

# Rampwin

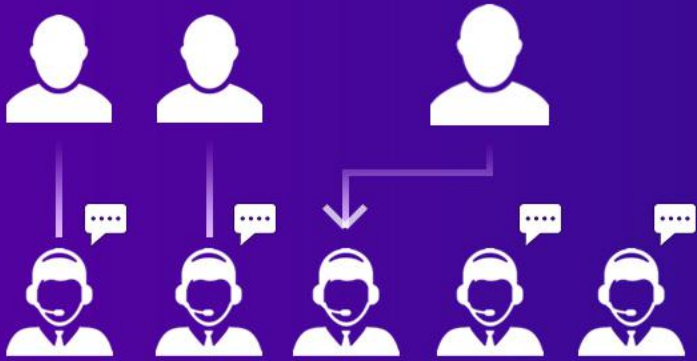
Whatsapp CRM for Business

# Why (The problem statement)

- Existing business communication channels (sms, email, call) has low conversion rate due to their own limitation.
- Its hard for businesses to reach customers as per customer choice and it introduces cost to operations.
- Getting user media (documents, photos, location, videos) is very hard and sometimes business critical for a transaction.
- Users wants an easy to use handy system to reach a business. They don't want to visit website again to get the support.

# What (Rampwin as a solution)

- Rampwin introduces whatsapp as customer service channel.
- Business can have inbound and outbound chatting with customer which is round the clock and stays in user phone.
- Automated Bots can handle customer queries in off hours and can increase productivity and customer satisfaction.
- Customer dont need to wait for business timings anymore as your business goes live for 24X7 on Whatsapp.
- Establish permanent conversation link with customer as whatsapp is having 100% read rate.



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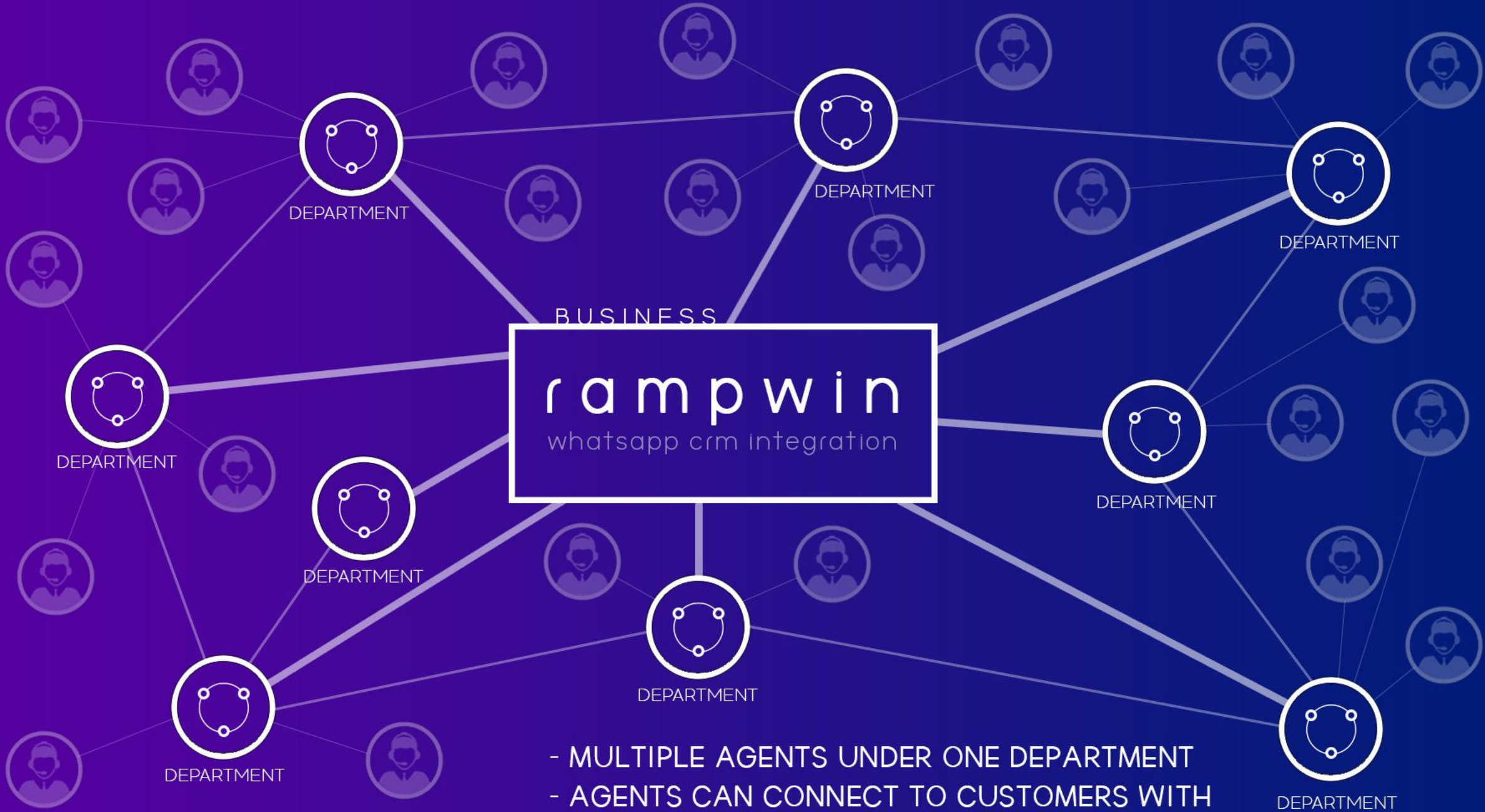


