



# ALL YOU NEED TO KNOW ABOUT THE NEW WHATSAPP BUSINESS FEATURES!

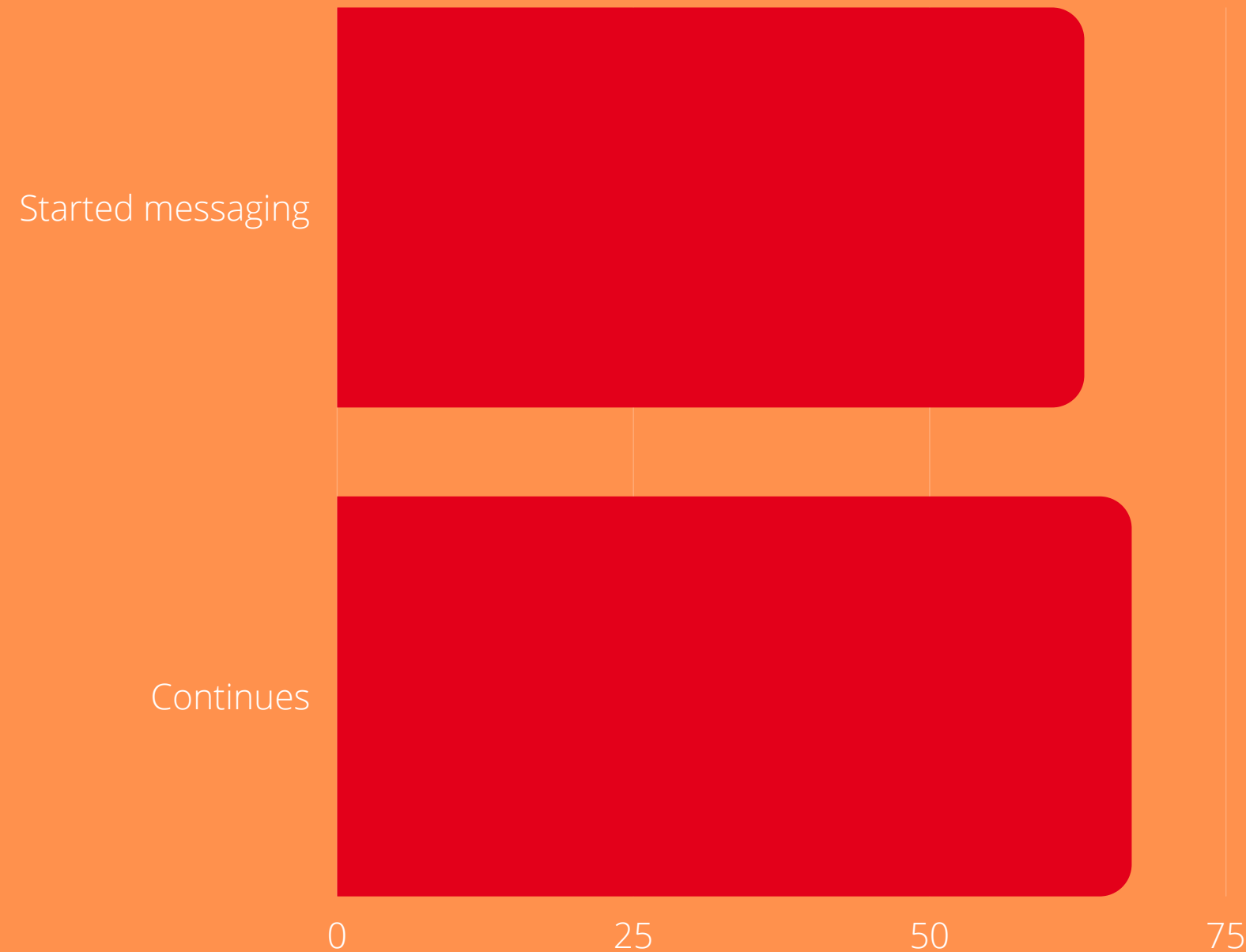




# Introduction

WhatsApp Business has assumed a fundamental function in aiding small businesses to contact their client base and upgrade sales even during the lockdown, during the lockdown. We have recorded beneath the main new features of the WhatsApp Business application





**Research suggests that 63% of customers have started messaging the companies more often in the past two years and, 67% look to continue the trend in the following two years**

