BOOK OF SIMPLICITY OMNICHAT

Enhance customer communication with WhatsApp business platform

Who Simplicity OmniChat is for and why?

Living in a world of texts, chats and posts, WhatsApp has become the most popular way we communicate with each other. Over 2 billion people use WhatsApp worldwide, sending 100 billion messages every day. Customers increasingly want to interact with businesses the same way they connect with their family and friends therefore it is no surprise that businesses have been waiting to engage with customers using WhatsApp.

Simplicity has combined the voice world with the online world. OmniChat delivers a fully managed, GDPR compliant and centralised WhatsApp business messaging solution allowing you to safely and securely message customers within WhatsApp.

Enable your customers to easily get in touch using their preferred channel. Enable staff to manage multiple enquiries simultaneously through one single, central interface. Provide shared visibility so that enquiries can be routed automatically to the right agent creating better customer experiences. If you are looking for all the benefits of WhatsApp then Simplicity OmniChat is for you.

70%
By 2023, 70% of customer interactions will involve chatbots and messaging *(Gartner)*

Business Messaging Solution
Turn messages into business results

Fast & Efficient Collaboration
Enable instant and efficient messages delivering a personalised and enhanced customer interaction.

Meet customers where they are
Easily reach users to provide order updates, special offers, etc to promote business growth.

Automate Messages
Prequalify a lead or assist customers when they need it.

Features include

Here are some of the features that OmniChat includes enabling you to grow your business through dynamic messaging.

- ⊘ Unlimited number of users can access simultaneously
- ⊘ Multiple inbox access from one login
- ⊘ A GDPR compliant centralised platform
- ⊘ Call deflect to WhatsApp for out of hours or overflow calls
- ⊘ Bulk upload contacts from your CRM or mailing lists
- ⊘ Facebook Ad CTA integration

- ⊘ Tag contacts for broadcast notifications and marketing
- ⊘ Assign & route chats to teams or users
- ⊘ No code virtual assistant bot to pre-qualify leads
- ⊘ Reports & Analytics
- ⊘ Customers can start chats directly from your website
- ⊘ Template Message Manager

With OmniChat you do not need a mobile telephone number as it is fully API driven. A Meta Business account is all you need to get started.

What Simplicity OmniChat brings to you

Expanded Reach

Easily reach a large number of users. Enable customers to initiate chats via website, forms, social media. Handle every message with a live agent or automated response via chatbot.

Increased Efficiency

Use chatbots to automate interactions by sending out replies, notifications & alerts and enable the pre-qualification of leads. Help staff be more productive by automating repetitive tasks. Plus, automatically route enquiries to the right person or team for faster response. Easily manage out of hours requests.

Trusted Engagement

End to end encryption. Everything shared is encrypted to ensure sensitive information provided is safe and secure.

Seamless Integration

Integrate WhatsApp into existing systems & applications such as your CRM for efficient customer communication. Turn unanswered calls into WhatsApp chats to ensure a call isn't missed.

Higher Engagement

Leverage the preferred and familiar WhatsApp interface to send and receive rich media documents, URLs, images, and video. Speak to customers the way they talk to their friends & family. Deliver a personal touch and know if your message has been sent and read.

Effortless Conversations

Enable Sales and Service agents to engage with customers in real-time and with a holistic view. See historical chats to engage productively and professionally.

Collaboration

Shared team inbox for maximum visbility

With one WhatsApp number and unlimited team members unlock seamless management of WhatsApp conversations.

Easily assign enquiries to individuals or teams, tag customers for broadcast marketing or simply send and receive rich media images, documents, URLs or video.

