

benefits of whatsapp for business



Founding of WhatsApp messages

1h ago

Can use Invoco Telecom to buy a phone number for £1 a month, but there is the ability to use the office landline instead of the purchased phone number.



Getting contacts on WhatsApp for business

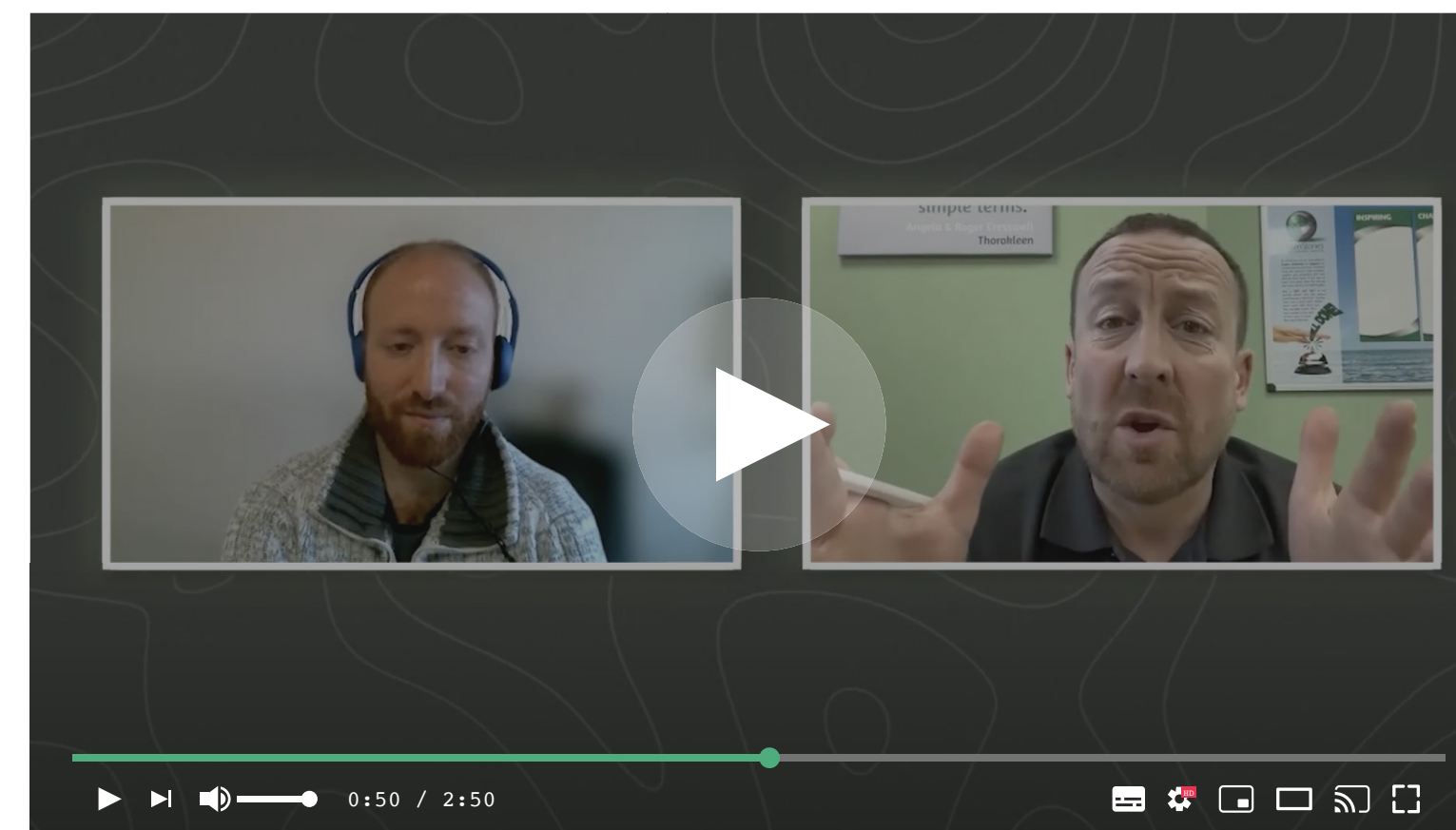
This was the main challenge when setting up the app for business. You can add the numbers one by one. However, after research, it was found that contact numbers can be imported in bulk using Google Contacts.

Challenges Faced Before WhatsApp for Business.

Inefficiency of emails; disorderly inbox or a client not using emails at all. This led to excessive chasing, with clients either ignoring or opening and leaving the email on read, thus not providing relevant information for queries. Phone calls faced reduced responsiveness, with clients not answering the phone as often.

