

# WhatsApp Business Solution

by

# ACL



# Deliver an enhanced customer experience with WhatsApp Business



In January of 2018, WhatsApp launched its business app, and now there are more than five million businesses using it to support customers, grow their businesses and serve their communities all over the world.

This is an important step as nearly 90% of consumers want to message with businesses, so companies large and small can't afford to be left behind. This got us excited and now ACL is the official WhatsApp Business solution partner to help businesses make instant customer connections. We commit a super easy, and quick on-boarding process to ensure businesses can focus on what matters most to them and leave the rest to us.

# Connect with customers where they already are



1

## Rich Text Messages

Add more context to your conversations with multimedia communications. Media sharing available; PDF ,DOC, PPT, XLS, JPG, JPEG, PNG, AAC, MP4 , AMR, MP3 , and OPUS.

2

## Two-way Communication

Use business messaging for interactions and not just for push messages. Answer product or customer service questions with an option to set automated responses.

3

## End to End encryption

WhatsApp verifies all business accounts, your customers are assured it's not an imposter on the other end when they opt-in to connect with you.

# ACL's Rich Media Platform Capabilities

## Functional

Easy to integrate and implement.

Campaign Management, Template Management, File Handling, and MIS.

Opt-in functionality (ACL can help manage opt-ins).

## Robust

Multi-language support.

Rich media support.

Protocol support – HTTP, and FTP.

## Reliable

High availability - 99.99% platform uptime.

Secure platform with authentication and audit trail.

Enterprise-grade security is built into our products by default.

## Graphical Interface

Intuitive GUI for scheduling messaging and file upload (txt, xls, csv).

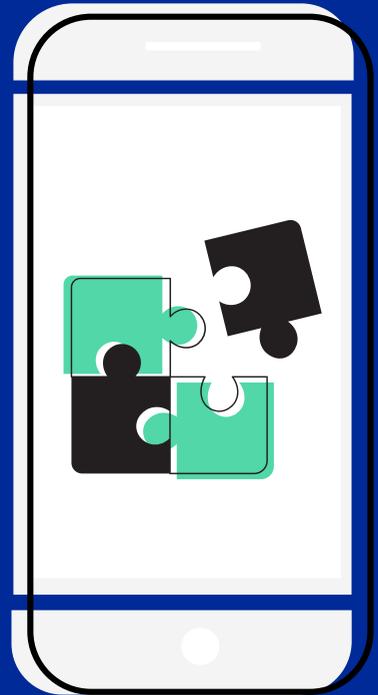
Efficient Dashboard and report center for comprehensive analytics



# Why ACL?

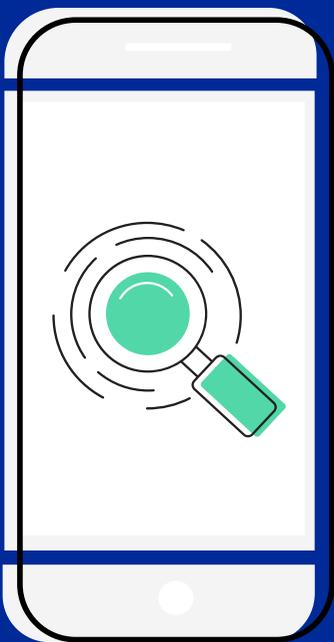
## Super Easy On-boarding and Integration

And, no need to panic. We have got you covered with a quick and easy on-boarding, and integration process. Our infrastructure supports; Campaign Management, Template Management, File Handling, MIS, and Opt-in functionality (We can help manage opt-ins).



## Secure and Reliable

We understand how important it is to keep the conversation going. Thus, our platform offers high availability with 99.99% up time. ACL's platform is 100% secure with authentication and audit trail and supports end-to-end encrypted messages between entities.



## 24/7 Support

We provide 24/7 support to ensure business continuity while we ensure a seamless hand holding process for our customers to stay ahead of the competition.



# About Us

ACL is a leading provider of communications platform to businesses. Our platforms enable large and leading enterprises to engage customers over multiple channels including; **SMS, Voice, Email, WhatsApp and Notifications** with **rich and intelligent** communication services. For more information, visit; [www.aclmobile.com](http://www.aclmobile.com)



To get started with WhatsApp for Business,  
write to us at  
[marketing@aclmobile.com](mailto:marketing@aclmobile.com)