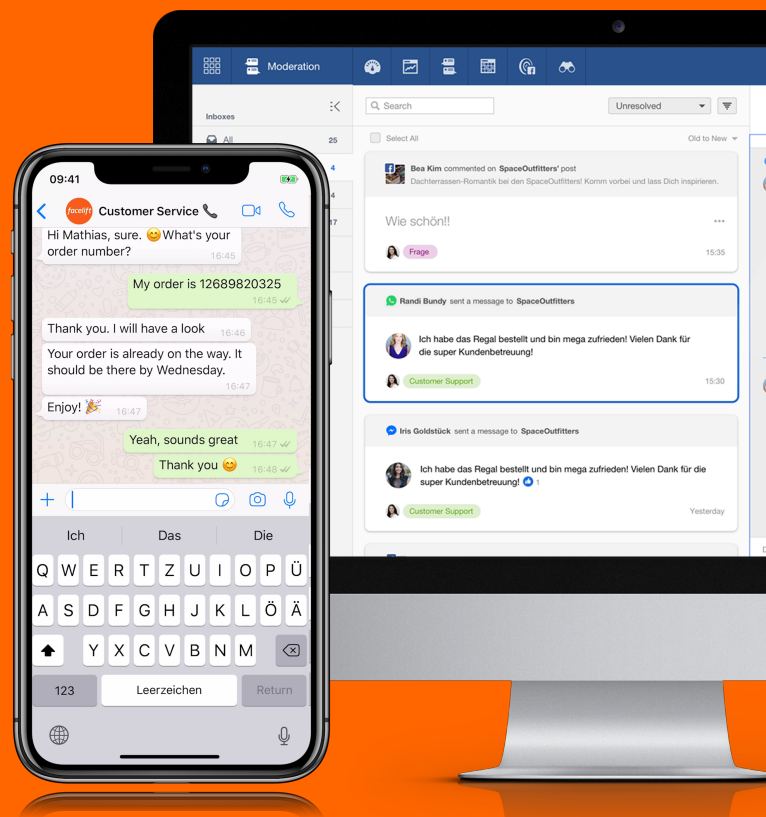


PRODUCT SHEET

Whatsapp Business

API for Facelift Cloud

Spring 2019



Feature Summary

Unique B2C channel:

- 100% individual customer service
- Turn questions into conversations
- Deliver important information quickly

Highest security:

- WhatsApp is end-to-end encrypted
- Facelift Cloud is ISO 27001 certified and processes data according to the German Banking Standard.

Excellent flow of information:

- Reach your customers easily with WhatsApp
- Customers check WhatsApp frequently for new messages
- Customers receive information in a comfortable way

Seamless integration:

- WhatsApp is perfectly integrated with Facelift Cloud
- Workflow optimizing features for WhatsApp
- Create individual messages quickly and easily

Warning and tagging systems:

- Tags and warnings based on content
- Perfect for prioritizing messages according to urgency and content
- Notifications for new incoming messages

The New Way to Master Customer Care 2.0

Your Communication Channel for Customer Care 2.0

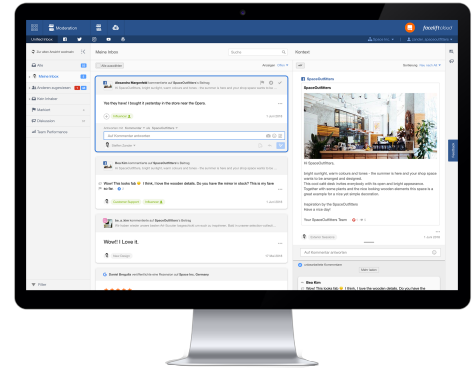
Customer Care with the WhatsApp Business API - swift, individual and secure.

Messaging has become one of the most important communication channels for customer service. The WhatsApp Business solution will be an excellent addition to your already existing support channels, as WhatsApp allows you to incorporate the first true B2C channel for your customer care.

Currently, over 1.5 billion people use WhatsApp. Due to continuous accessibility, WhatsApp holds an enormous potential for customer communication. Keep your customers up to date with important notifications and receive their feedback so you can provide great customer support.