Rampwin distributes inbound chats to available agents and runs as productive chat operations team.

Agents can initiate chat with user without saving their number.

Accept images, videos, location, documents from users and store them in cloud..

Forward chats to teams internally and make customer happy.



- MULTIPLE AGENTS UNDER ONE DEPARTMENT
- AGENTS CAN CONNECT TO CUSTOMERS WITH ONE WHATSAPP NUMBER FROM THE COMPANY



# Unique features

- Multi Department CRM with agent and department chat forwarding based on available agents.
- Unread chats forward to next available agent if user goes offline
- Customised whatsapp chatbots to automate some conversation. Agent can takeover the chat from bot and operate in hybrid mode.
- Historical Analytics (Graphs) and Realtime monitoring for all chats and agents.
- Close chats as tickets and reopen with past history when needed.
- Handle Whatsapp Group Right from CRM.

# More features

- Customers can start chat without saving numbers.
- API's to send transaction update whatsapp messages.
- World class CRM built on Rocket.chat with great features.
- Slack like internal communication system between teams.
- Parsing images into structured data as per customized logic.
- Adding multiple business numbers into single account and map to individual department.
- Easy to integrate with Zapier Integrations.
- Bulk upload phone number to start chat from CRM.

# Example use cases (Banking System)

- Bank staff can start chat via single number and ask for user documents over whatsapp. (Very high success rate)
- Online visitors reach bank anytime and chatbot answers basic queries via whatsapp.
- Sending banking updates over whatsapp keep customer informed.
- Forward incoming chats to respective department and let consumer be happy with superb team support.



# Whatsapp ChatBot System

- We offer whatsapp chatbots to solve basic conversation problems
- Agent can take over the chat anytime.
- Data collected from chatbot will be sent to client's CRM system.
- Chatbots can be run only during non business hours if needed.
- Chatbot flow given by client will be transformed.

# Client's CRM Integration

- Rampwin CRM can be embedded into client CRM bottom Right.
- So agent can maximize & minimize whatsapp chat their itself.
- It sends all the incoming messages and acknowledgements of outgoing message to webhook provided by client.
- API's for sending whatsapp message from system to system

# How it works

- You need to scan the whatsapp web QR code on our system.
- You have to keep running the mobile phone 24X7 with internet.
- We have powerful cloud based secure system which stores the data and displays in beautiful CRM.
- Any number of agents can chat with users via single/multiple numbers.
- As the system is running with Non Official Whatsapp API, The max limit of outgoing message per day is 6000.

# Product Upcoming Features

- Templated Responses to quickly answer known questions.
- More analytics to analyse unread chats.
- Livechat manager at department level to take care of specific team.
- Introducing more intuitive and user friendly UI.
- URL shortner inside the CRM to quickly convert big links into something sharable.
- More Coming fast .....

# Thank you!

For more information

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