsApp

Significantly better
response rate

Time savings
in the recruiting process



CHALLENGE

ManpowerGroup Germany recognized very early that the key to successful recruiting is to get into a dialogue with applicants. Therefore, it was obvious for the company to use WhatsApp - the most popular communication channel, for its applicant communication.

SOLUTION

Via MessengerPeople's Messenger Communication Platform, the Manpower Group Germany implemented WhatsApp as a direct application channel as well as a channel for queries.

The application process is partially automated:
The applicant is guided through the recruiting process with the help of a chatbot.

The chatbot automatically requests and collects all the important parameters for the job posting from the applicant. The recruiting team then uses this information to continue the process.

Queries or further steps, such as an appointment for an interview, are also clarified on WhatsApp.



MESSENGER COMMUNICATION HEROES

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messengerpeople

THE SPECIALISTS
FOR MESSENGER COMMUNICATION







»We recommend MessengerPeople because things are done promptly, with high quality and **the system works 100%**.«

Albert Rösch

Head of Service Consulting
BMW AG Munich Branch

The Solution for your Messenger Success Story

No matter if marketing, customer service, consulting or notification!
Whether manual, partially or even fully automated – with the Messenger Communication Platform you can perfectly manage your customer communication via WhatsApp and Co!



Unified Messenger solution



GDPR compliant



Multi-agent ticket system



Role & rights management



Desktop solution



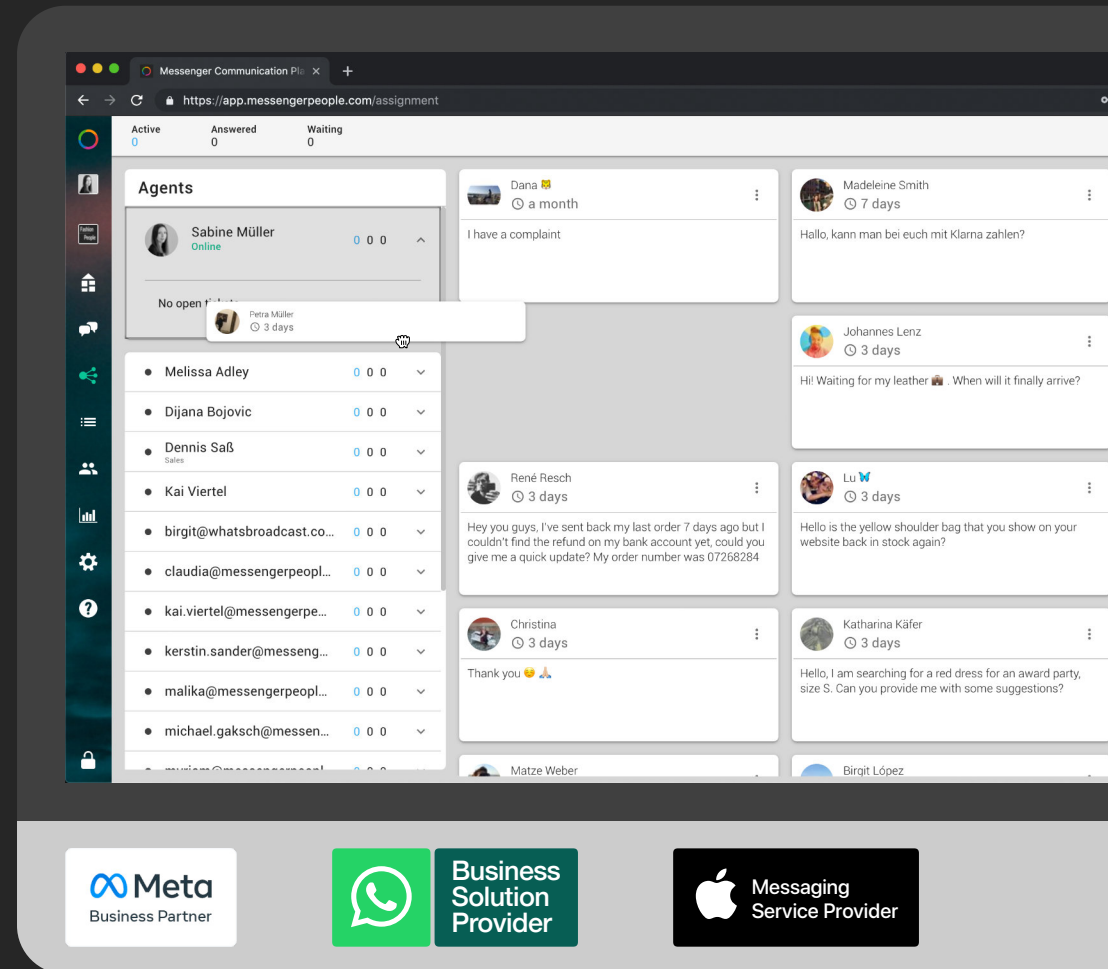
Ready to use



CRM interface



Chatbot Builder





»The **Messenger Communication Platform**
offers all features for efficient and professional
customer service via WhatsApp & Co.«

David Kurzmann
CEO & Co-Founder
Women's Best



You want to know how you can leverage
WhatsApp & Co. for your business?

