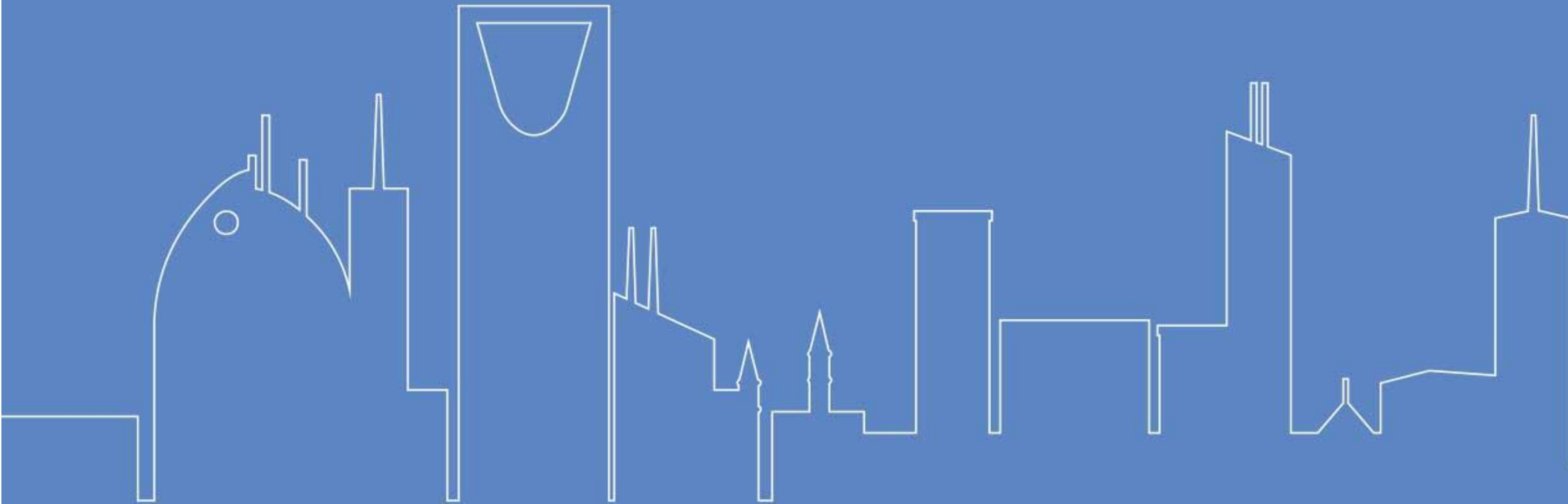


...Taqnyat

HAND BOOK



www.taqnyat.sa

Saudi Arabia Social Statistics 2020



TOTAL
POPULATION

**35.84
MILLION**

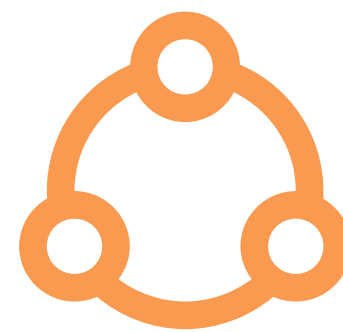
97.90%



ACTIVE INTERNET
USERS

**35.09
MILLION**

97.90%



ACTIVE INTERNET
USERS

