

# WhatsApp launches business app

By  Ilse van den Berg

19 Jan 2018

NEWSWATCH: WhatsApp has launched WhatsApp Business - a free-to-download Android app for small businesses which allows them to chat with users.



© Hale Ergüvenç via [123RF](#)

Said the company in a [blog post](#) yesterday, 18 January 2018: "Our new app will make it easier for companies to connect with customers, and more convenient for our 1.3 billion users to chat with businesses that matter to them."

## What's in the box?

According to WhatsApp, this is what's included:

- **Business profiles:** Help customers with useful information such as a business description, email, or store addresses, and website.
- **Messaging tools:** Save time with smart messaging tools — quick replies that provide fast answers to frequently asked questions, greeting messages that introduce customers to your business, and away messages that let them know you're busy.
- **Messaging statistics:** Review simple metrics like the number of messages read to see what's working.
- **WhatsApp web:** Send and receive messages with WhatsApp Business on your desktop.
- **Account type:** People will know that they're talking to a business because you will be listed as a business account. Over time, some businesses will have confirmed accounts once it's been confirmed that the account phone number matches the business phone number.

This version of [WhatsApp](#) won't be replacing the current messaging app on your phone but can be installed alongside the default app.

## For more:

- [Introducing the WhatsApp Business App](#)
- [WhatsApp Business app debuts, lets companies chat with users](#)

## ABOUT ILSE VAN DEN BERG

Ilse is a freelance journalist and editor with a passion for people & their stories (check out Passing Stories). She is also the editor of Go & Travel, a platform connecting all the stakeholders in the travel & tourism industry. You can check out her work [here](#) and [here](#). Contact Ilse through her website [here](#).

- #StartupStory: Aura security app to aid beleaguered Uber drivers - 13 Jul 2018
- #StartupStory: BlockMesh - 12 Jun 2018
- Taking telecoms to the next level: Who needs a long-term contract? - 4 Jun 2018
- Nokia makes a comeback in South Africa with new phones - 24 Apr 2018
- New Cape Town/Brazil subsea cable to boost SA broadband - 18 Apr 2018

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>