Buzzeasy **WhatsApp Customer Interaction**

Geomant's Buzzeasy Customer Interaction platform enables WhatsApp as a chat channel for any organisation

Web chat is an increasingly popular interaction method, but customers are also expecting organisations to be available via social media, SMS, and now WhatsApp. Buzzeasy allows organisations to engage via any of these channels, in a consistent and simple way.

Added functionality for ground-breaking customer service

When combined with Buzzeasy's Bot capabilities, customer service becomes even more efficient and powerful, and Buzzeasy's unique 'escalate to call' feature enables the same agent to actually speak to the customer when this adds value.

Why use WhatsApp?

- 1 billion people use WhatsApp each day
- Particularly popular amongst younger people
- It's secure - messages are encrypted
- WhatsApp supports pictures and photos in addition to text
- WhatsApp is one of the 'emerging' channels- for enabling 'Conversational Commerce'
- Three million businesses are already using WhatsApp

How does it work?

1. Businesses publish their WhatsApp number and offer this as a communication channel
2. Buzzeasy manages incoming messages, and routes interactions to the best suited agent
3. The Buzzeasy agent interface supports multiple concurrent chats, from multiple channels, including web chat, SMS and WhatsApp
4. Outbound messages can be sent, subject to WhatsApp rules

Buzzeasy **WhatsApp Interaction Features**

Buzzeasy is Geomant's unique omnichannel customer engagement platform. It enables organisations to communicate with customers and potential customers in new and exciting ways. Buzzeasy WhatsApp Customer Interaction features include:

Easy Channel Management
A single solution delivering chat across multiple channels - web chat, Facebook, Twitter, Skype, SMS, and now WhatsApp.

A Single Web Interface
Web interface for agents that allows for multiple concurrent chat sessions.

Skills Based Routing
Skills based routing of interactions, depending on what the chat is about.

Easy Bot Add On
Optional Bots that can be used for everything from chat routing ('what can we help you with today') to full self-service.

Esculate To Call
'Escalate to Call' – allowing any chat to be escalated to a voice call, with the context of the interaction available.

Agent Assist
Optional 'Agent Assist' powered by AI supporting the agent with context-sensitive guidance on how to respond to the chat.

Cloud-Based
Delivered from the cloud – facilitating fast and cost-effective implementation.
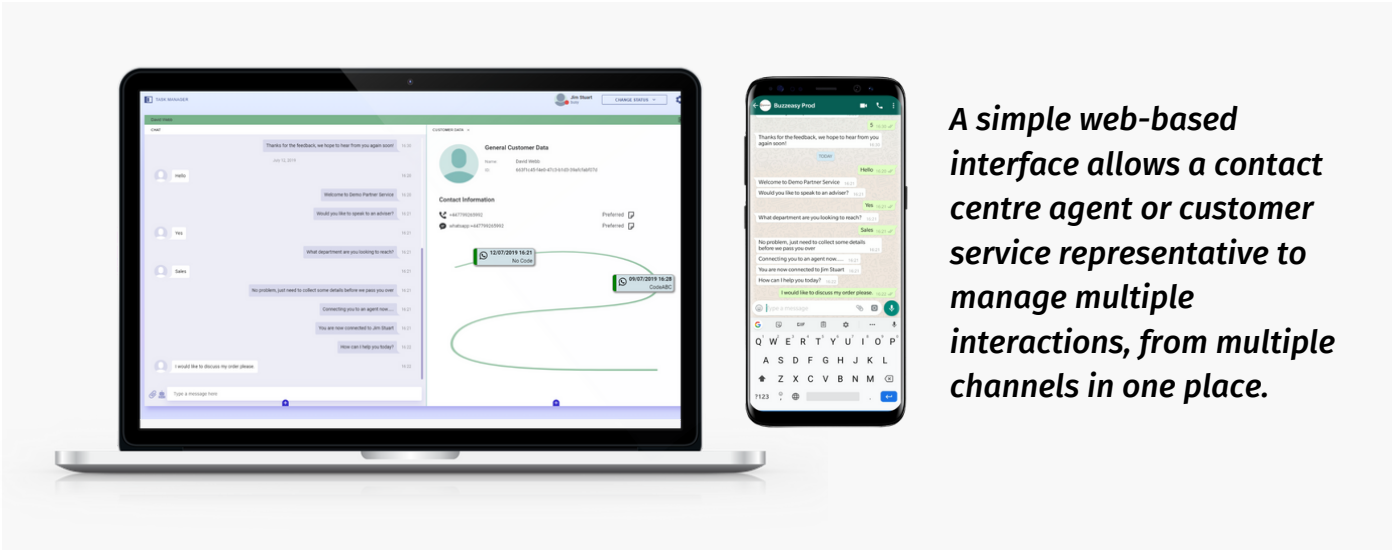
Integration Options
Published API for organisations wishing to develop their own web and app interfaces.

Real-Time Reporting
A suite of real-time and historic reports, plus access to the underlying data for custom reporting and analysis.

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Manage Multiple Interactions from Single Unified Interface

A simple web-based interface allows a contact centre agent or customer service representative to manage multiple interactions, from multiple channels in one place.

Part of the Buzzeasy Portfolio from Geomant

Using the latest Cloud and Bot technology, Buzzeasy revolutionises the way that customers engage with your organisation. Automating customer engagement in the fastest and most cost-efficient way, Buzzeasy enables customers to move effortlessly from any digital channel to live voice simply at the touch of a button – and without ever having to wait in a queue.

Your Digital Experience (DX) and Customer Experience (CX) strategies working together, seamlessly!

About Geomant

Geomant is a well-established, innovative Systems Integrator and Software Developer, specialising in delivering amazing customer interactions. We provide tailored solutions based on our unique portfolio of cloud and software technology.

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Buzzeasy Offers:

✔ In-Queue & web callback

✔ Bots

✔ Multichannel chat

✔ Customer surveys

✔ SMS campaigns

✔ Voice and digital channel alignment

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