

Academy
by NoPaperForms

The 2022 Insights Edition

WHATSAPP BUSINESS API

[The Ultimate Guide on WhatsApp Communication to Convert More]

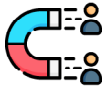
Table of Contents

NoPaperforms + WhatsApp Business API	03
Advantages of using WhatsApp Business API..... with NoPaperForms	04
Get a verified badge	05
Power your conversations	06
Automate Messages based on Admission journey.....	08
Informational Messages	09
Transactional Messages.....	10
Autoresponder Message	11
Niaa on WhatsApp Business API	12
Niaa – The Education Chatbot	14
Best Practices & Guidelines	15

Attract | Engage | Enrol

with

NoPaperforms + WhatsApp Business API



Lead Acquisition

Get more enquiries by engaging with candidates on the channels where they are most active



Lead Nurturing

Amplify engagement and nurture candidates through WhatsApp Business API



Lead Conversion

Delight with dynamic messages through WhatsApp communication and convert more leads into enrolments.

Advantages of using WhatsApp Business API with NoPaperForms

Unlock unlimited potential with deeply embedded integration of your WhatsApp Business account with:



**Lead
Manager**



**Application
Manager**



**Marketing
Automation**



**Niaa -
The Education Chatbot**



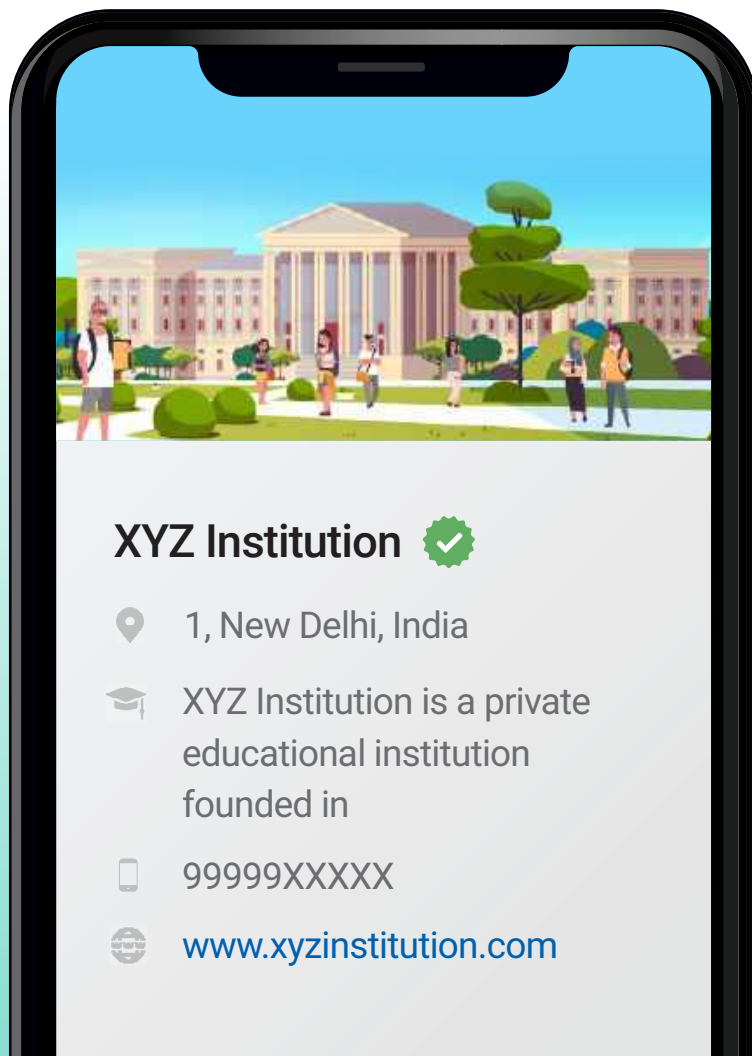
**Dynamic
Documents**

**What's
more?**

- Zero server cost
- Ability to send dynamic content
- No limit on volume of media/text content
- Approval for unlimited templates
- Free content templates
- 100% assistance in creation and approval of templates in your Facebook Business account
- Real time reports

Get a **verified badge**

The official green checkmark badge indicates that WhatsApp has verified that an authentic, notable brand owns this account. The name of the business is visible even if the user hasn't added the business to their address book.



