

The support of the future is already on WhatsApp

Bring your call centre together in the channel customers already use — smart triage, protocols and FAQs with AI 24/7, and handover to the right agent with full context.

- Smart triage
- Digital protocols
- Hybrid support
- Surveys and quality



Fewer calls, more conversations

Deflect the repetitive from the phone to WhatsApp ("press 1 to continue") and serve several customers in parallel, without hold queues.



Lower average response time

AI answers the common on the spot and triage routes the rest to the right team — AHT drops without losing quality.



Context that travels with the customer

When an agent takes over, they get the full history and the protocol — the customer does not repeat their story.



Operations measured in detail

SLA, protocols, CSAT and NPS in one dashboard — full visibility to manage volume, queues and quality.

~98%

of messages opened — and read within minutes

24/7

triage and self-service, every day

N:1

several conversations in parallel per agent

1

channel to triage, resolve and escalate

THE CHALLENGE

High volume, hold queues — and the same questions repeated

- High volume of contacts and peaks that are hard to absorb
- Queues and waiting times on phone support
- Repeated questions and manual processes that consume agents
- Customers repeating their story at every transfer
- Information scattered across teams, systems and channels

THE SOLUTION

Zapify turns WhatsApp into the front of your call centre

- Smart triage that identifies the topic and resolves or routes it
- FAQs and self-service that answer on the spot, 24/7
- Protocols opened and tracked with status and SLA
- Handover to agents with full context and history
- Automatic follow-up, notifications and satisfaction surveys

USE CASES IN CALL CENTRES AND GENERAL SUPPORT

From triage to CSAT — all by conversation

From first contact to the satisfaction survey, every interaction handled on WhatsApp.



01 Triage and initial support

Questions, requests and topic identification resolved or routed on the spot.

- Topic identification
- Automatic resolution of the common
- Smart routing
- Queue and prioritisation



02 Opening and tracking protocols

Status, SLA and updates of each request, always available to the customer.

- Protocol opening
- Status lookup
- Automatic updates
- SLA control



03 FAQs and self-service

Instant answers, links and guidance that resolve without an agent.

- Instant answers
- Links and guidance
- Invoice lookup
- Step-by-step guides



04 Handover to agents

Escalation with full context — the customer does not repeat their story.

- Full context
- Queues and escalation
- Assignment by skill
- Internal notes



05 Follow-up and notifications

Return, reminders and confirmations that close the support loop.

- Proactive return
- Reminders and alerts
- Confirmations
- Simple reopening



06 Satisfaction surveys

CSAT, NPS and continuous feedback collected at the end of each interaction.

- CSAT and NPS
- Feedback in 1 minute
- Quality analysis
- Dissatisfaction alerts

A PLATFORM CONNECTED TO YOUR OPERATION

Integrates with the systems you already use

Zapify connects to your CRM, helpdesk, telephony and knowledge base to automate support and measure quality.



CRM & helpdesk



Telephony & IVR



Knowledge base



Ticket management



Billing & collections



CSAT / NPS



BI & reports



Webhooks & API

BENEFITS FOR EVERYONE

Advantages for the whole operation



For customers

- Fast, practical replies
- Less waiting and more autonomy
- A simpler experience



For operations

- Less operational load
- Centralised support
- More productivity and standardisation



For management

- More resolution and better SLA
- Greater visibility of the operation
- Metrics and efficiency



For agents

- Less repetition
- Context always at hand
- Focus on cases that matter

Put WhatsApp to work for you

30 days free. No card. With our team helping you get started.

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