WhatsApp & Xelion



The changing face of customer service.

Today, direct and personal communication is key to customer satisfaction. Xelion addresses this by integrating WhatsApp Business for companies looking to optimise their customer engagement.

By incorporating the world's most widely used messaging platform into the Xelion environment, customer interaction becomes more effective and accessible. Whether it's quickly responding to customer queries, proactively sending updates, or offering personalised promotions, Xelion allows all these interactions to be centralised and managed via the softphone.

89%

of companies with strong omni-channel strategies retain their customers, compared to just 33% for companies with weak strategies.

(Aberdeen Group)

With Xelion and WhatsApp Business, businesses can shape customer communication to be even more personalised and targeted. It no longer matters whether a customer calls or sends a message all communication remains centralised and accessible to everyone.







What Is the Integration?

Simply put, the integration of WhatsApp Business into the Xelion platform enables businesses to communicate with their audience via WhatsApp. Alongside incoming chats, SMS messages and phone calls, WhatsApp messages are now also received, handled, and managed in one central place within Xelion.

Partnership with CM.com

CM.com has long been an official WhatsApp Business Provider. This partnership highlights a well-established technology collaboration. After initially adding SMS features from CM.com to the Xelion platform, later expanded with trunking services, the integration of WhatsApp Business is the logical next step. This partnership gives Xelion customers access to a more powerful communication platform.

Key Benefits

Low threshold 1-on-1
Communication

Businesses can easily establish direct and personal contact with customers via WhatsApp, an application people use daily.

Everything in One Place

All incoming messages, whether by phone, SMS, webchat, or WhatsApp, are managed centrally via Xelion, making communication clearer and more efficient.

Improved Customer Service

This integration enhances customer service by enabling fast, targeted responses to enquiries.

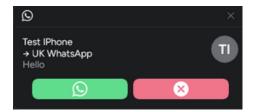
Flexible Availability

Messages are routed to individual users or groups. Team members can easily manage their availability by opting in or out.





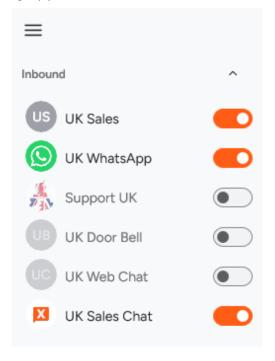
How Does It Work?

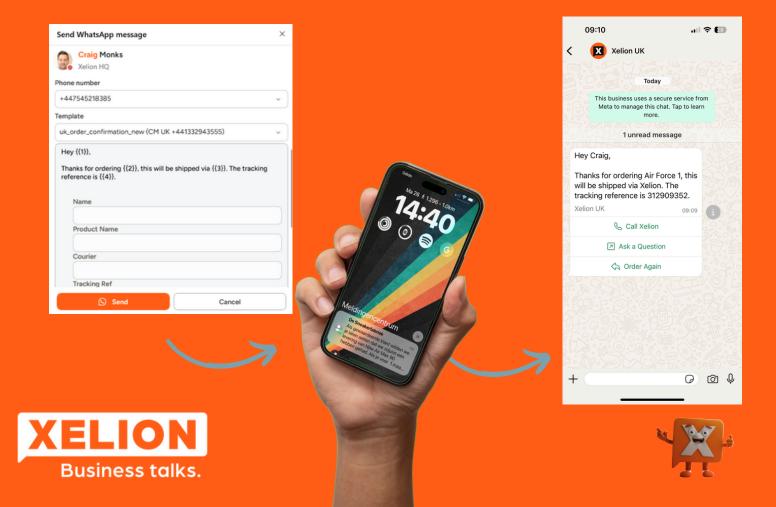


Once a business links its Facebook Business account to Xelion, all incoming WhatsApp messages are shown in a WhatsApp inbox within Xelion. Customer questions are handled without switching applications.

Employees can use a familiar toggles within Xelion to opt in or out of receiving messages, just as they do for phone groups.

If a customer query can't be resolved, the chat can be forwarded to a colleague in a few clicks without the customer noticing, ensuring a consistent experience for both staff and clients.





2 -Way Communication: Not Just Receiving, But Also Sending

A key feature of the updated integration is that it supports not only incoming but also outgoing WhatsApp messages. This two-way dynamic allows businesses to proactively engage customers. Businesses can use pre-approved WhatsApp templates for outbound communication via Xelion. These templates are ideal for both marketing and customer service, whether promoting new products, exclusive offers, or sending service updates.

51%

of consumers would be less loyal to a business if the digital experience was unsatisfactory. Source: PwC Customer Loyalty Survey,

That figure rises to

67%

for those born between 1997 and 2012.

Template Benefits

Start the Conversation

Share important information or invite customers to engage, boosting involvement and improving relationships.

Targeted Marketing

Use specific templates to tailor campaigns to customer preferences, increasing effectiveness.

Efficient Customer Service

Send proactive updates on orders, appointments, or services, reducing the need for incoming queries.





Implementation in Practice

Setting up templates in Xelion is straightforward. Companies can create and submit them to Xelion, who send to Meta for approval.

Feedback is provided when they are ready for use. During onboarding, up to ten templates are set up, with monthly room for one change or addition.

End-Customer Benefits

Ease and Accessibility

Truly integrated, customers communicate via a familiar, trusted Xelion app, lowering barriers to interaction and encouraging feedback and support requests.

Faster Response Times

Businesses respond quicker to queries, increasing customer satisfaction and trust

Consistent Communication

A unified communication experience, no matter the channel, phone, SMS, webchat or WhatsApp.

Proactive Updates

Customers value receiving updates on purchases and relevant services or products.

WhatsApp encrypted messaging

All messages are end-to-end encrypted, ensuring that only the sender and recipient can read their content, not even WhatsApp has access.







Benefits for the Customer and Customer Service Teams.

Xelion's seamless integration with WhatsApp transforms the way customer service teams operate, making them faster, smarter, and more efficient. By consolidating all communications, calls, chats, and messages, into one centralised platform, teams can respond swiftly to customer enquiries without switching tools or missing messages.

Access to complete customer history and preferences empowers agents to deliver highly personalised support, turning every interaction into a positive experience that builds trust and loyalty.

Whether your customers prefer the convenience of WhatsApp or the familiarity of a phone call, Xelion gives you the flexibility to serve them on their terms, quickly, easily, and professionally. It's the smarter way to deliver exceptional service, every time.

Conclusion

The face of customer service is rapidly evolving, and for SMEs, keeping pace is not just an advantage, it's essential. Today's customers expect instant, seamless, and personalised communication across multiple channels. Meeting these demands is no longer optional in an increasingly competitive marketplace.

Xelion empowers SMEs to stay ahead by simplifying the path to omni-channel communication. With our all-in-one platform, everything you need comes under a single licence, no hidden costs, no fragmentation, and no complexity.

The result: more engaged, satisfied customers and a stronger, more responsive brand experience.