Access a shared inbox effortlessly from any device, guaranteeing no message goes unnoticed.
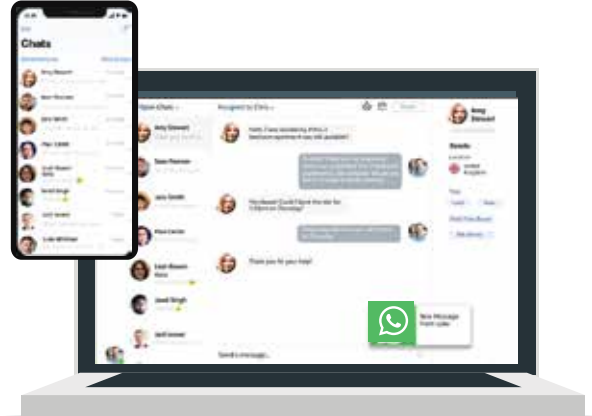
75% of customers want to talk to businesses the way they talk to family and friends

Enhanced customer experience

Simplicity OmniChat transforms customer interaction into a dynamic and responsive experience by enabling you to engage with customers in real-time, share rich content and automate repetitive tasks for effortless and seamless communication.

Real Time Chat

Engage with your customers quickly, giving a sense of immediacy and responsiveness.
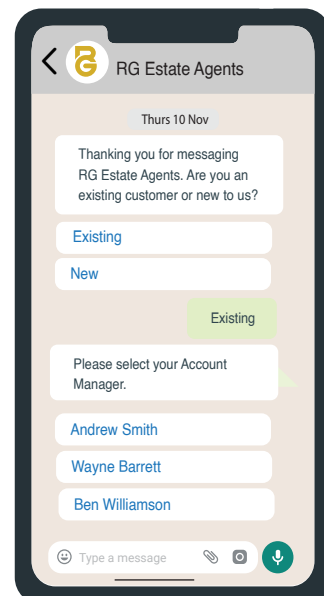
Personalised touch

Delivering personalised multimedia rich messaging, images, compelling videos, and important documents more effectively.

Convenience

Meet customers where they are. Provide a familiar and easy way for customers to connect with your business at any time, any where.

Single interface

Manage users, templates, broadcasts, and security through one interface.

Plus, the same one interface for analytics and reporting.

OmniChat's unified interface for admin and agents simplifies communication and enhances management and monitoring processes contributing to a more streamlined customer service operation and improved customer satisfaction.
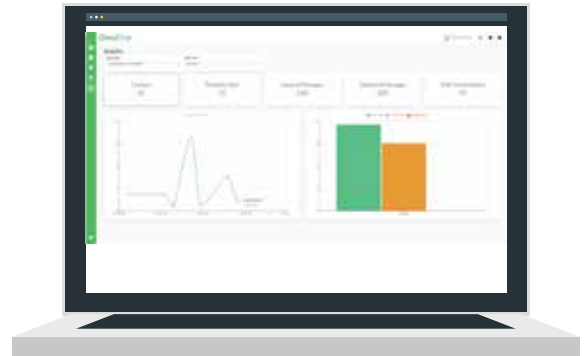
Never miss a call

Enable unanswered calls to be automatically turned into a WhatsApp chat in order to capture the customer and begin their journey, rather than lose them completely. A call comes in, hits the queue & your customer gets the option to continue to hold or leave a WhatsApp message. Allowing the customer to decide how they want to communicate.

