



WhatsApp Business

All the advantages of WhatsApp adapted to the business world

By WhatsApp Inc

5.2/10

android

ios

Review

Communication developed by leaps and bounds. Almost unexpected. All traditional activities changed with the advancement of technologies and the development of both **games and applications**. In computers, consoles and mainly mobile phones. The rapid development of this type of terminal meant that we are now connected almost 24 hours a day. We cannot not be there, not respond to a message or not give notice of what we are doing. It is without a doubt, the era of communication.

One of the best-known apps in recent years, to the point that its name indicates a specific way to communicate is **WhatsApp**. We definitely all talk about WhatsApp and we understand what we mean. As we said, it is more than the courier itself. It is a way of communicating.

Among the activities that most changed their rules in general due to the advancement of technology, networks and connections is that of commerce in general. There is no business, entrepreneurship or company that does not have a digital presence. It is impossible to think of a success if we do not say present in social networks, on the internet, in messaging services. And once again the company that is owned by Facebook since 2014 is ahead of its competitors. They are a simply spectacular service such as **WhatsApp Business**.

Downloading WhatsApp Business will open up the opportunity for your business to be connected at all times with its customers. It is so important to keep the communication channel open both with people who already consume our products regularly and with those who are potential customers that we want to add to our portfolio.

One of the **advantages of WhatsApp Business** is that you can offer a totally personalized service that will undoubtedly increase the good experience of people with your project and eventually the volume of sales. Even if they contact you outside of business hours, you can leave predetermined messages that will inform the person seeking the connection when you will be available to resolve their query. The app maintains the same simplicity in its operation and interface that led WhatsApp to be the communications giant that it is today.

If you have an account and mobile number for your daily life and another for business purposes, you can use WhatsApp Business on the same device without any problem. The platform can be installed on terminals that have **Android and iOS** operating systems.

One of the keys to the success of any venture is to have an original and unique identity. With this app you will have the chance to create a complete profile with all the data that your clients need to get to know you. It can be a description, information, contact details or your social networks. Also, never neglect cordiality and schedule the best welcome messages, farewell messages or responses in cases of absence for people who want to talk to you.

In addition to all the special functions for business purposes, WhatsApp Business has all the facilities and functions of the traditional messaging services app that changed the way we communicate. With this we refer to the possibility of setting up groups, the international connection without extra costs, the sending and receiving of multimedia material, the possibility of making video calls and sending messages without connection. We know the benefits that WhatsApp has and now you have to imagine everything the same but applied to your business or personal undertaking. It is undoubtedly a marvel, in the same way as in the traditional use of WhatsApp, we recommend that you always make a backup of WhatsApp Business and all conversations.

This is undoubtedly an application that all those who belong to the world of commerce and business must have. It is really very useful and it will not only facilitate communication with your clients but it will also give you seriousness and recognition for those who want to meet you. Customers feel more comfortable if they know who they are talking to, if they see detailed information about your business, if you offer them a quick response (even after hours) and all these are benefits that WhatsApp Business offers us and completely free of charge. .

✓ Pros

- Free download
- Very useful functions such as WhatsApp
- Possibility of creating a profile
- Possibility of configuring messages in case of absence

✗ Cons

- Customer support has some faults
- Some connection problems
- Catalog function has faults
- Problems with notifications

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