

# WhatsApp

**Alvaria Public Cloud™ CX now has built-in support for the social messaging channel, WhatsApp. WhatsApp is a free, multi-platform messaging app that lets users send and receive messages and phone calls for free, if they have an internet connection.**

**WhatsApp was founded in 2009 and has grown to become the largest multi-platform messaging app in the world, leveraging compatibility on mobile, web, and desktop. In the United States, data and text plans are billed through a carrier plan, which is different than the rest of the world. For all other countries and continents, WhatsApp is the best messaging option available, providing messaging and international calling services at no charge to users with internet service.**

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## KEY DIFFERENTIATORS FOR ALVARIA

### The Largest Messaging App in the World

WhatsApp boasts more than 2 billion users worldwide, in over 180 countries; 75 million in the United States. It's estimated that over 1 billion people use WhatsApp daily. In many countries, WhatsApp is the main form of mobile communication; especially for countries in Latin America. With WhatsApp being so popular, many Alvaria client customers request to be contacted through WhatsApp. More than 65 billion messages are sent every day on WhatsApp. Join today and provide fast, conversational support that resolves issues faster than traditional channels.

### Improved Customer Self-Service

Give customers the control and convenience they expect with self-service options via WhatsApp and digital, AI-fueled natural language understanding solutions. Send important notifications and deliver trusted, cost-effective customer care from your WhatsApp account. Easily connect with your customers on their mobile devices with two-way conversations that improve audience engagement and deliver a better customer experience. Send transaction confirmations, shipping updates, appointment reminders, account updates, and more. Our self-service solutions reduce customer effort, empower agents with more information and provide you with tools to help you measure and improve customer interactions and create amazing experiences.



## Deployment Availability

Alvaria supports text capabilities on the Alvaria Public Cloud™ CX, with integration plans for Alvaria CXP™ 20 Cloud and Alvaria CXP 20 Premise in the near future.

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## KEY FEATURES

- Messages to Alvaria Self-Service or Live Agent
- WhatsApp End Users can push URLs in a clickable link format
- WhatsApp End Users can send Images
- WhatsApp End Users can send Audio/Video files
- WhatsApp End Users can send Attachments
- WhatsApp End Users send Emojis
- WhatsApp End Users can send GIFs
- WhatsApp End Users can send self-recorded Voice messages
- WhatsApp End Users can send Map Location – Current Location Info

### About Alvaria™

Alvaria helps organizations efficiently manage and engage the modern workforce and connect compliantly with customers and prospects. Our open, innovative multi-platform is purpose built for two core competencies; a feature-rich, intuitive, and intelligent workforce engagement management platform, and a multichannel proactive compliant outreach platform. Alvaria, the product of the merger of world leaders - Aspect Software and Noble Systems - is proudly celebrating 50 years in business reshaping customer and employee experience. ALVARIA. Reshaping Customer Experience™.

