

mSg24x7 Launches WhatsApp Business API Platform to Enhance Customer Engagement



Gaya, Bihar Apr 17, 2023 ([Issuewire.com](https://www.issuewire.com)) - mSg24x7.com, a leading technology company that provides marketing and communication solutions, has launched its new WhatsApp Business API platform. The platform promises to help businesses retarget their customers in a more personalized and effective way, by allowing them to send personalized and relevant messages to their customers on WhatsApp.

With over 2 billion active users, WhatsApp is one of the most popular messaging apps in the world, and businesses have been increasingly using it to communicate with their customers. However, until now, there was no official way for businesses to use WhatsApp for marketing purposes. The new WhatsApp Business API platform from mSg24x7.com changes that.

The platform allows businesses to send messages to their customers on WhatsApp in a more personalized and engaging way, thereby improving customer engagement and loyalty. Businesses can use the platform to send order updates, appointment reminders, promotional offers, and other relevant messages to their customers on WhatsApp.

The WhatsApp Business API platform from mSg24x7.com comes with a range of features that enable

businesses to streamline their communication and improve their efficiency. These include message automation, message scheduling, message tracking, and chatbots. The message automation feature allows businesses to automate their messages based on triggers such as user actions or time-based events. The message scheduling feature allows businesses to schedule messages for a specific date and time, while the message tracking feature enables businesses to track the delivery and read status of their messages. The chatbot feature enables businesses to create interactive chatbots that can engage with customers and answer their queries.

"We are excited to launch our new [WhatsApp Business API platform](#), which promises to help businesses improve their customer engagement and loyalty," said Md Anamullah, Founder of mSg24x7.com. "Our platform enables businesses to send personalized and relevant messages to their customers on WhatsApp, and build a more engaging conversation with them. We believe that our new platform has the potential to revolutionize the way businesses communicate with their customers and build their brand reputation."

In conclusion, mSg24x7.com's new [WhatsApp Business API](#) platform is a game-changer for businesses looking to improve their customer engagement and loyalty. With features such as message automation, message scheduling, message tracking, and chatbots, the platform enables businesses to communicate with their customers on WhatsApp in a more personalized and engaging way.



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