

WhatsApp launches business app

 By [Ilse van den Berg](#)

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NEWSWATCH: WhatsApp has launched WhatsApp Business - a free-to-download Android app for small businesses which allows them to chat with users.



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Said the company in a [blog post](#) yesterday, 18 January 2018: "Our new app will make it easier for companies to connect with customers, and more convenient for our 1.3 billion users to chat with businesses that matter to them."

What's in the box?

According to WhatsApp, this is what's included:

- **Business profiles:** Help customers with useful information such as a business description, email, or store addresses, and website.
- **Messaging tools:** Save time with smart messaging tools — quick replies that provide fast answers to frequently asked questions, greeting messages that introduce customers to your business, and away messages that let them know you're busy.
- **Messaging statistics:** Review simple metrics like the number of messages read to see what's working.
- **WhatsApp web:** Send and receive messages with WhatsApp Business on your desktop.
- **Account type:** People will know that they're talking to a business because you will be listed as a business account. Over time, some businesses will have confirmed accounts once it's been confirmed that the account phone number matches the business phone number.

This version of [WhatsApp](#) won't be replacing the current messaging app on your phone but can be installed alongside the default app.

For more:

- [Introducing the WhatsApp Business App](#)
- [WhatsApp Business app debuts, lets companies chat with users](#)

ABOUT ILSE VAN DEN BERG

Ilse is a freelance journalist and editor with a passion for people & their stories (check out Passing Stories). She is also the editor of Go & Travel, a platform connecting all the stakeholders in the travel & tourism industry. You can check out her work here and here. Contact Ilse through her website here.

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