Implement chatbots ensuring your customers receive prompt and accurate information. Send an automated 'away' message to WhatsApp users when your business is closed. Never miss a call or enquiry.
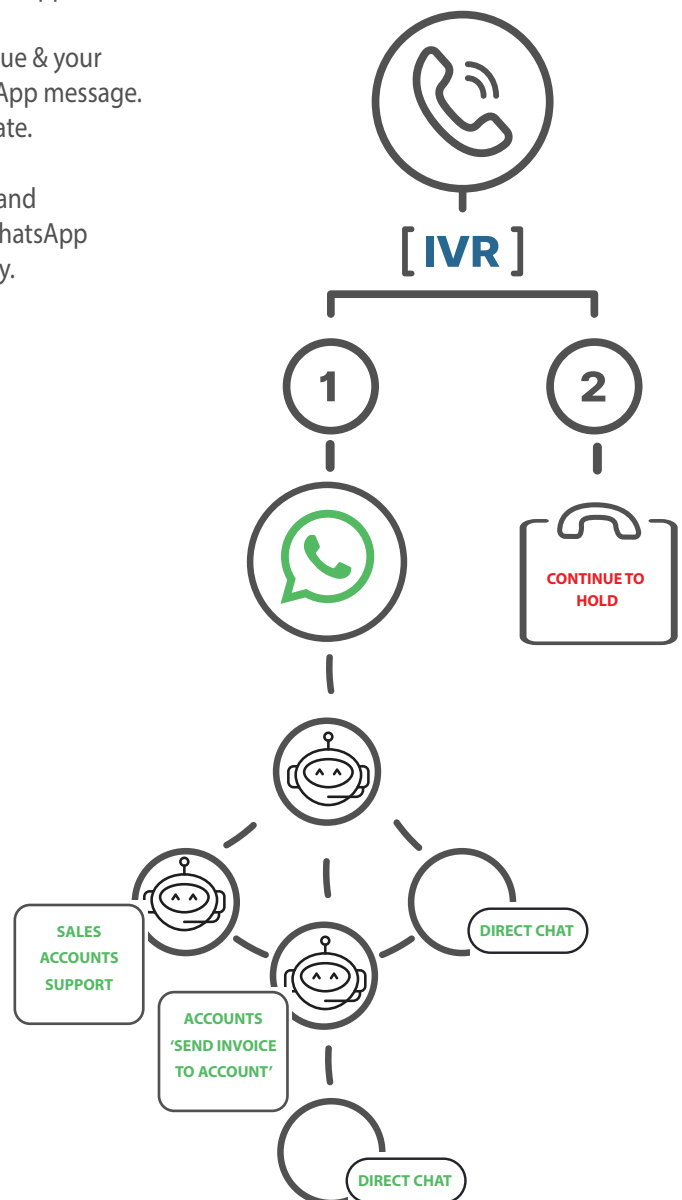
Voice 2 WhatsApp

Interactive Voice Response (IVR) and OmniChat enables you to turn a call into a WhatsApp message. Increase customer satisfaction, and boost business.
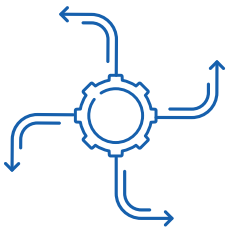
Smart Message Routing

Intelligent message routing ensures that customer enquiries are directed to the most suitable agent. Admins can set up automated workflows to prioritise urgent queries or route enquiries to specialised agents for support and resolution.

Rapid Response

Facilitate two-way communication in real-time allowing you to engage with customers instantly. Resolve issues, address queries or provide timely updates heightening customer satisfaction and relations.

[IVR]

1 2

CONTINUE TO HOLD

SALES
ACCOUNTS
SUPPORT

ACCOUNTS
'SEND INVOICE
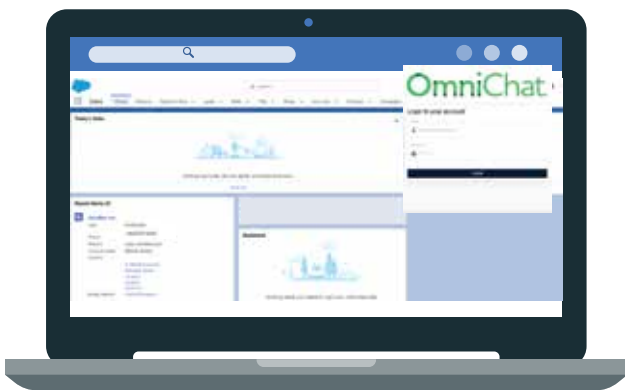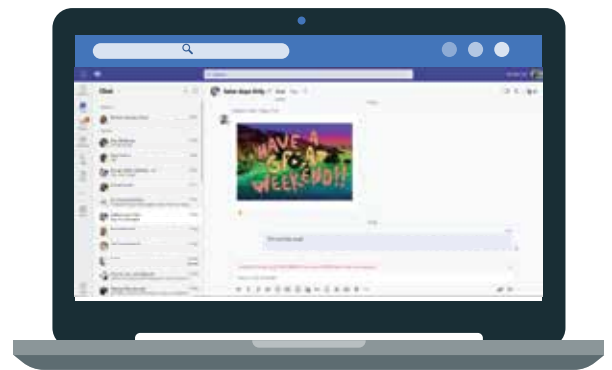TO ACCOUNT'