Very few
businesses
are verified by
**WhatsApp as
official business
accounts.**

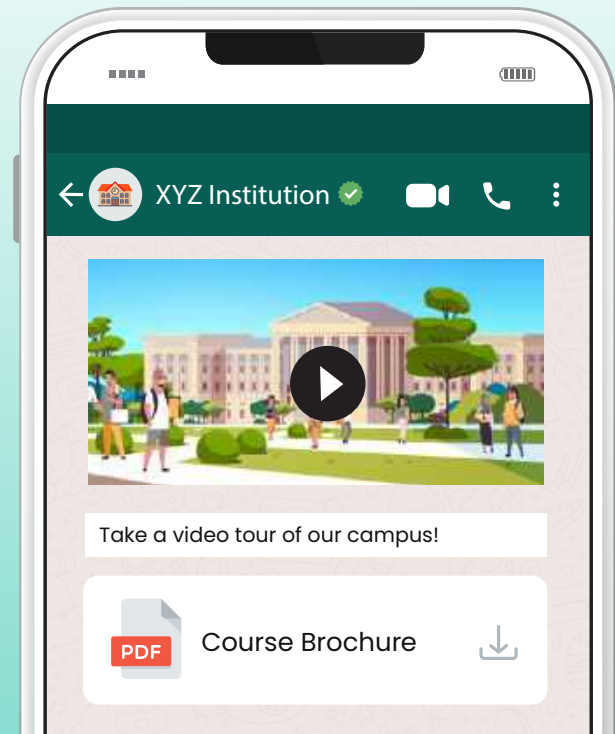
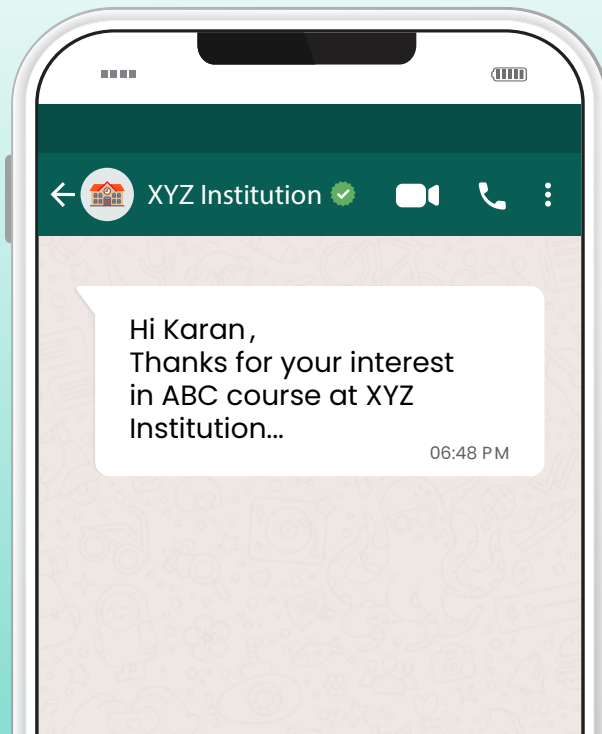
Power your Conversations



Add a personal touch to engage your candidates contextually with the power of WhatsApp Business API. Send and receive instant WhatsApp messages based on the prospect enquiry, captivate their interest and personalize your nurturing efforts to improve your enrolments.

Get read by masses
at once. **Open rate
of over 98%***.

Delight, engage &
improve brand recall.
Rich Media Messaging.