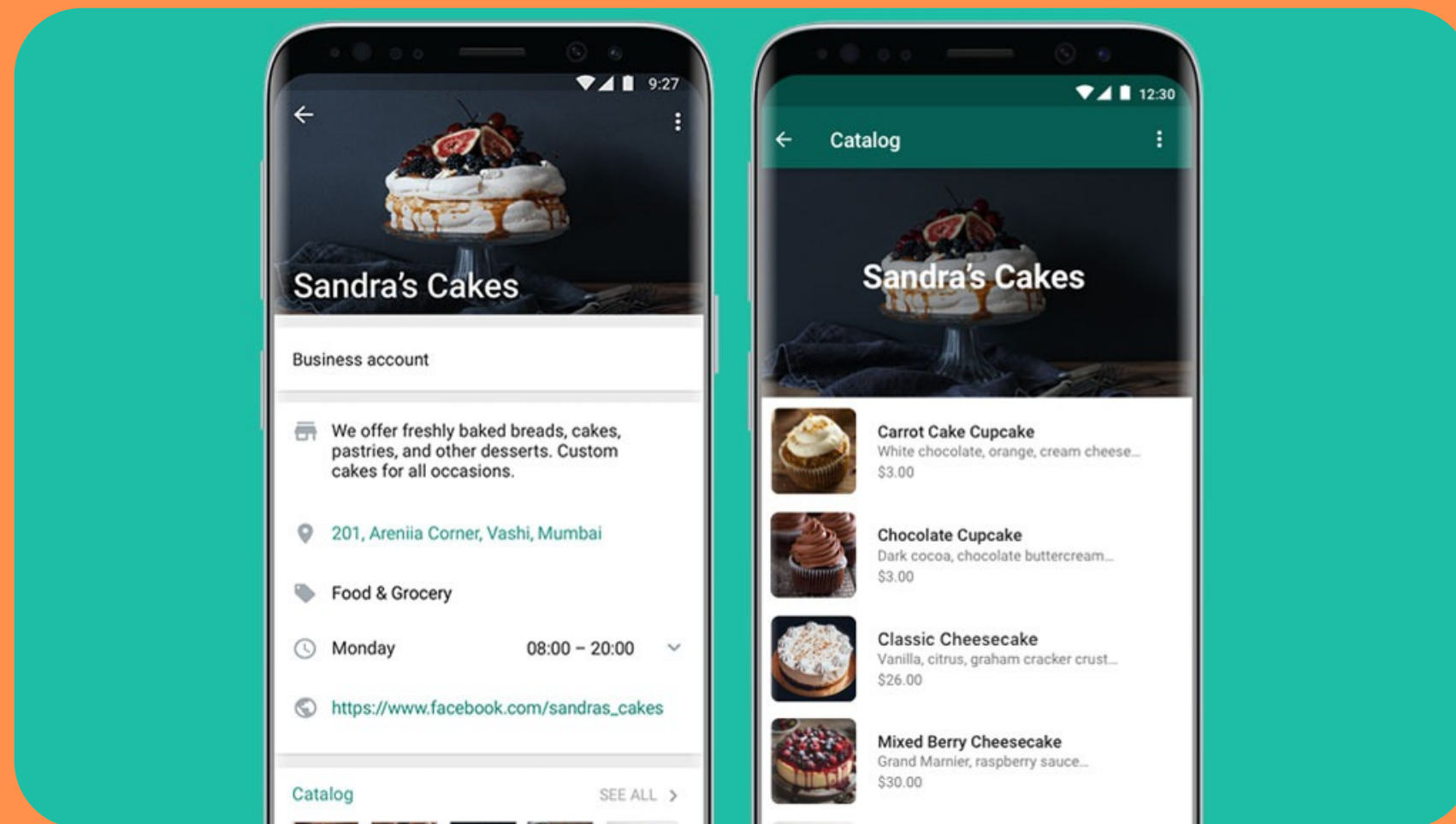


# Creating a business profile

It's essential for any business to have a complete, well-detailed, and professional business profile for their account.



