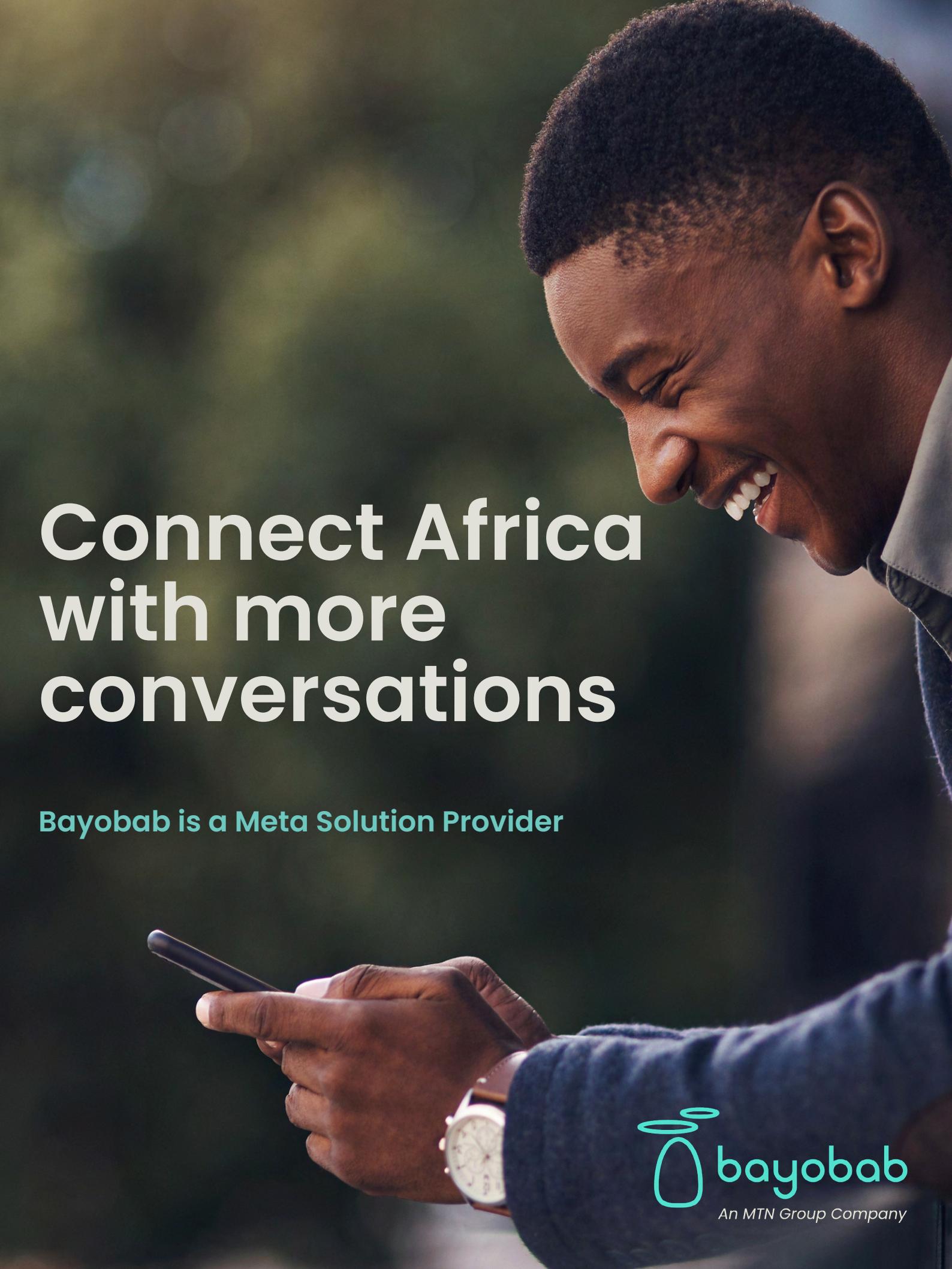


A close-up, side-profile shot of a young Black man with short, dark hair, smiling broadly as he looks down at a smartphone held in his hands. He is wearing a dark blue long-sleeved shirt and a silver-toned watch with a brown leather strap on his left wrist. The background is a soft, out-of-focus green, suggesting an outdoor setting with trees.