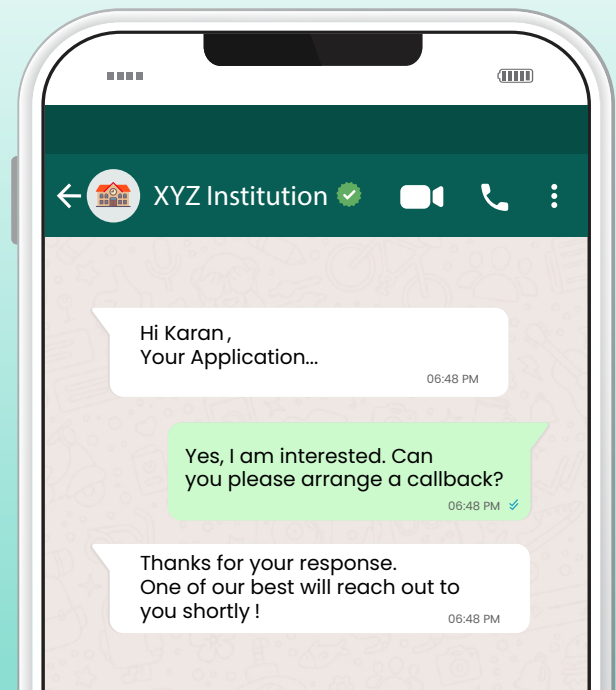


Enable your candidates to visualize their admission journey and benefits through powerful, media-based messaging and optimize your counselling efforts.