**29.50
MILLION**

82.30%



AVARAGE DAILY
TIME SPENT ON
INTERNET

8H 05M



AVERAGE DAILY
TIME SPENT ON
SOCIAL MEDIA

3H 24M

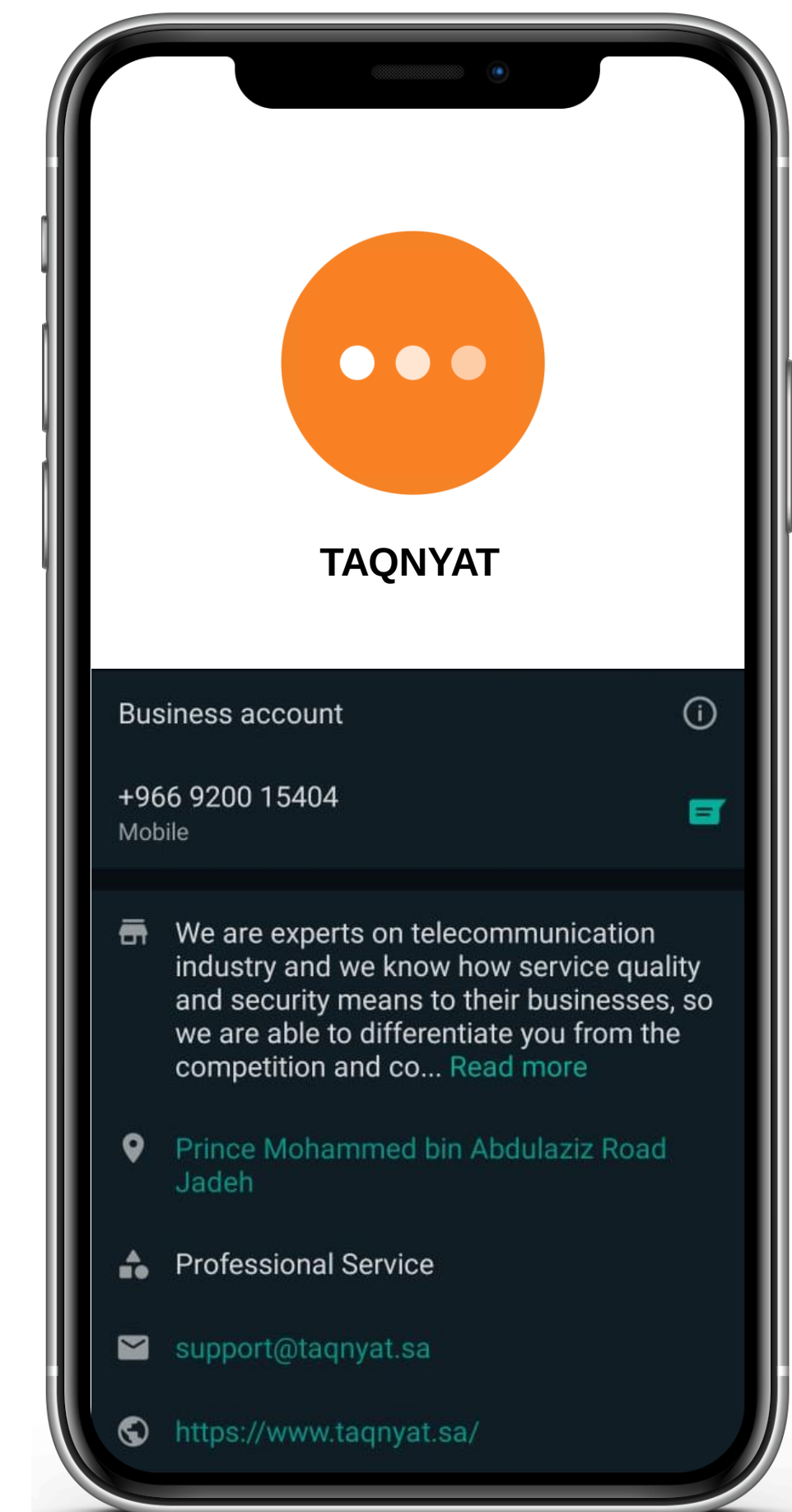
30,670,000+

WhatsApp Users in Saudi Arabia

Present your Brand on WhatsApp

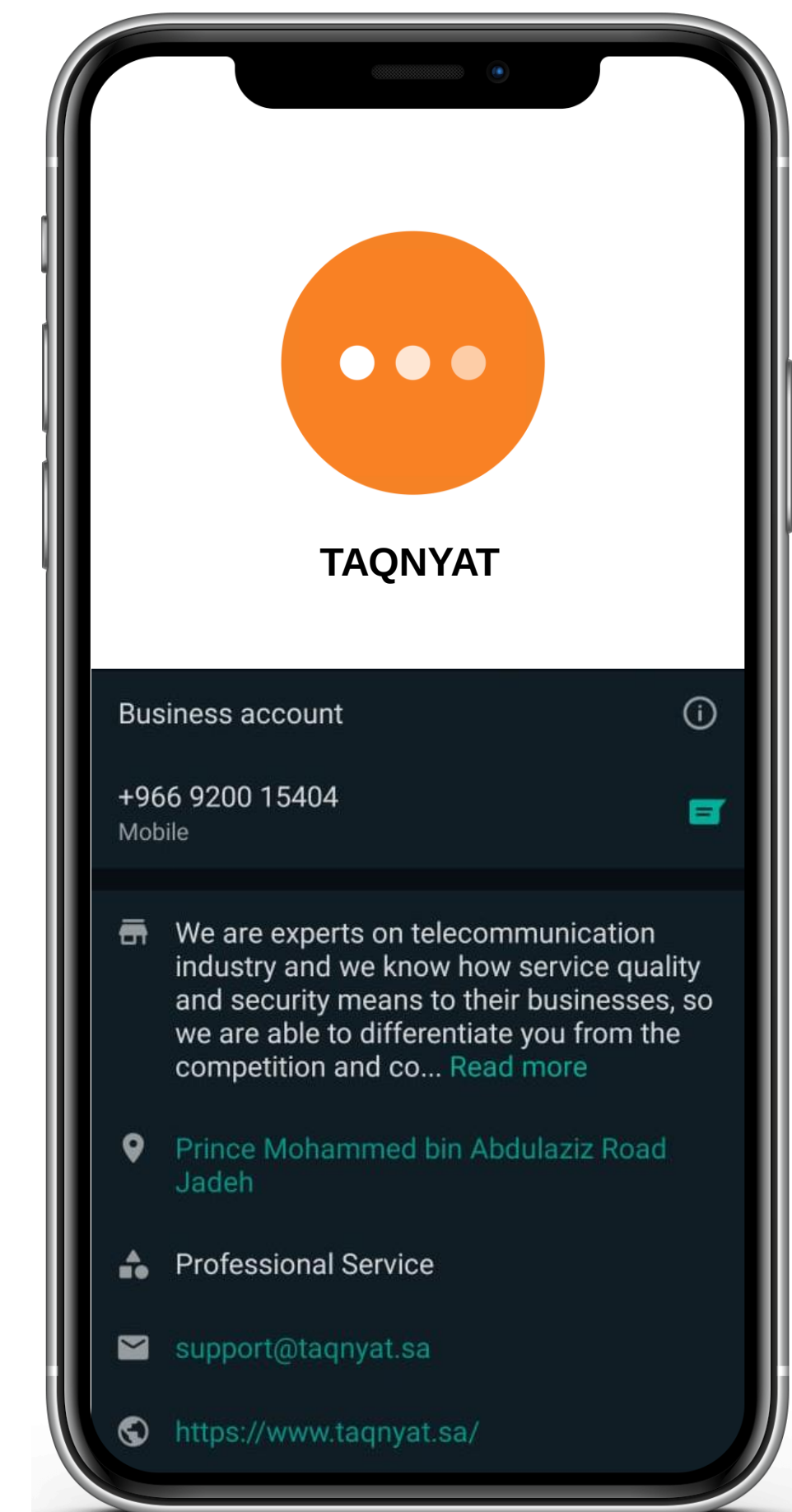
Medium and large businesses can communicate with customers at scale using WhatsApp Business API

- Display your company logo
- Display the WhatsApp authentication mark.
- Show the name of the facility in your client's mailing list without having to add the name of the facility to his phone book