DIRECT CHAT

DIRECT CHAT

Integration

Easily integrate with your preferred apps and technology stack into a unified hub.
Open up powerful integrations to maximise your journey using OmniChat.

zapier

Reapit

AutoTrader

rightmove

Totaljobs

ZOOPLA

HubSpot

ZOHO

salesforce

MIDAS SOFTWARE

alto

pipedrive

ValPal

STREET_CO UK

Add OmniChat to Chrome

Turn your CRM into a WhatsApp platform

Turn Teams into a WhatsApp platform

Elevate your Interactions

Integrate seamlessly with your CRM - if a call isn't successful easily and quickly send a WhatsApp message directly from any web-based CRM and drop chats into the activity field. Gain visibility of all chats and deliver tailored conversations.

Shift from conventional emails to real-time messaging, ensuring swift and engaging interactions with customers.
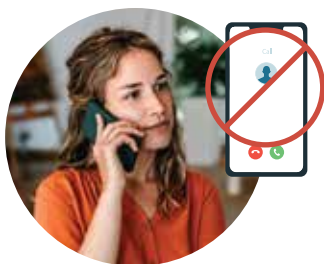
No Answer!
With just a couple of clicks simply send a WhatsApp.
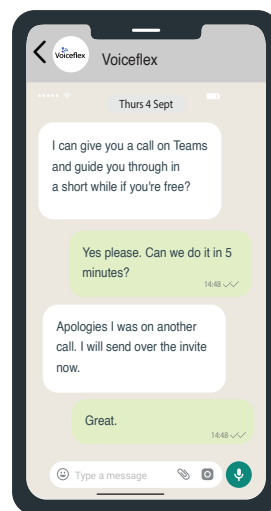
Turn Messages into Business Results

99% _read rate for WhatsApp messages_

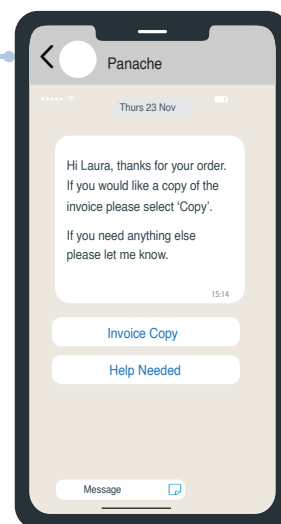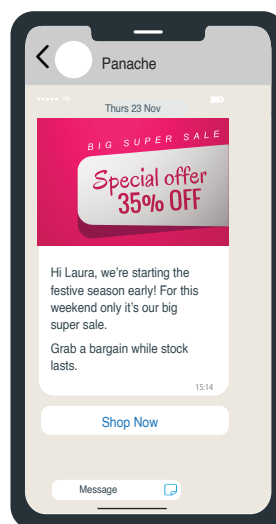Better options for bot deployment in WhatsApp vs email.

