

# CONNECTING WITH YOUR CLIENTS VIA WHATSAPP



## SUMMARY

Smoke CI was commissioned by our esteemed client within the ISP Industry to conduct in-depth research on their customer base. The primary goal was to collect comprehensive data concerning customer preferences for their diverse product packages, expenditure trends related to fibre and data services, and overall understanding of fibre connections. Furthermore, the project involved segmenting customers into distinct groups based on their product usage, distinguishing between "heavy" and "light" product users. Throughout the engagement, our team maintained a professional and friendly approach, ensuring effective communication and collaboration with the client.

## CLIENT BRIEF

- Company-branded surveys
- Mobile and desktop friendly display
- Distinguish responses from "light" and "heavy" product users
- Online link to be shared via their Whatsapp channel

## OUR SOLUTION:

- Developed an online survey with a unique branded stylesheet
- Implemented client capture for mobile number validation to identify "light" and "heavy" users
- Shortened the link for Whatsapp compatibility
- Shared the online survey with the client's team

## FINDINGS

- Initial 24-hour response rate: 10%
- Response rate within the first week: Approximately 16%
- Potential response rate with reminders: 20% or higher, outperforming online and distributed surveys, where historically our data shows online links have a low response rate when distributed via email and SMS.
- Leveraging WhatsApp and other social channels can reach more users and lead to higher response rates
- Majority of survey answers linked back to client records, enhancing data insights
- Solution is POPI compliant, ensuring data privacy and security

## WHO WOULD BENEFIT FROM WHATSAPP SURVEYS?

- We cater to clients who are interested in conducting relationship surveys or engaging in research.
- Our services cater to clients who prefer both anonymous responses and those seeking mappable data for insightful analysis.
- We understand the significance of short URLs for social media platforms such as Whatsapp, Facebook, Threads, and more. Rest assured, we can provide customized URLs to suit your specific needs.

## WHAT ARE THE LIMITATIONS?

- This solution does not offer distribution figures as we do not have control over the distribution process.
- This is not an integrated solution and requires client WhatsApp chat functionality.
- Interaction and customer information is not collected with survey responses, and our process relies on the data provided by client.

\*\*Effectiveness of the solution is heavily dependent on the specific use case at hand and what the client's requirements are, how they use Whatsapp etc.

