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SEAS
Consulting

Your RegTech Partner

Automation on configurable WhatsApp message to variable contacts lists

WhatsApp Automation for Marketing

Problem Statement

As one of our MSME Partners started to grow, there was an immediate requirement for multiple WhatsApp campaigns for their new product and services. Budgeting was a constraint due to the approaching financial year ending and the organization could not undertake a big expense. Keeping the problems in mind their Marketing Team was sending individual templated messages to each of their prospective contacts based on the campaigns.

Issues Identified

Issues identified during the Discovery Phase of the requirement:

- *Company could not a large expense as system development cost*
- *Each campaign was different and the targeted contact was a variable based on requirements*
- *The organization was desperate for an immediate solution that could manage the bulk messaging as it was affecting the productivity of the Marketing Team*

Solutions Provided

- ✓ Automation Team at SEAS scripted a configurable platform to manage the variable campaign and contact
- ✓ The platform was completed within a single day and configured on the client's internal server to be accessed by all employees

Note: *Contact SEAS Consulting for automating your processes*

Benefits Realized

1. *All campaigns that was to be managed by 5 team members for a month was handled by only 1 employee*
2. *Removed the dependency on in-dept process knowledge for each campaign as templates could be prepared*
3. *Variable contacts could be mapped against each campaign saving time on sending each message*
4. *Mistake-proofing against duplicate messages being sent to the same individual*