Connect Africa with more conversations

Bayobab is a Meta Solution Provider





Bayobab is the first telecom WhatsApp Business Messaging provider in Africa, enhancing Africa's connectivity.

As MTN's exclusive WhatsApp Business Messaging Solution Partner, Bayobab aims to integrate WhatsApp SMS & Voice API channels to reduce costs, improve response times, and elevate customer satisfaction.

As a Premier Solution Provider, Bayobab is at the forefront of the interactive messaging revolution.

Our partnership with Meta has enabled us to deliver exclusive benefits to our customers.

We provide businesses with the tools and expertise needed to unlock the full potential of customer communication.

From driving richer customer engagements, to improving marketing campaign ROI, Bayobab can assist enterprises across Africa to connect through more conversations.

The Opportunity

Africa is home to 225 million WhatsApp users.

Engage directly with customers, enable personalised communication, increase response times and improve customer satisfaction with WhatsApp for Business.

Integrate WhatsApp with SMS and Voice APIs, so your business can:

- Reduce costs
- Streamline operations
- Enhance efficiency
- Expand market presence
- Deliver customer support
- Drive richer customer engagements
- Improve marketing campaign ROI

WhatsApp provides a seamless route to drive higher engagement and conversion rates.



WhatsApp Business Platform

Bayobab offers WhatsApp's Business Platform with experience layer tools. Unlike the WhatsApp consumer application, which provides person-to-person communication, and the small business app, which provides manual messaging with customers, the WhatsApp Business Platform is a powerful communication tool that can unlock seamless interactive capabilities for organisations seeking a state-of-the-art messaging solution.

Consumer App

Person to Person

- A free app that can be downloaded onto an individual phone.
- Provides one-to-one manual communication.
- Does not provide verification (green check mark).
- No back-end integration

Small Business App

Person to SMB

- A free app that can be downloaded onto an individual phone.
- Provides one-to-one manual communication allowing up to 4 people to each respond to customer messages on a phone or in a browser.
- Does not provide verification (green check mark).
- Manual only – no bot integration.

Business Platform

Person to Enterprise

- API-based solution available either on-prem or in the cloud utilizing Meta's servers. Pricing and interface based on implementation and BSP agreement.
- Can connect thousands of agents as well as bots to interact with customers programmatically and manually.
- Option to verify account (green check mark).
- Can integrate with numerous back-end systems such as CRM software and marketing automation platforms.

Product Features



Marketing and Promo Push: Enable promotional messages, lead generation and reach out using the Reach product.

Notification and Alert Push: Utility messages, Alerts and Notifications Enablement through the Reach product.

Surveys and Feedback: Enable CSAT and build the feedback loop for continuous optimisation using the Survey product.

Click to Action: Enable actions and links on all product lines.

Chatbot Integration: Enable automation replies, FAQ and communication with your chatbot or any other application.

Live Human Agent Integration: Use live agent management to connect to your favourite 3rd party service.

Seamless Onboarding

After sign up, businesses can immediately:

- Respond to unlimited customer-initiated conversations (24-hour messaging windows)
- Send business-initiated conversations to 250 unique customers in a rolling 24-hour period
- Register up to two (2) phone numbers

Step 02

Compliance check
is auto-triggered, no
user action required.

GET STARTED INSTANTLY

BUSINESS VERIFICATION

Step 01

Get access to sending
messages after sign
up

ACCOUNT CHECKS

Step 03

Verification not
needed to start
messaging customers
asap.

Connect Africa with more conversations
**with WhatsApp
Business Messaging**

**Speak to a
connectivity
consultant
today!**

Send an email to WABSP@bayobab.africa

For more info about Bayobab, our solutions
and services, visit Bayobab.Africa