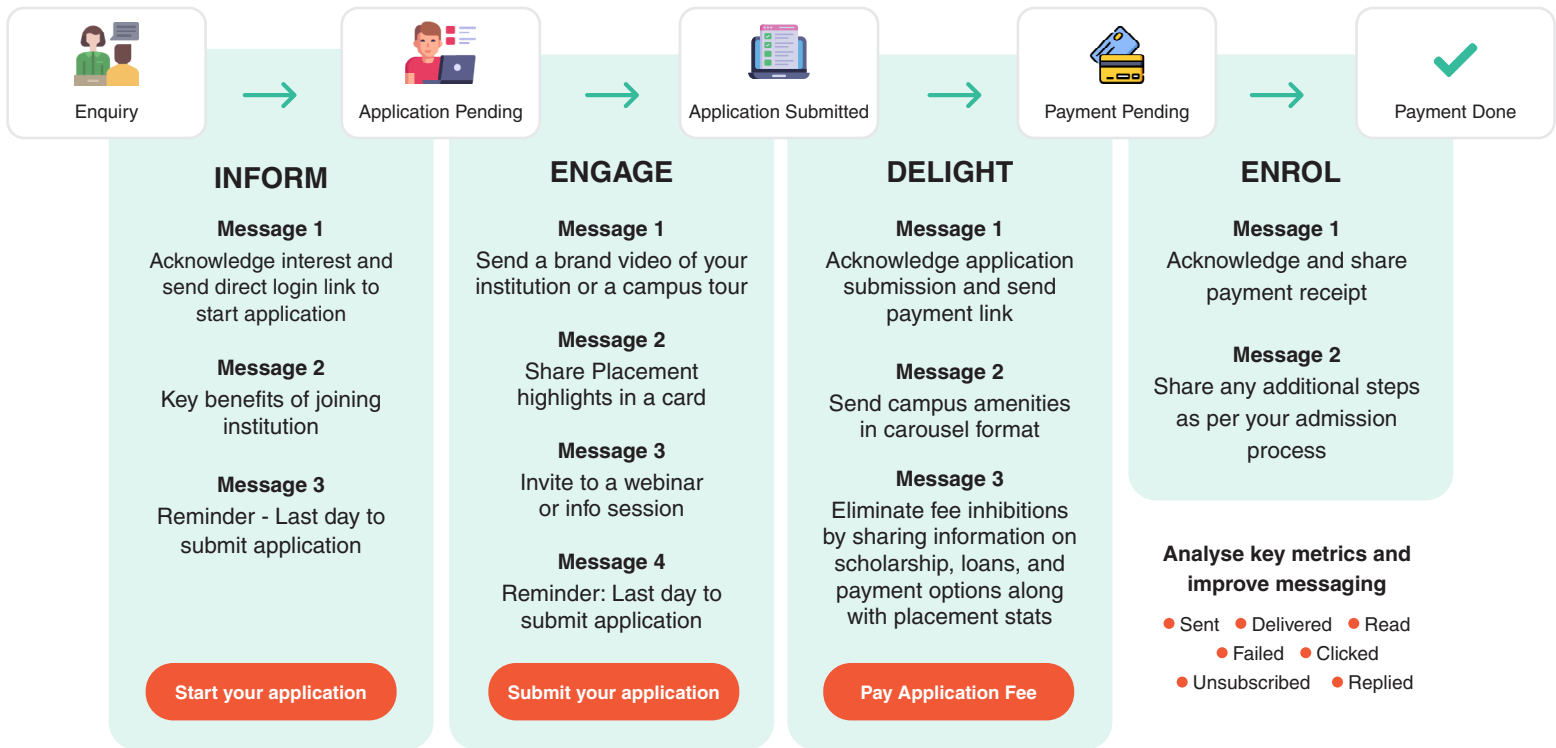


Personalize
Communication.
Broadcast messages.

Maximize team's
productivity. **Automate
Replies with Notifications.**



Automate Messages based on Admission journey



Set up an auto-responder

⌚ Wait 3-4 days before sending another message. Increase waiting time with each message to avoid being blocked and unsubscribed



Institutions get an average 'Read' rate of 98% and 'Reply' rate of 20%, highest among all other channels.*

**Numbers sourced from the historical usage data from the NoPaperForms platform.*

Informational Messages

Allow your prospects to know and learn more about the core benefits of joining your educational institution, personalize contextual engagement at the right time and bolster their decisions to accelerate your enrolments.



Counsellor Introduction

Hi <Name> 🙌

Thank you for your interest in (course name) at <XYZ university>. I'm (counselor name) and I will be delighted to walk you through the details of the programme including admission process, placement, scholarship and address any other queries you may have.

Feel free to reach me out at 📞 (phone number) and I'll be happy to assist you 😊.

Here's the programme brochure for your reference.

 <Programme Brochure>

Regards,
Admissions Team,
XYZ University



Counsellor Follow-up

Hi <Name> 🙌

We tried contacting you regarding your interest in (course name) at <XYZ university> however we couldn't connect.

Feel free to reach me out at (phone number) and I'll be happy to assist you in making an informed decision 😊.

Here's the programme brochure for your reference.

 <Programme Brochure>

Regards,
Admissions Team,
<XYZ Institution>



Scholarship Introduction

Hi <Name> 🙌

At <XYZ institution>, we offer numerous scholarships to all deserving candidates. To explore and apply to any of these scholarships, kindly visit this link 📄 [<link>](#)

Here's the scholarship brochure for your reference.

 <Scholarship Brochure>

Regards,
Admissions Team,
<XYZ Institution>

Transactional Messages

Automate transactional messages based on the stage of your prospect's journey. From sharing application status to deadline reminders, gently nudge your prospects to take the next necessary step in their admission process to deliver an enhanced experience for quicker turnarounds and better enrolments.



Application Not Submitted

Hi <Name> 🙌

Your application for admission to (course name) is incomplete and the last date to submit it is 📅 (application deadline).

Here's the direct login link to complete your application 🖱️ <link>

Get started now and in case of any queries, please feel free to call us at 📞 <phonenumber>.

