vunet

# WhatsApp BOT Integration: Revolutionizing Ecosystem Communication with Transparent Business Insights

Current Situation

A quasi-government financial service provider was the focal point of the payment eco-system interconnecting the banks, fintech, merchants and consumers. With the scale and growth of the ecosystem participants and payment volumes, driving timely updates and fostering an environment of transparency was becoming imperative.

VuNet Solution/Use Case Details

The WhatsApp Bot Module interface of VuNet's Business Observability platform was deployed to revolutionize the communication and collaboration across the ecosystem. Real-time alerts and metrics from its Observability platform were integrated into the widely used WhatsApp platform, to break down barriers in information flow, enhancing the efficiency and transparency of ecosystem interactions.
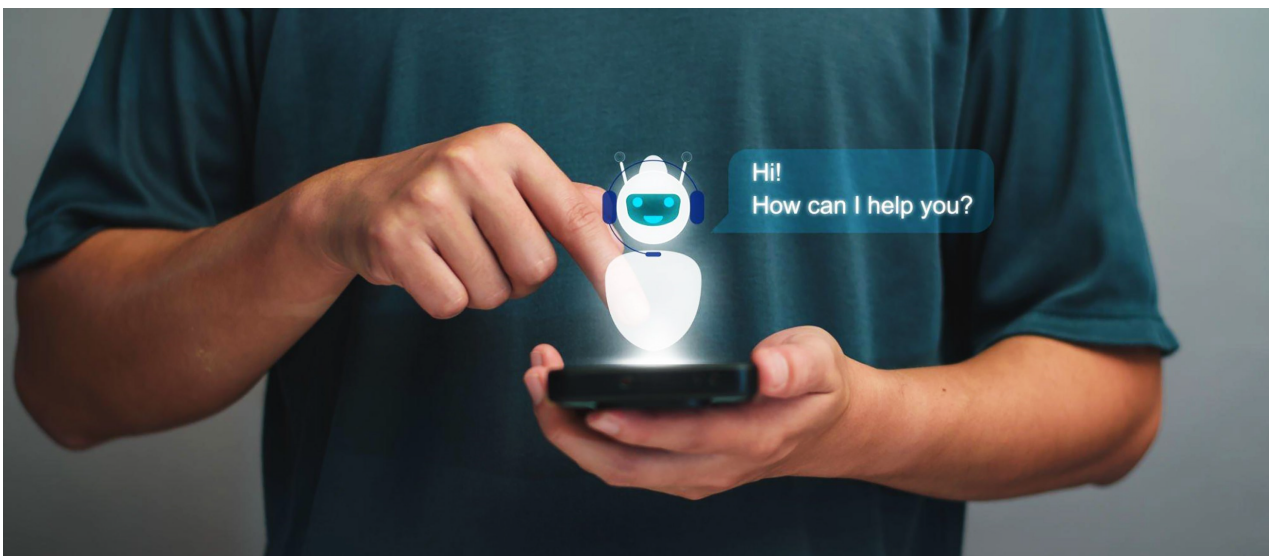
Business Impact

	Before VuNet	After VuNet
Visibility for ecosystem	Excel and Email reports	Instant on-demand
Freshness of Information	Mostly weekly, monthly	Real-time
Operational Efficiency	Manual compilation and distribution	Automated removing manual efforts
Service Quality	People driven and manual approach to reporting	Insights into perf status dramatically improved quality
CX and Driving Trust	Dependent on reporting staff and customer relationship managers	High level of transparency and access driving-up the trust

Benefits

Transparency and Collaboration: Enables instantaneous sharing of crucial alerts and metrics with ecosystem partners reducing manual efforts

Rapid Response and Resolution: By leveraging WhatsApp for immediate alert distribution, the module drastically cuts down response times, thereby enhancing the overall agility of the ecosystem.

Enhanced Custom Query Support: Empowers users to obtain real-time system status updates on demand, providing them with precise control and information access.

vunet