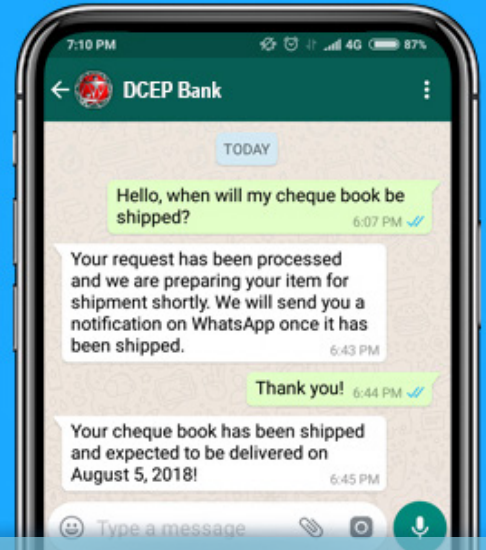


Extend your Talisma Digital Channel reach with WhatsApp



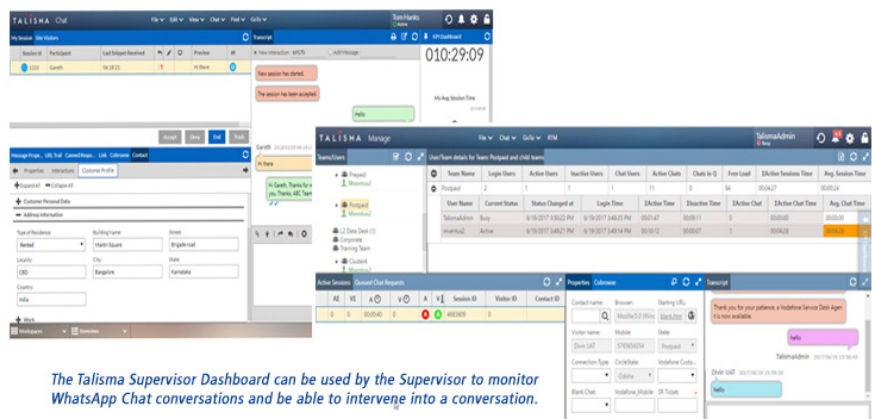
Channel Overview

WhatsApp is a channel that is built fundamentally on trust, safety and privacy. One of the reasons why so many people use WhatsApp is because it's spam and advertisement free. To this day, users have only been able to receive messages from the people they care about, and WhatsApp guarantees that their messages are secure and encrypted so nobody else can have access to their conversations.

With the introduction of WhatsApp for Business, the Omnichannel context has brought a whole new shift to customers and brands 'engaging' with each other. Customers can look at a conversational way of engagement that is now available at his fingertips, bringing convenience and expectations of instant resolution to his queries and needs. For the business it not only brings in an additional channel on the engagement front, which will lower costs in an Omnichannel context, but also comes with the challenge of having a consolidated view of the conversation and transactional history, to ensure a great customer service across all channel touch-points.

What this means for businesses

With the availability of WhatsApp API services your enterprise software can now be used to respond to customer service requests, resolve urgent customer issues and automate responses for frequently asked questions. Businesses can now deliver timely notifications (receipts, account updates, gate changes, confirmations, etc.), powered by Talisma's Digital Engagement platform to offer seamless Omnichannel customer service using WhatsApp along with our other digital channels.



The Talisma Supervisor Dashboard can be used by the Supervisor to monitor WhatsApp Chat conversations and be able to intervene into a conversation.

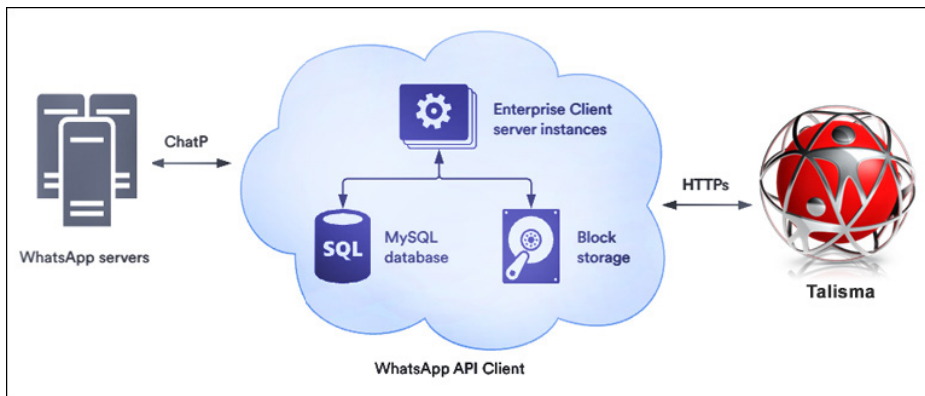
The Talisma's WhatsApp solution includes the following as part of its offering:

- 1. Two-way Customer Service Chat between Agent and Customer
- 2. Two-way Chat integrated with the Talisma Omni Bot
- 3. Push Notification

All the Standard features of Talisma Chat, like sending Canned Responses, Conference Chats, Delivery Notifications etc, will be extended to WhatsApp Channel as well.

Channel Architecture

WhatsApp architecture differs from other messaging channels in a major way. Instead of directly exposing a public REST API, WhatsApp requires deploying a WhatsApp API Client.



The WhatsApp API Client is similar to the WhatsApp application that runs on smartphones but it's headless and runs in the cloud along with its database and media storage.

The WhatsApp API Client connects to the WhatsApp server using their proprietary ChatP protocol and exposes a REST API and webhooks to send & receive messages. The WhatsApp API Client enables end-to-end encryption, media storage and permanent connection to the WhatsApp network.

The WhatsApp API Client is provided by WhatsApp as a Docker image and requires a MySQL database and a storage volume to be functional.

The WhatsApp API Client can be hosted by the Enterprise. In this early phase of development, the WhatsApp API Client components are updated every 45 days by WhatsApp and requires upgrade every 90 days.

The Talisma API through its Technology Partner will shield any breaking changes in the WhatsApp Client API Client

Next Steps - Account and Access

The WhatsApp Business Solution program is opening in a Limited Access capacity where WhatsApp approval is required for all businesses entering the program. Fill out the form available in the link <https://www.facebook.com/business/m/whatsapp/business-api> to indicate your interest in this early access program.

Once this process is approved by WhatsApp, Talisma will assist Customers in setting up the Talisma WhatsApp solution.



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