Regards,
Admissions Team,
<XYZ Institution>



Payment Pending

Hi <Name> 🙌

Your fee payment for admission to (course name) at (XYZ institution) is pending. The last date to make the payment is 📅 (date). You can make the payment using this link 🖱️ <link>

For any assistance, you can connect with us using the details mentioned below and we will be happy to help 😊

✉️ (email)
📞 (phone number)

Regards,
Admissions Team,
<XYZ Institution>



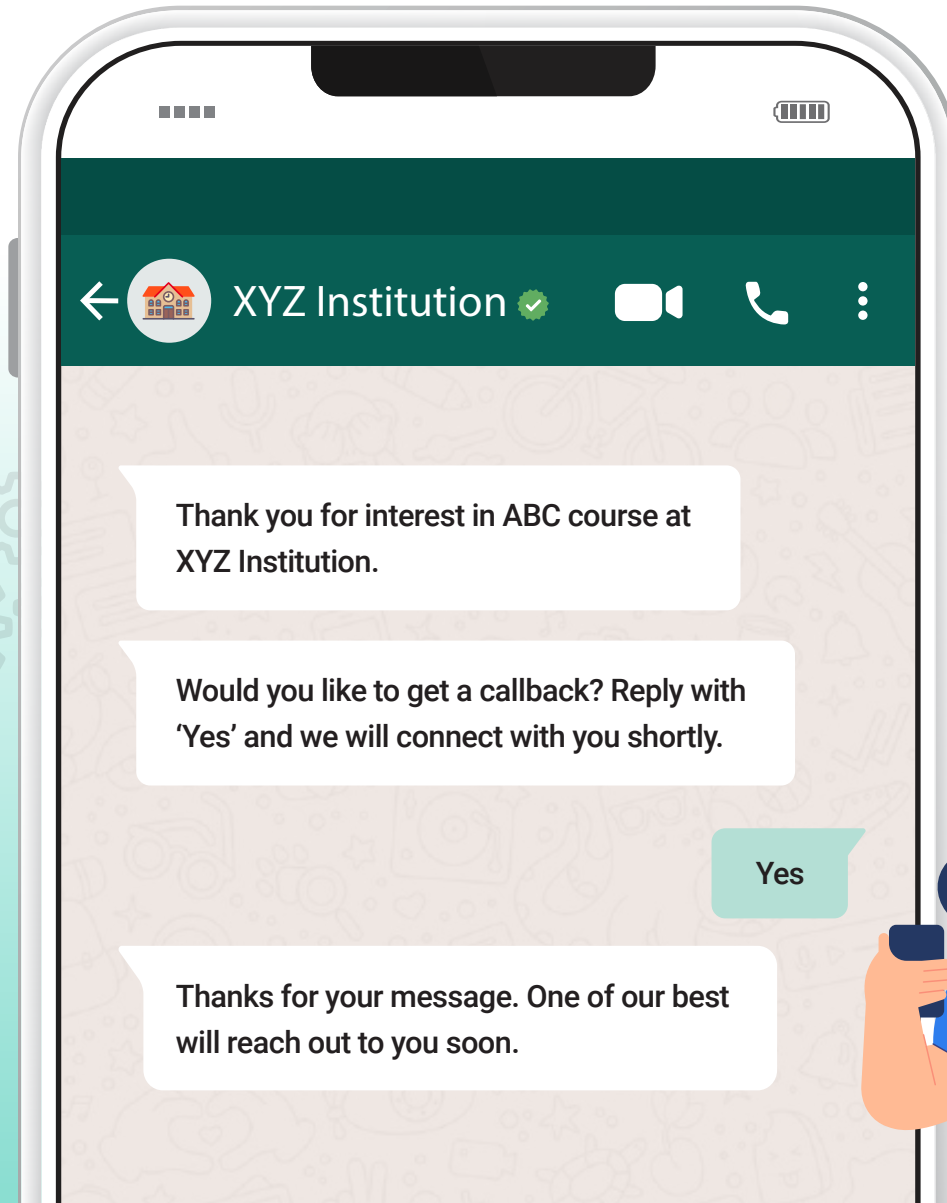
Payment Approved

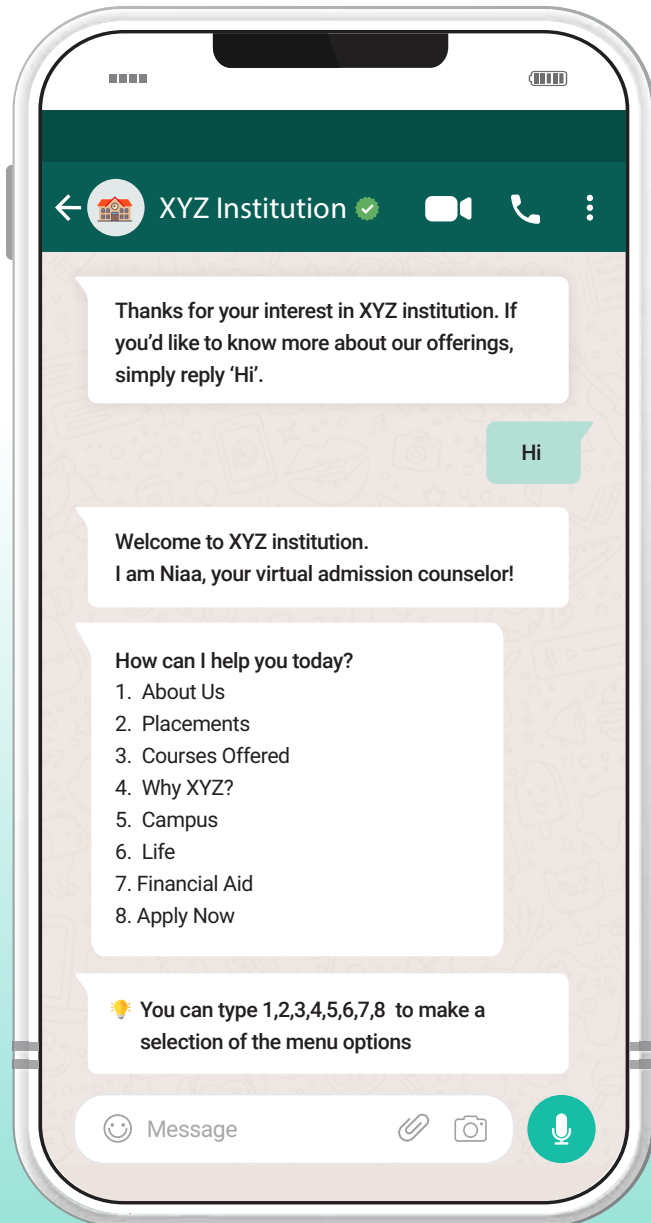
Hi <Name> 🙌

Thank you, we have received your payment for (course name) at XYZ university. In case of any queries, please feel free to call us at 📞 <phonenumber>.

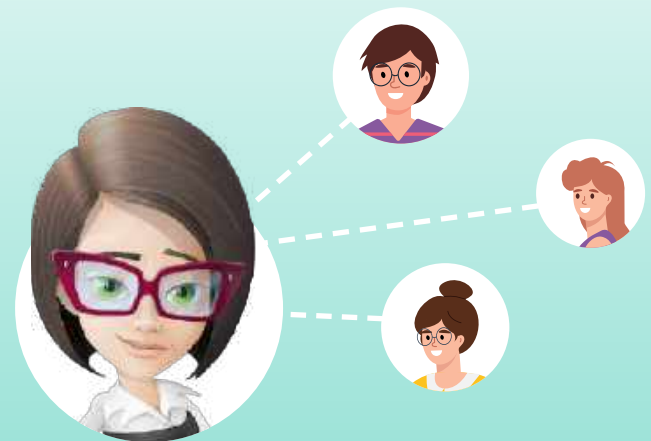
Regards,
Admissions Team,
<XYZ Institution>

