

GetItSMS introduces WhatsApp business integration for enterprises

Enhance Enterprise Communication: GetItSMS Unveils Seamless WhatsApp Integration for Enhanced Engagement & Connectivity!



Bengaluru, Karnataka Feb 17, 2024 ([Issuewire.com](https://www.issuewire.com)) - GetItSMS has introduced a new feature that lets businesses connect with customers through [WhatsApp Business API](#). This move comes as more people are using their smartphones to make buying decisions. Studies show that searches like "best place to buy XYZ" on mobile have increased by 70%, and many customers prioritize shopping

convenience on their phones.

To stay relevant, businesses need to adapt to these changing consumer behaviors. Since smartphones play a huge role in how people shop, it's important for businesses to communicate through platforms like WhatsApp.

GetItSMS's platform provides valuable insights into customer behavior, allowing businesses to understand their needs better. Using artificial intelligence, it predicts what customers might do next and helps send them personalized recommendations and alerts across different channels.

Now, thanks to this collaboration, businesses can engage with their tech-savvy customers directly on WhatsApp, offering tailored communication that meets their preferences.

Why enterprises cannot afford to ignore WhatsApp

WhatsApp is widely popular among consumers aged 26 to 35, particularly those who are internet-savvy. It's used in 180 countries and supports 20 languages, making it a go-to platform for communication.

According to GetItSMS, consumers prefer using WhatsApp for various purposes. For instance, 54% like receiving shipment updates, 50% find it useful for appointments and event notifications, and 23% appreciate getting promotional offers from their favorite brands.

Recognizing the growing importance of WhatsApp for businesses, the WhatsApp team is enhancing communication features. Previously, businesses could only send timely notifications within a 24-hour window. Now, they can send a wider range of messages, such as informing customers about restocked items. They're also exploring ways to provide vital updates, like those seen during the COVID-19 pandemic, for different types of conversations.

Personalized and relevant communication is key

Let's say your customer searches for home gardening kits, browses a few products and gets distracted by an important email, causing them to abandon their shopping process.

With the [WhatsApp Chat Widget](#), GetItSMS will observe this behavior, gather insights, and prompt you to send this particular customer a WhatsApp message reminding them of ongoing discounts on home gardening kits as long as they have requested to receive them.

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Source : GetItSMS

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