Process of setting up WhatsApp for business

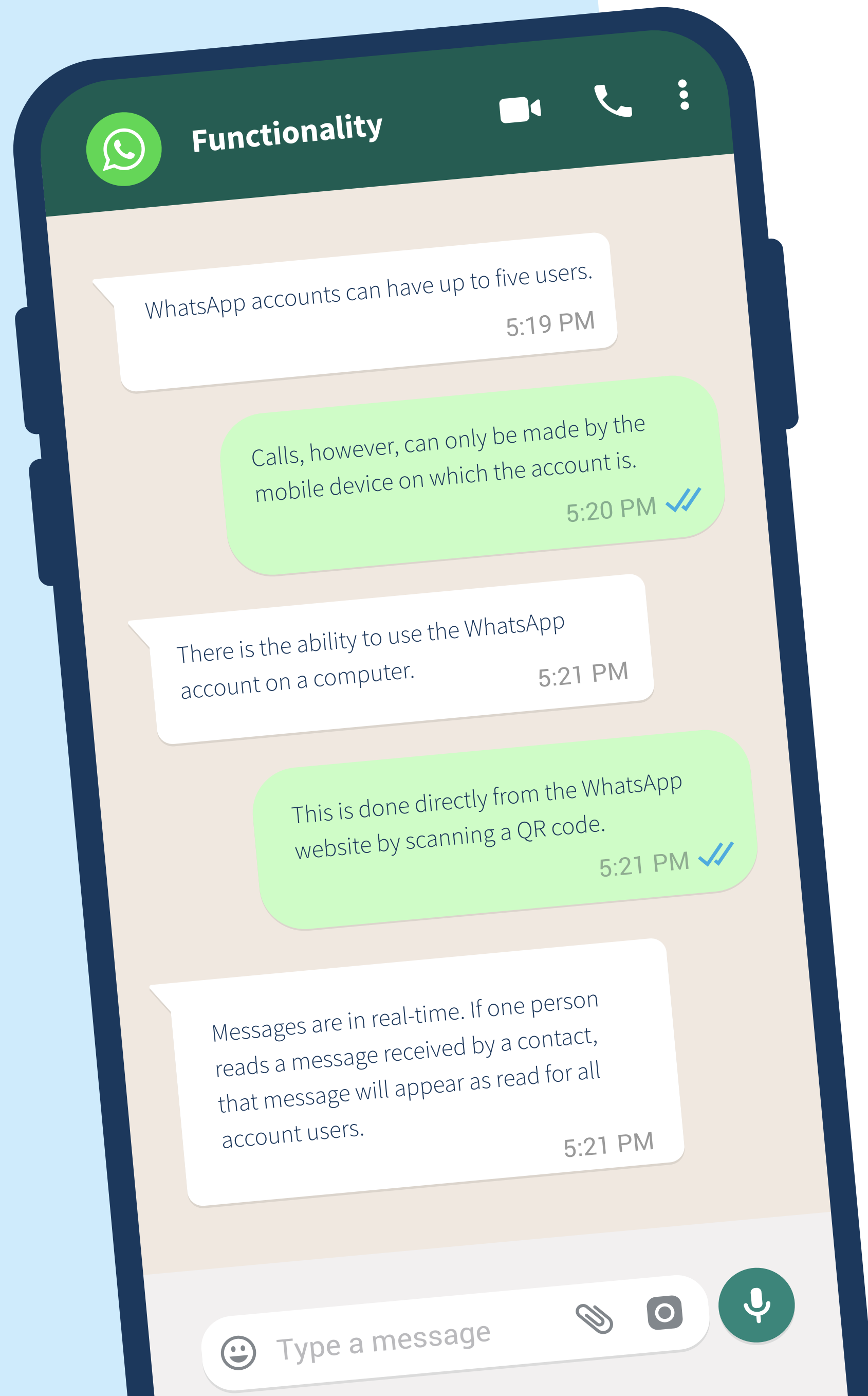
To set up a WhatsApp account for business, WhatsApp will ask the question, **“Do you want to move across your personal mobile?”** Answer no to the question, then enter the number that will be used to contact clients.



Keith Lesser talking about setting up Whatsapp for business and how he uses it in his practice

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Benefits we have seen from using WhatsApp for business.

The speed of communication has increased with a 90 percent response rate.



Using WhatsApp has **built better relationships with clients**, meaning the process of chasing for information has become less stressful. WhatsApp also enables us to view whether a client has seen the message, making the process of following up much easier.

Work Environment

Using WhatsApp to assist with the chasing process has contributed to a **less stressful work environment**. Compared to previous years, where multiple phone calls and emails would be required, and employees work overtime to complete outstanding tax returns.

Biggest Impact on the Firm

Tax Returns: Using WhatsApp, we were able to file some of the “late” tax returns in September with HMRC, which has never happened before. Whereas in previous years, for certain “late” tax returns were always filed in January.