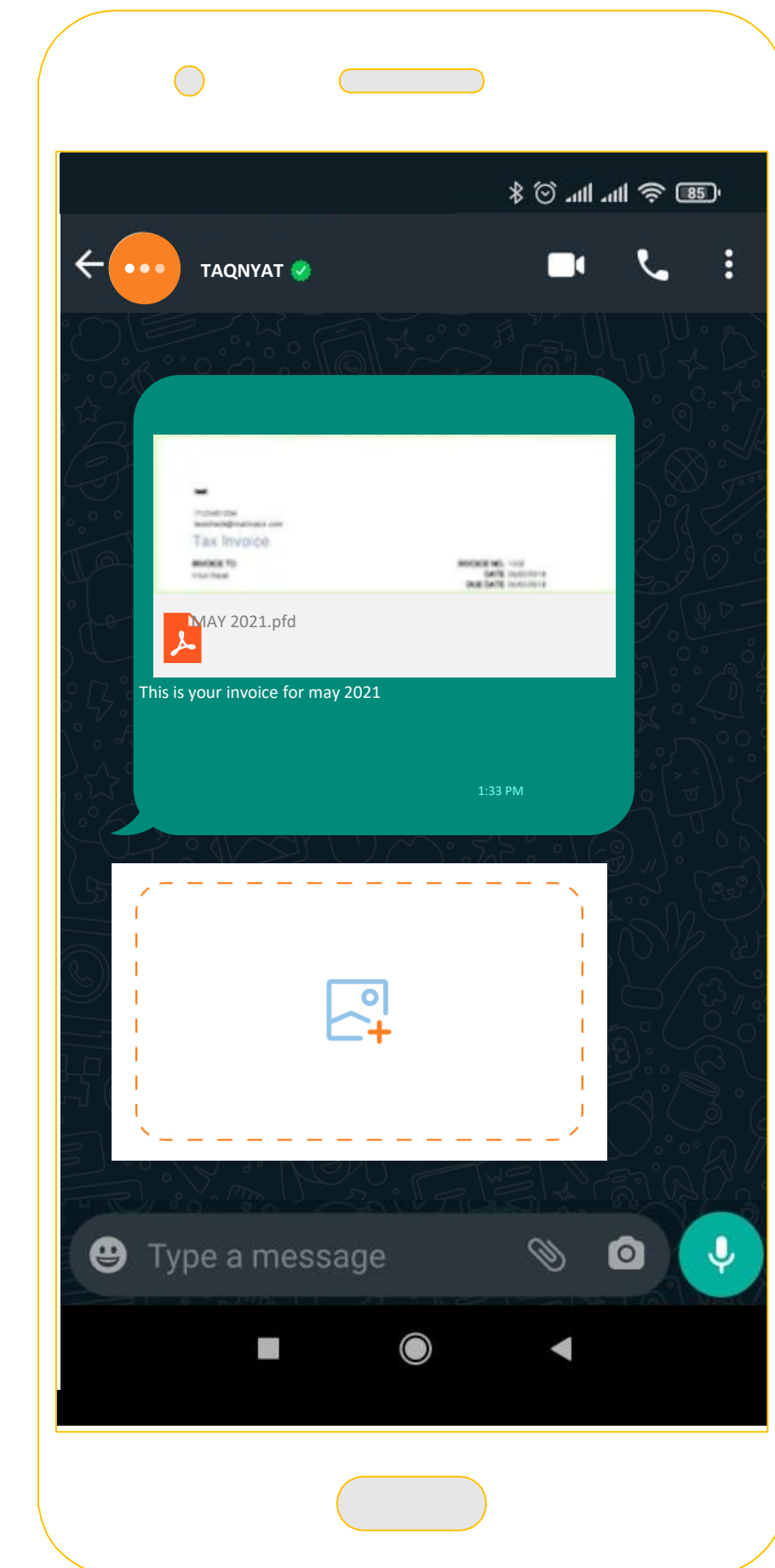
Present your Brand on WhatsApp

- Possibility to send clickable links
- Presenting a description and explanation of the nature of the facility's activity
- Show the website link of the facility,
- Show the facility's e-mail



Type of Media messages

- Text
- Voice
- Images
- Videos
- Documents (PDF, DOC, DOCX)
- Mix (Media + Text)

