WhatsApp for eCommerce: Use Cases to Personalize Customer Experiences

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WhatsApp for eCommerce: Use Cases to Personalize Customer Experiences: For a few years now, chatbots have been successfully integrated into the fundamental foundation of eCommerce. Customers are becoming more accustomed to the idea, particularly since the global epidemic brought several chatbot advantages to the fore. In this post, we examine various WhatsApp integration strategies that an eCommerce business may utilize to engage in conversational commerce, whether through a messaging bot or a live chat.Given that mobile commerce is steadily climbing the whatsapp eCommerce ladder to the top, this is a significant problem.