

# Conversational Experiences

## Creating seamless, authentic customer interactions across channels

In today's digital landscape, customers expect personalized, authentic interactions across multiple touchpoints. As channels proliferate, brands face the challenge of delivering seamless, engaging experiences that foster lasting loyalty. This is where Conversational Experiences become a powerful differentiator. By leveraging messaging platforms like WhatsApp Business Messenger, companies can connect with their audiences through tailored, in-the-moment interactions that drive growth and cultivate enduring customer relationships.



### Offering summary

Publicis Sapient's Conversational Experiences offering leverages AI to personalize customer engagement on messaging apps like WhatsApp across industries. Our approach combines AI chatbots with CRM data to integrate Marketing, Commerce and Service clouds, ensuring a seamless experience. As the leading launch partner for a use-case-driven WhatsApp accelerator, Publicis Sapient works with Salesforce and Meta to deliver swift value, enhance security, reduce fragmentation, and improve response times.

### What sets us apart

At the heart of our offering lies a pioneering partnership between Publicis Sapient, Salesforce, and Meta. This collaboration seamlessly integrates WhatsApp Business Messenger with Salesforce's industry-leading cloud solutions, unlocking a new era of conversational engagement. By unifying these best-in-class technologies, businesses are empowered to deliver personalized, contextual interactions throughout the customer journey. The foundation of our offering includes the integration of:



#### Service Cloud

Build trust and strengthen relationships through conversational customer care and support. Empower your teams to deliver real-time assistance, resolve issues proactively, and foster long-term loyalty.



#### Marketing Cloud

Engage customers at the perfect moment by delivering personalized, contextual messages as an integral part of their journey. Enhance campaign effectiveness and drive meaningful connections.



#### Commerce Cloud

Optimize the entire shopping experience by providing individualized, authentic interactions. Guide customers seamlessly through the purchase path, from product discovery to post-sale support.

## How WhatsApp delivers value

Harness the power of native integration between WhatsApp Business Messenger and Salesforce Service, Marketing and Commerce clouds. This game-changing collaboration enables businesses to drive measurable value across critical customer touchpoints and unlock growth.

- **Increased First-Party Data Collection:** Gather customer insights and preferences through compliant, opt-in messaging conversations, bolstering personalization capabilities while respecting privacy regulations.
- **Improved Customer Acquisition:** Attract and nurture new customers by generating leads and guiding them through personalized purchase journeys without disruptions, fostering seamless experiences
- **Elevated Customer Retention:** Leverage the high engagement rates of messenger campaigns, which exceed traditional methods like email, to cultivate lasting relationships and drive improved loyalty
- **Streamlined Sales Processes:** Capitalize on the direct connection with consumers, creating more sales opportunities through conversational interactions that seamlessly propel customers along the purchase path while providing real-time support.



**100B+ daily messages & 2B+ users** make WhatsApp the most popular messaging app – [source](#)



**98% open rate** vs 20% for email and SMS – [source](#)



**69% of respondents** are more likely to buy from a brand if there's a WhatsApp option available – [source](#)



## Realize value *faster* with the WhatsApp for Salesforce Accelerator

The **WhatsApp for Salesforce Accelerator** gives brands the building blocks needed to rapidly implement and grow real-time and personal conversation experiences at scale.

### KEY BENEFITS

#### ▶ For Businesses

Conversations generate growth across the customer lifecycle and will reinvent the way businesses build relationships, offer efficient services, and drive sales.

#### ▶ For Your Customers

Through AI messaging, common customer queries can be answered, removing friction and providing persistent and personal conversational services through a single familiar channel.

#### ▶ For Media

Conversations deepen understanding of audience interests, habits, lifestyle and needs to optimise targeting and personalise content improving ROAS.

### WHAT IS IT?

**Our accelerator is a purpose-built modular toolkit that powers AI conversational messaging at scale.**

It integrates existing first-party data from Salesforce, removing silos and serves it up to a Large Language Model (LLM) AI orchestrator to get the conversation going in WhatsApp. This kickstarts the flywheel of real-time conversations and data through pre-built use cases that form the basis of a branded channel. WhatsApp messages can be personalised, contextualised and triggered direct to customers.

### KEY FEATURES

**Designed to drive your conversational goals quickly** across marketing to purchase and through to enabling servicing and support.

**3 Work Packages • 7 Modular AI Use Cases • LLM Enabled AI-Driven • Pre-Built Integrations**



## LET'S CONNECT

Contact us for a review of how our capabilities and partnership with Salesforce can establish, augment and extend your digital transformation.



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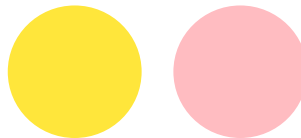


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For more information, please visit [publicissapient.com/partnerships/salesforce](https://publicissapient.com/partnerships/salesforce).



## ABOUT PUBLICIS SAPIENT

Publicis Sapient is a digital business transformation company. We partner with global organizations to help them create and sustain a competitive advantage in a world that is increasingly digital. We operate through our expert SPEED capabilities: Strategy and Consulting, Product, Experience, Engineering and Data, which combined with our culture of curiosity and deep industry knowledge, enables us to deliver meaningful impact to our clients' businesses through reimagining the products and experiences their customers truly value. Our agile, data-driven approach equips our clients' businesses for change, making digital the core of how they think and what they do. Publicis Sapient is the digital business transformation hub of Publicis Groupe with 20,000 people and over 50 offices worldwide. For more information, visit [publicissapient.com](https://publicissapient.com).