Your customers can start a conversation with your service team directly from their private phone. Your team can handle this conversation like any other through Facelift Cloud. WhatsApp's comprehensive end-to-end encryption provides secure transmission of customer data.

With the professional business platform Facelift Cloud, you can make use of the access to the WhatsApp Business solution to provide a unique customer care experience.



Facelift Cloud takes care of technical integration, administration and security

Why should you use Facelift Cloud to integrate the WhatsApp Business solution into your customer service?

Implementing and using the WhatsApp Business API on your own will be a challenging thing to do, because it has some very strict technical guidelines that have to be fulfilled.

End-to-end encryption and the versatile API connection are key benefits of the WhatsApp Business solution for your customer care. But these benefits also lead to very high technical demands for your company, if you want to use the WhatsApp Business API for your customer communication.



To maintain the end-to-end encryption, your company would need its own encrypted server to host the WhatsApp Business solution. The WhatsApp encryption requires that both participants of a conversation have to receive and send all data entirely encrypted. In case of an API update, you would need to adapt the changes to your version of the WhatsApp Business API to ensure its functionality and the secure transmission of customer data. Facelift takes care of these and many other technical requirements for you. We set up a virtual server for you, ensuring function and keeping it up to date.

Facelift Cloud also helps you manage and administrate your WhatsApp Business API profiles. You may decide who may use this channel and in which way. Many automatic features, such as warning and tagging systems, make it easier for you to meet your high standards of individual and swift customer service.

And of course, with Facelift Cloud, you can also maintain and manage all your other customer communication channels. Our all-in-one tool saves you a lot of time when creating a post and answering customer inquiries. Find out about all advantages of our platform with your Facelift contact person.

WhatsApp Business API adds many useful features to WhatsApp

The WhatsApp Business solution focuses on customer care. You can receive messages from your customers and within 24 hours you can respond with an individual message to support your customers and solve their problems.

At the end of the 24 hours, you have the opportunity to use a message template at any time. WhatsApp has set high-quality goals for these templates and will review and approve these paid templates before you may use them.

WhatsApp wants all messages to customers to be as meaningful and useful as possible. This way you can primarily contact customers who are looking forward to your information, have already been in contact with you or are already interested in one of your products. Increase the quality of your customer service by sending the right information and incentives to your customers at the right time.

Facelift Cloud helps you to use the WhatsApp Business API swiftly and efficiently. Our system keeps you up to date with the time remaining for sending an individual message. To answer with an individual message within 24 hours, you may use all the features of Facelift Cloud as usual. Including, for example, your own response templates that you already use for other customer communication channels in Facelift Cloud.

If you want to contact customers upon expiry of the 24 hours, you can conveniently use the paid message templates of the WhatsApp Business API. Once WhatsApp has approved the template, you can use them to answer your customers. Facelift Cloud handles the transfer and billing of your templates so you can focus on your customers' needs.

In the Moderation of Facelift Cloud, you can filter which customer communication channels you want to view and supervise. Optional notifications about new WhatsApp messages will help you to never miss any message. And with our automated tagging system, you can prioritize messages based on their content.

Key Benefits of the WhatsApp Business API integration in Facelift Cloud:

1. **Individual and personal:** customers can start a conversation with your service team directly from their private phone.
2. Use the **first real B2C channel**
3. **Individual service, but comfortable and time-saving with the features and systems of Facelift Cloud**
4. **Facelift Cloud takes care of technical administration and development**
5. **Reliable and absolutely secure:** Facelift Cloud ist ISO 27001 certified and processes data according to German Banking Standard.

About Facelift

With more than 250 employees and over 2,000 global customers, Facelift offers the world's leading social media marketing technology from Europe. With Facelift Cloud, Facelift offers a multi-certified software solution with all components for professional social media marketing at the enterprise level.

Facelift Business Hub is fully hosted in Germany as a SaaS (Software as a Service) system and is ISO 27001 certified, thus meeting the highest IT security standards. Facelift is part of the official Facebook Marketing Partner Programme and Instagram Partner Programme.

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