

Clickatell to roll out WhatsApp Business solutions

Clickatell, an authorised WhatsApp Business Solution Provider, and banks across Africa are partnering to roll out their chat banking capabilities on WhatsApp across the continent, which will make it easier for businesses to build a significant presence.



Pieter de Villiers, Group CEO of Clickatell

WhatsApp Business API provides the ability to send out notifications and conduct two-way conversations with consumers right within WhatsApp. Clickatell has integrated the API into its Connect, Touch and Transact software as a service solutions (SaaS), which will make it easier for businesses to build a significant presence on WhatsApp.

The provider of business-to-consumer communications offers SaaS solutions through their Connect, Touch and Transact offerings. Connect services businesses requiring omnichannel messaging APIs for notifications and alerts. Touch enables businesses of all sizes to deploy customer care across digital channels and Transact is reportedly the largest chat banking platform in Nigeria, servicing over 70% of the banked population across several of the largest Nigerian banks.

Real time two-way customer interactions

With Clickatell's integrations, a business can immediately start sending out helpful notifications and conduct real time two-way customer interactions.

Businesses have already, informally, started using WhatsApp for customer engagement, but now, with the integrated solutions, they now have the technology to actively engage with their customers at scale. Clickatell's turnkey solutions have enabled its early access customers to go live on WhatsApp in days and weeks.

"We are delighted to build on our long running relationship with both WhatsApp and brands with the WhatsApp business integration across all of our offerings," says Pieter de Villiers, CEO of Clickatell. "Businesses have just begun to realise the power of chat-based engagement. We are determined to be the go-to partner of choice for businesses globally."

Clickatell's customers on WhatsApp Business solutions include Absa Bank, GTBank, First Bank of Nigeria and United Bank of Africa. Clickatell is working with several other large businesses across online commerce, retail, digital entertainment and financial services to enable their presence on WhatsApp.

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