YOUR QUICK TOUR

Build a calmer business inbox

WhatsApp can support sales and service when every message has a purpose, owner and clear next step.

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YOUR FINISH LINE

One professional profile, five useful replies, a visible chat pipeline, one clear order path and a respectful follow-up routine.

01 / MEET YOUR GUIDE

Sara turns missed chats into a simple system

Fictional example: Sara, her home bakery, customers and all results are invented.



THE CROWDED INBOX

Customers ask about flavors, prices and delivery. Sara searches old chats, forgets two follow-ups and accepts an order without confirming the date.

THE CALMER RESET

She completes her business profile, saves common replies, labels chats by stage, shares one catalog link and sends an order summary before payment.

THE LESSON

The goal is not to message more. It is to help each suitable customer understand, decide and receive support without confusion.

02 / MATCH THE TOOL TO THE WORK

Choose the right WhatsApp setup

WhatsApp offers different business products. Start with the simplest option that can handle your real message volume safely.

WHATSAPP BUSINESS APP

Designed for small businesses that personally manage conversations. Current tools can include a business profile, greeting and away messages, quick replies, labels and catalogs.

WHATSAPP BUSINESS PLATFORM

Built for programmatic messaging at larger scale, usually with integrations, approved partners or technical support. Costs and rules can differ.

CHOOSE BY WORKFLOW

Consider daily conversation volume, number of agents, response hours, integrations, reporting, consent and customer-support complexity.

FEATURE CHECK

Availability varies by country, device and account. Confirm current tools, eligibility, pricing and policies before promising a workflow.