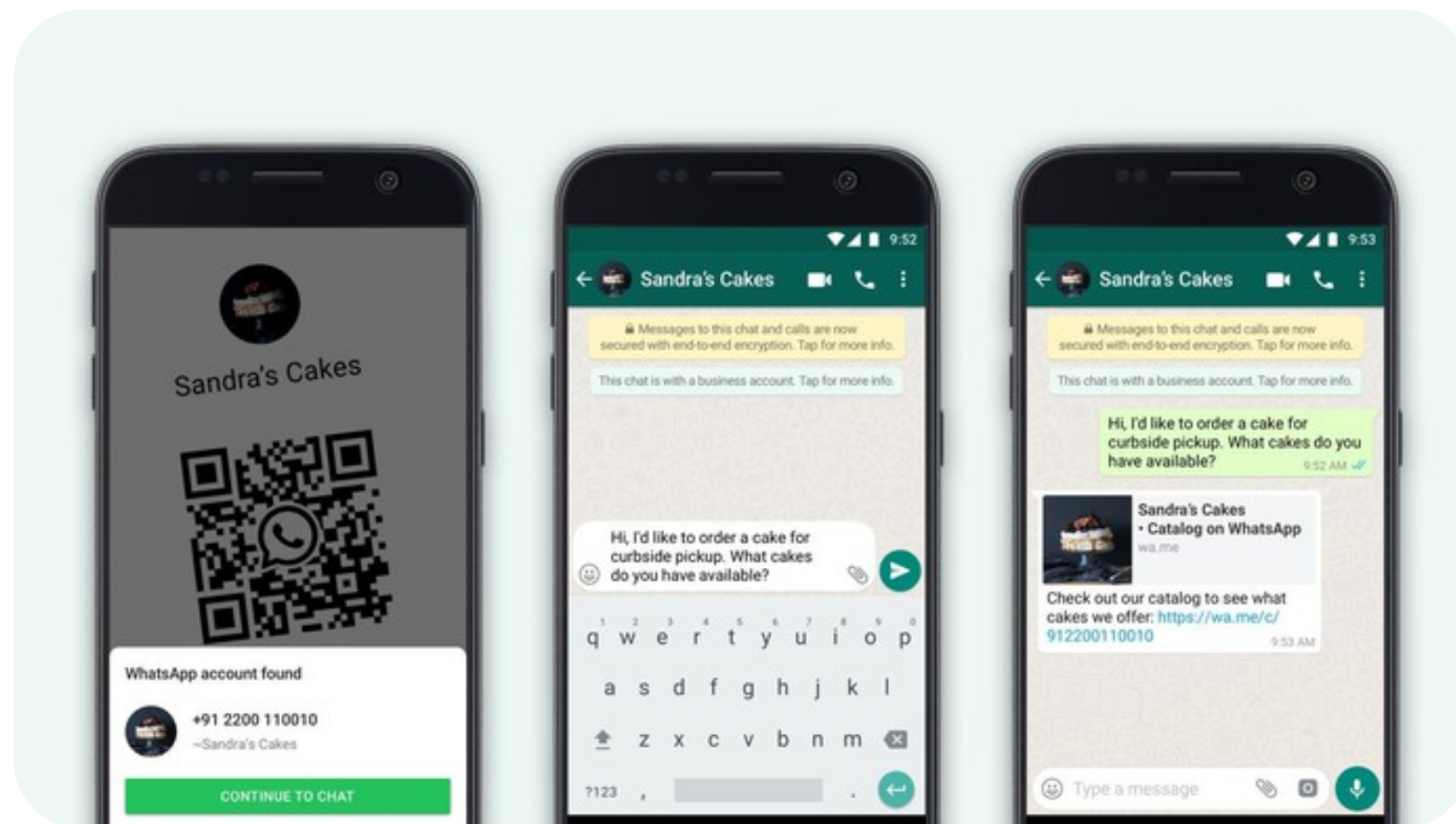
# Catalog



This feature helps businesses to create a showroom for their goods and services, which the customers can browse easily and help them make a decision quickly



# QR Codes



They act as the main digital entrance that opens the way for a chat with the business