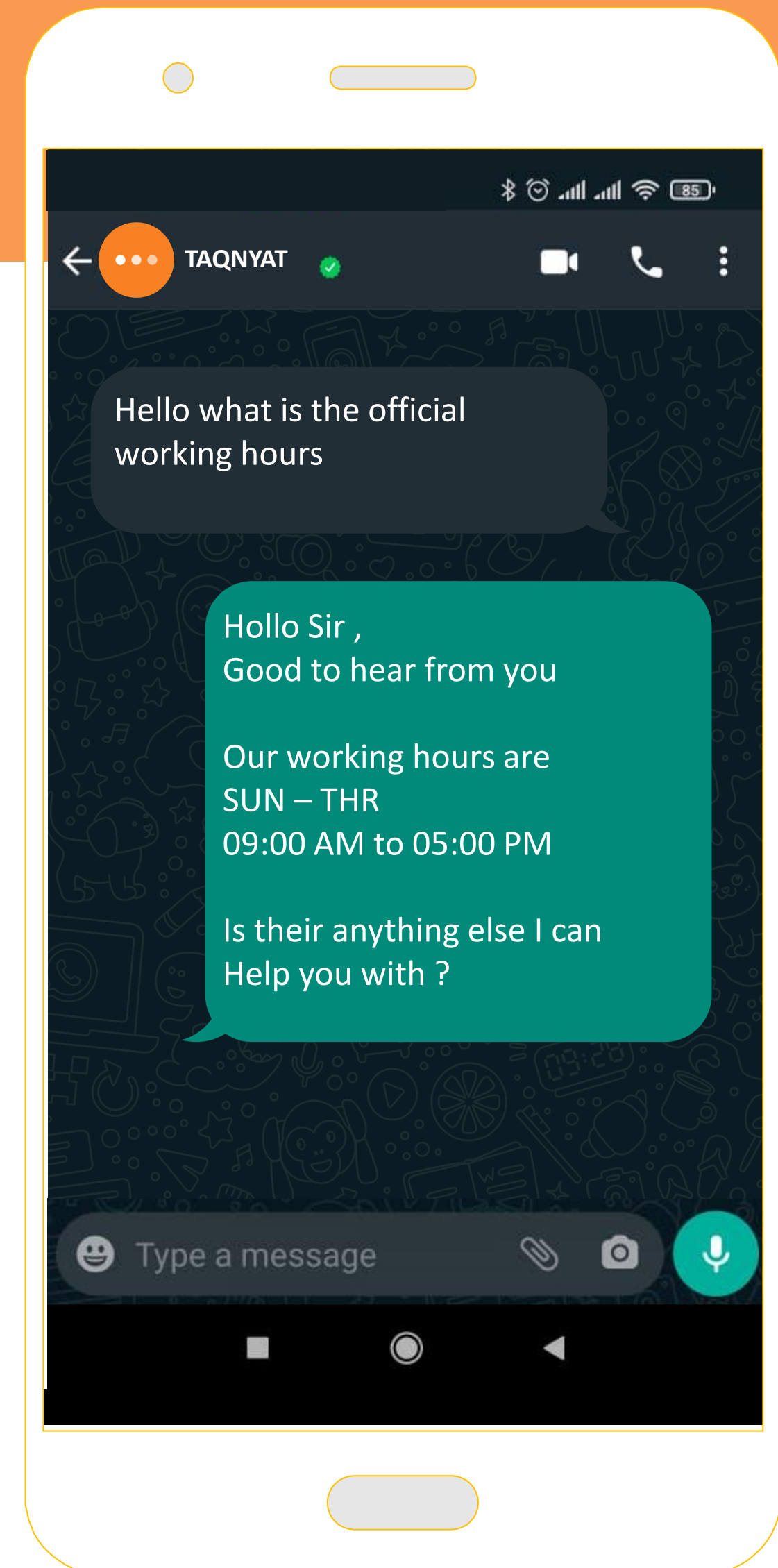


HOW ITS WORK WHATSAPP BUSINESS API.

Customer care

Customer initiated conversations that are :