Autoresponder Message

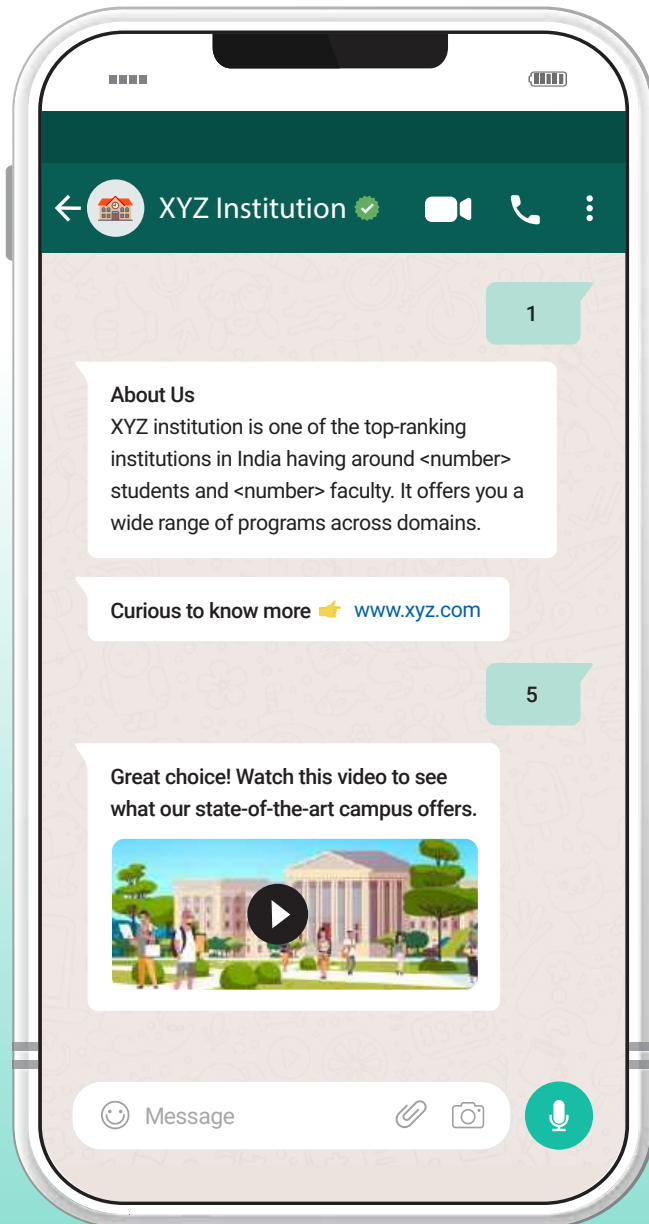




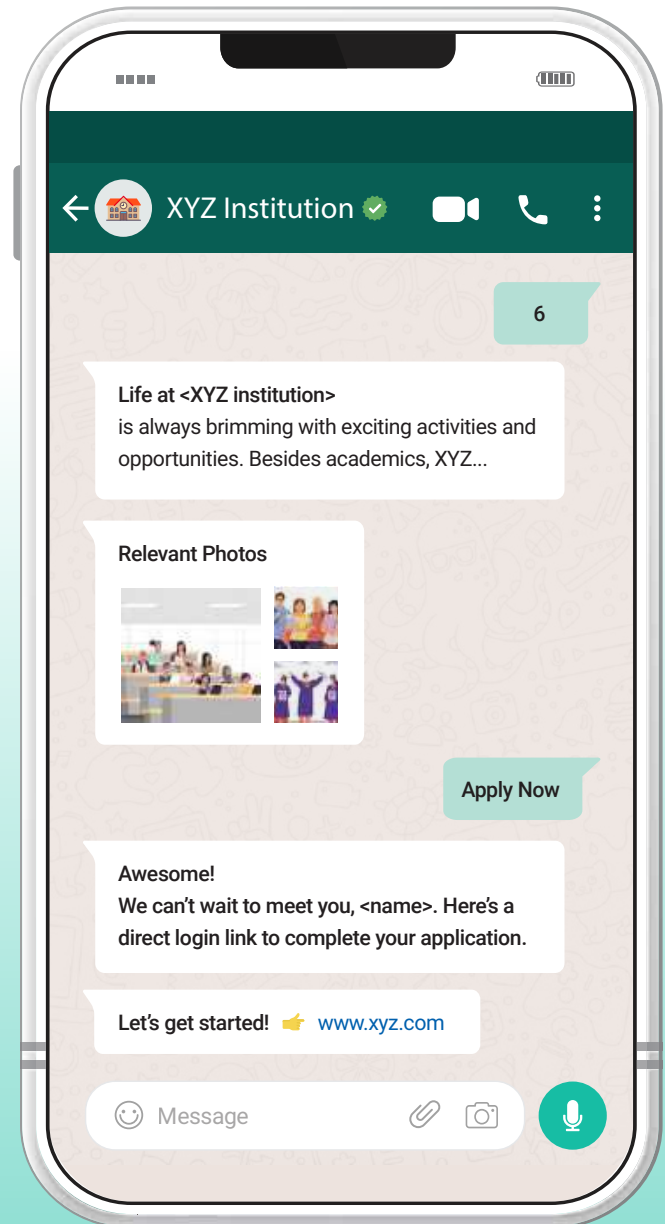
Automate engagement with **Niaa on WhatsApp Business API**