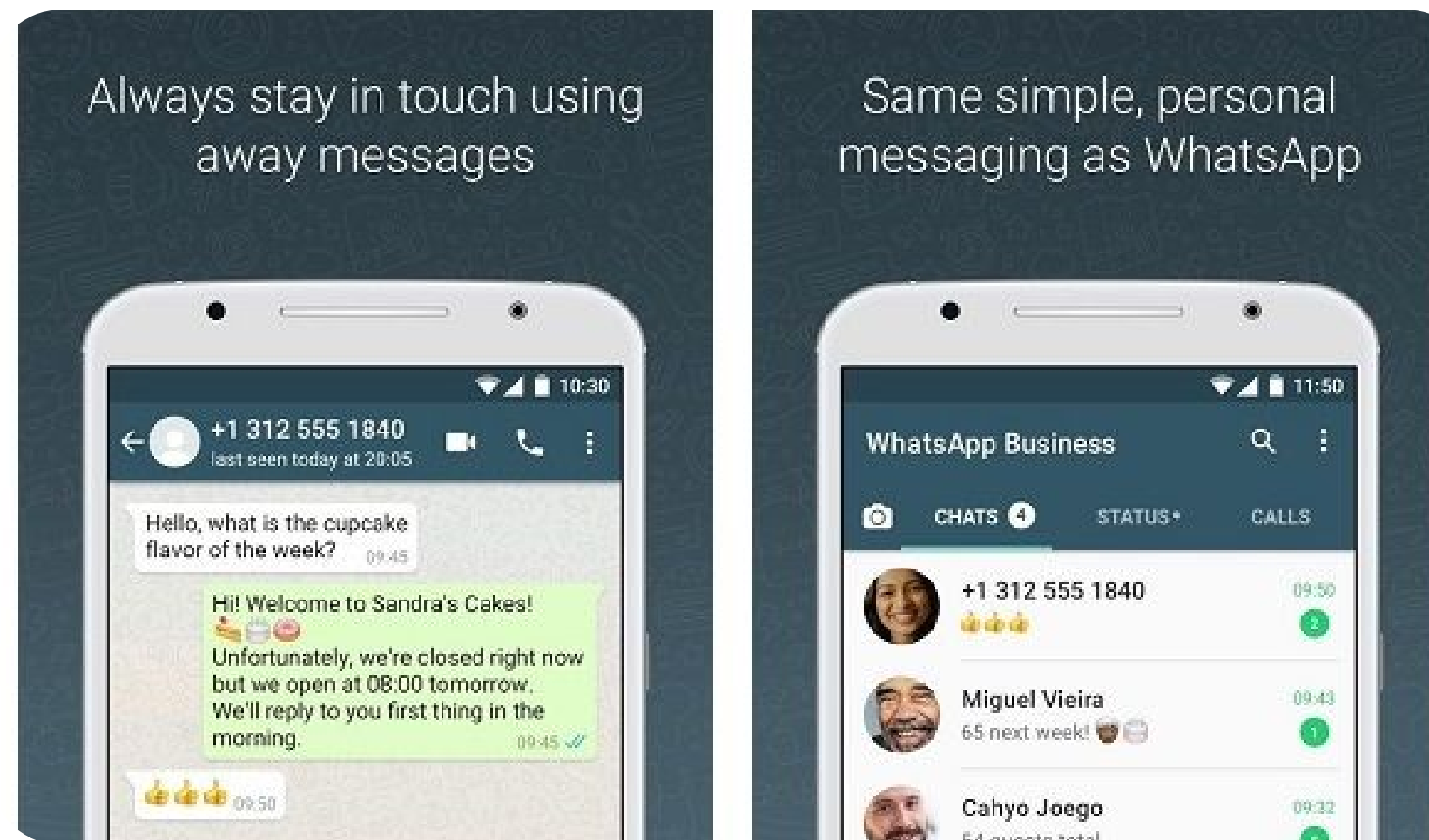
# MESSAGING TOOLS



Quick replies help businesses to address the queries of their customers quickly



# Away messages



Also, the 'away' messages update the customers about when they can receive a solution to their queries





# Labels

The categories can be 'New Orders' or 'Pending Orders'; they can also categorize chats and messages based on these labels



# Business themed stickers

To keep conversations healthy and animated (in a funny way) between businesses and customers, WhatsApp offers a pack of animated stickers

# WhatsApp pay



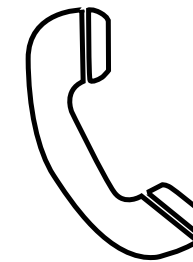
In November, WhatsApp launched its payments services in India. The company assures that the payment feature is safe as it has been designed in partnership with the National Payments Corporation of India (NPCI) using UPI

To know more about whatsapp pay and other features, [Click here](#)

# Connect us Socially



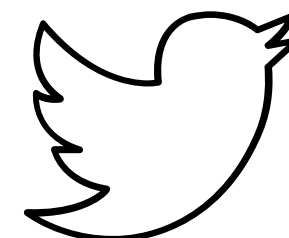
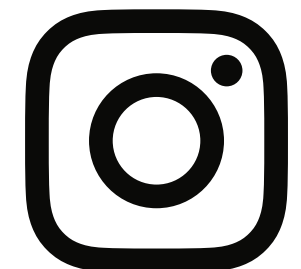
<https://www.theimpulsedigital.com>



91-9769285224



[collabs@theimpulsedigital.com](mailto:collabs@theimpulsedigital.com)





**THANK YOU**