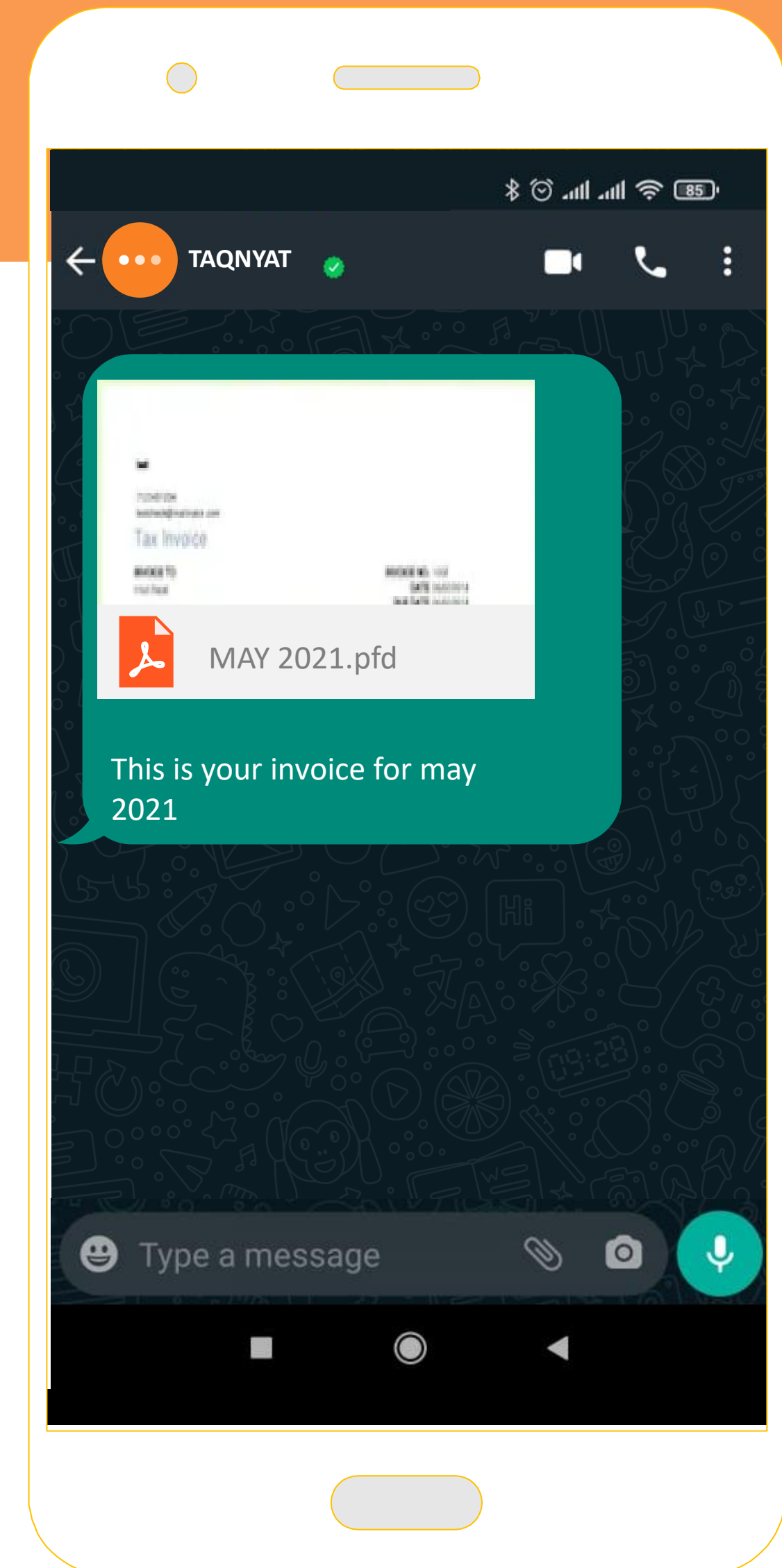
- Auto Opt-in customer for 24 hours.
- Open a session for 24h as a last message received from customer
- Allow Business to send Unbound with templates messages



Notification

Business initiated conversations that are :

- Need pre Opt-in the customer.
- Need a verified Template
- You can define as many as you like of templates to send.
- Once customer response to your message you may back to Unbound messages





Customer care messages enable businesses



Resolve issues one-on-one
with private conversations.



Collect data (name , location
...etc.) , Feedback or Reviews.



Explore products , services
and make requests



Customer care messages Benefits



Increase in customer satisfaction



Increase in customer service operational efficiency



Build a bridge to Connect with the customer

Notification



Notification messages enable businesses



Deliver important, timely
messages



Continue the conversation with
customers who respond to your
notifications



Initiate conversation with your
customers

Template categories



Personal Finance Update



Issue Resolution



Shipping Update



Reservation Update



Account Update



Ticket Update



Payment Update



Alert Update



Transportation Update



Appointment Update

Customer opt-in roles

1

Customers must explicitly opt-in to notifications

2

Obtaining user consent must be completed outside of WhatsApp

3

Ads that click to WhatsApp cannot be used to obtain opt in

Customers must explicitly opt-in to notifications

User Action

Must be triggered by a customer action

EXAMPLE

checking an 'I agree' box

Explicit Language

I agree to receive [noun], [logo and name], on [number]"

EXAMPLE

" I consent to receive order updates from Taqnyat on my WhatsApp number "

Visual Indication

A visual element shown next to the WhatsApp name and logo

EXAMPLE

☐ Receive confirmation on
 WhatsApp

+966 00 0000000



Obtaining user consent must be completed outside of WhatsApp



While setup user profile and preferences



Email , SMS , Social Media , Website



Phone calls or interactive voice response (IVR)



Notification messages Benefits



Increase in customer satisfaction



Tracking and Increase the delivery, open and conversion rates



Increase in customer lifetime value

New Template Requirements

→ Template Name

→ Template Category

→ Template Language

→ Content and placeholders

New template

Name

Category

▼

Language

▼

Content

Dear {1}

Your order number {2} has been shipped on {3}.