Schedule a personal live demo
with our messaging experts!

[Schedule live demo now](#)

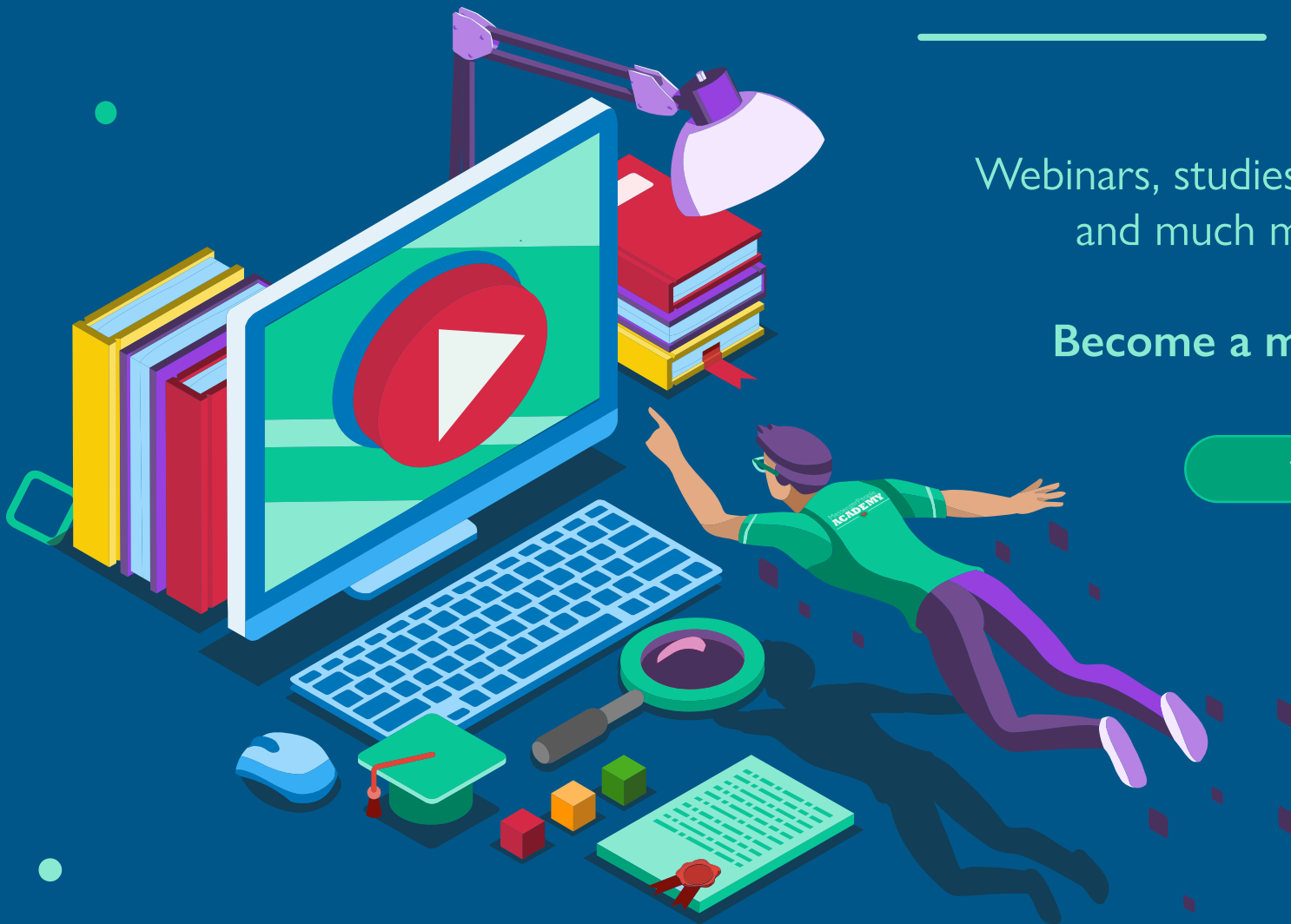
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