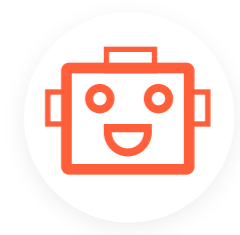


# Case Study



## The Problem

Fizzy team wanted to extend the WhatsApp experience to provide Customer Support, by enabling users to write back to them over WhatsApp, and enabling their Guest Experience Managers to successfully respond to users on the messaging platform.

The aim was to provide a more natural communication method to Fizzy's customers on both mobile, web to minimize their need to call the customer support helpline. A chat-driven support solution would be far more cost effective and easily scalable compared to voice-driven support. Fizzy needed a platform that could manage these conversations at scale while seamlessly integrating with WhatsApp Business.

## Our Solution

Fizzy's proprietary Customer Care seamlessly integrated with WhatsApp Business, thus enabling Fizzy's Guest Experience Managers to handle user queries on WhatsApp. Fizzy's Guest Experience Managers could now handle multiple conversations simultaneously with the chatbot and provide end-users with a swift resolution to their issues on a messaging platform that was intuitive and native to them.

## Results

Fizzy's integration with WhatsApp has opened a new, scalable and cost-effective channel for Fizzy to handle customer support. Fizzy has been able to connect with over 12,000 unique users per month, with a 30% increase in new users being observed every month.