SUBMIT

Template review status

 English

Pending review , which take up to 72 working hours

 English

Approved and active template

 English

Rejected Template , response will be sent to Taqnyat inbox

Use cases

Notification Examples



Health-Care Notification Use cases



Appointments updates



Medicine refill alert



Reports updates



Payments and invoices



Retailer Notification Use cases



DELIVERY NOTIFICATIONS



SHIPPING UPDATES



PURCHASE RECEIPTS



INVOICES COPY



Banks Notification Usecases



BANK TRANSACTIONS



TWO-FACTOR AUTHENTICATION



ACCOUNT STATEMENTS

Requirements for Open WhatsApp Business API



Requirements



Verified Facebook Business Account



Accept WhatsApp Agreements



Business Brand Name



Business Use case for WhatsApp

Verified Facebook Business Account

The screenshot displays the Facebook Business Settings interface. On the left, the 'Business Settings' sidebar is visible, with 'Business Info' highlighted by a red box. The main content area is titled 'Business Information' and shows the business name 'Taqnyat Communications APLS' with a red box around the Business Manager ID '424095'. Below this, the 'Business Details' section lists various information: Legal Name of Business (Taqnyat Communications APLS), Address (Prince Mohammed bin Abdulaziz Road, Jadeh, Jadeh 11315, Saudi Arabia), Business Phone (055 569 5242), Website (http://www.taqnyat.sa/), and Tax ID (No tax ID). The 'Business Verification Status' section shows a green checkmark and the text 'Verified' with a red arrow pointing to it, and 'Jan 21, 2020'. The 'Business History' section mentions 'Export a history of management actions taken by people in this business account.' and 'Last updated by Anas Hamarshi on February 21, 2021'.

Facebook Business Settings

Business Information

Taqnyat Communications APLS
Business Manager ID: 424095
Primary Page: None

Business Details

Legal Name of Business
Taqnyat Communications APLS

Address
Prince Mohammed bin Abdulaziz Road
Jadeh, Jadeh 11315
Saudi Arabia

Business Phone
055 569 5242

Website
<http://www.taqnyat.sa/>

Tax ID
No tax ID

Business Verification Status
✓ Verified
Jan 21, 2020

Business History
Export a history of management actions taken by people in this business account.
Last updated by Anas Hamarshi on February 21, 2021
Created by Anas Hamarshi on February 18, 2021

Accept WhatsApp Agreements

→ WhatsApp Legal Agreement | https://www.whatsapp.com/legal/?fbclid=IwAR2Dmh67-GIUvUUzIJL63Zhs2bCHLwt9ioz6llooDvpR_rXAXw66u4feS5I

→ WhatsApp Business Policy | https://www.whatsapp.com/legal/business-policy?fbclid=IwAR26jq6vcTx6oE9Ym7v8M-1fVGwTuHylA4pXfjMyN_VBacdPY2U0AXtBa-g

→ WhatsApp Commerce | https://www.whatsapp.com/legal/commerce-policy/?fbclid=IwAR0f5_SLZab9qR402ysC84IQNnwLwauEQpc0K04WDGH80fA48WY7ASgjUI8

Allowed Business Use case

- Alerting your customers about travel itinerary changes, system outages, and other location-targeted information
- Notifying your customers regarding their orders or deliveries, appointment reminders, payment processing etc.
- Marketing traffic or other subscription-style content
- Providing support to your customers through in-depth conversations. By being available on WhatsApp, you are easily reachable for your customers at any time, and your support agents can improve troubleshooting and shorten ticket lifespans
- Engaging with leads more actively by building alerts to notify your sales team of new activity

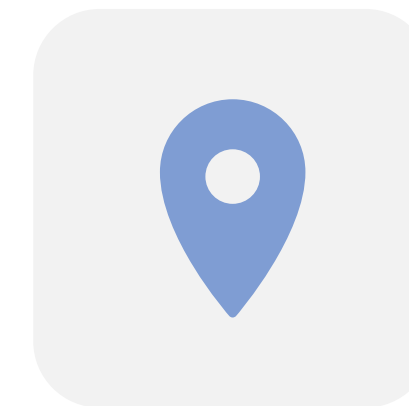
We are close to you

Technologies is expanding in many cities in Saudi Arabia, wait for more offices and points of sale in the near future, your trust is much appreciated.



Jeddah
Saudi Arabia

Al Rabwah District, Al Makaroona
Street, Araba Business Center, First
Floor, Office No. 8104, opposite Prince
Majed Park.



AL Riyadh
Saudi Arabia

Al-Sulaymaniyah District, Prince
Mamdouh Bin Abdulaziz Street,
Building No. 4055, First Floor, Office
No. 7