

# WhatsApp Business API Overview

Automate customer operations with advanced WhatsApp Business API features.



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# Key Features of WhatsApp Business API

## Customer Support

AI-based automated messaging and chatbots

## CRM Integration

Enhances customer data management and engagement

## End-to-End Encryption

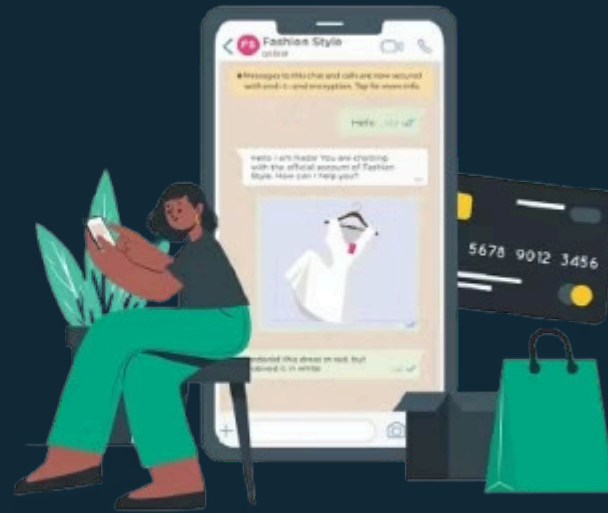
Protects business communications securely

## Message Templates

Authorized templates sent to thousands simultaneously



# Who Needs WhatsApp Business API?



## Large Enterprises

Automatic customer support solutions

## E-commerce

Order updates and marketing deals delivery

## Banking & Finance

OTP and fraud alert notifications

## Travel & Hospitality

Reservation validation and trip details



# How to Get WhatsApp Business API

1

## Choose BSP

Streamline setup, ensure compliance, support communication

2

## Approval Procedure

Follow WhatsApp's API registration and approval process



# Best Practices for WhatsApp Business API

## Personalization & Engagement

Use customer names and preferences

## Relevant Content Only

Avoid useless or irrelevant messages

## Rich Media Usage

Use images, PDFs, quick-reply buttons



# How WhatsApp Business API Works

Requires 24-hour communication window and user consent before  
messag ing





# Use Cases for WhatsApp Business API



**Banking & Finance**  
Transaction alerts, OTP verification



**Healthcare**  
Appointment scheduling, reminders



**Travel & Hospitality**  
Flight data, booking confirmations

# Future & Challenges of WhatsApp Business API



## Future Trends

- Advanced AI chatbots
- Deeper CRM integrations
- Expanded e-commerce features
- Stronger security & compliance

## Challenges

- No direct app interface
- High pricing for small businesses
- Strict approval criteria