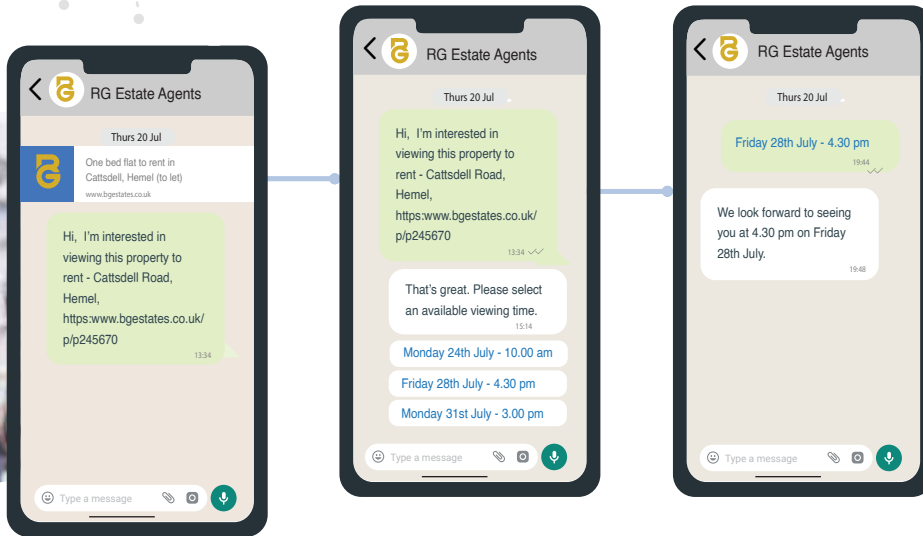Easily tag contacts for broadcast notifications and marketing.

Scale your communication effortlessly by sending messages to a large number of customers efficiently.

Less frustration for a customer when trying to respond to a communication by a brand.

## DRIVE SALES, CUSTOMER ENGAGEMENT & REACH
SIMPLE & EASY

Automation

Easily integrate with your preferred apps and tech stack into a unified hub. It is all scripted, there's no coding so there's no need for a developer to be involved. Open up powerful integrations to maximise your journey using OmniChat.

Lead Prequalification

Take as many enquiries as you want. Use bots to prequalify leads and enquiries.

Adapt & Respond

Do as much or as little as you want. Deploy a bot or go straight to a live agent, the choice is yours.
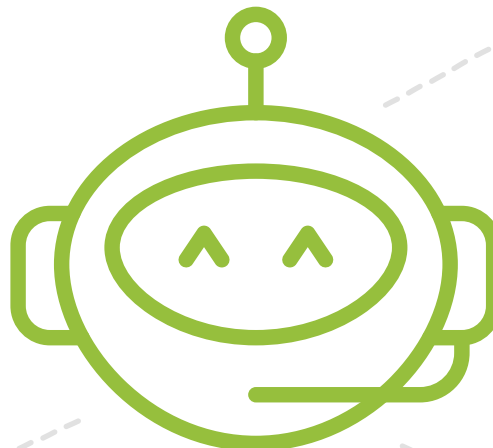
Customer Service

Manage out of hours requests easily keeping customers informed & engaged.

Easy Collaboration

Auto respond to 3rd party email leads & forms in WhatsApp. Use QR codes to WhatsApp.

Secure & reliable communication

Safeguard your business communication with end-to-end encryption. OmniChat ensures the confidentiality of your messages, giving both you and your customers the assurance of a secure channel.

- GDPR compliant WhatsApp
- Adhere to WhatsApp Personal & Business policies
- MiFid II compliance

- End to End Encryption
- Phishing resilient

Propel customer journeys with conversation

Convenience

Enable customers to get in touch the way they prefer.

Nurture

Keep new and existing customers informed about new products and services.

Boost sales

Build relations & a buying experience driven by engaging conversations.

Get support

Provide always-on access to answers about orders, returns, or general enquiries.

Delight & Retain

Send personalised messages that complements previous interactions or buying experiences.

Drive upsells

Use conversations to maximise the value of your relationship.

BECOME A CONVERSATIONAL BUSINESS AND TURN CHATS INTO BUSINESS RESULTS.

For more information on OmniChat and leveraging the power of WhatsApp do not hesitate to contact us. The written word does not do this justice. Contact us for a demo.