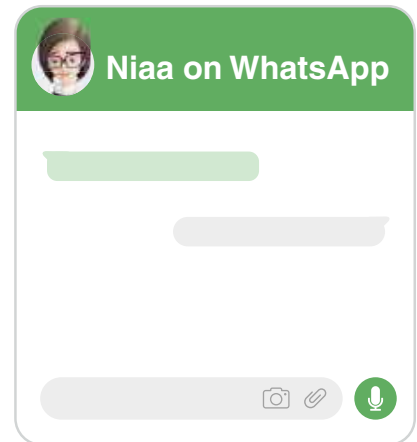
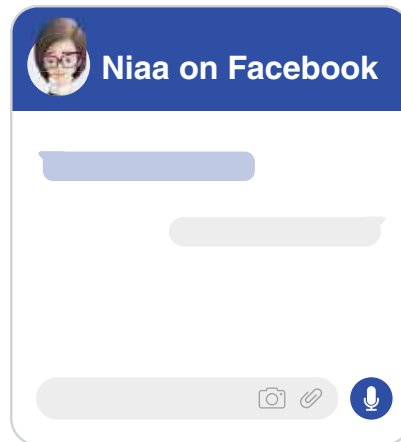
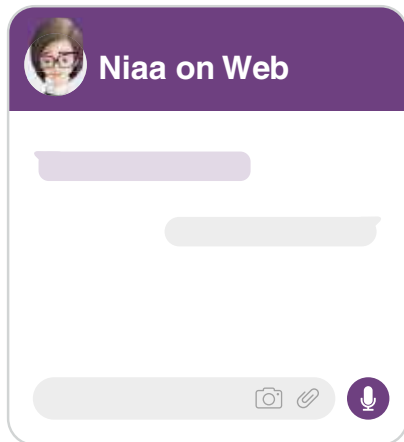
Student selects '1' and '5'



Student selects '6' or types 'Apply now'



Besides WhatsApp Business API,
Niaa – The Education Chatbot
can drive your engagement on your
Website and Facebook account too



The smartest virtual assistant to engage
candidates intelligently and drive seamless admissions!

Start a conversation with Niaa... and experience the difference!

Niaa

Best Practices & Guidelines



Promotional messages need to be converted into informational/transactional messages for Facebook's approval.

The first message should indicate that the respective student has shown interest in your institution.



Informational content should only inform and guide students about any objective, event or to-do action.

Messages should be in a formal and professional language with the objective expressed clearly and directly.



Use of any incomplete statement, slang or informal language is not approved.

Messages should not start with a question directly or indirectly until required.



WhatsApp Business API strictly prohibits spam and any custom templates containing discount codes or promotions that create a sense of urgency.

Prospects should provide their consent via opt-in to start receiving messages on WhatsApp



Academy

by NoPaperForms

Explore. Learn. Achieve.

All you need to know about Admission Management



Quick Reads

Read about major industry challenges and their solutions, in brief



Videos

Watch short explainer videos on key admission concepts



Insights

Download research-based trends, reports and actionable plans



Illuminate

Join upskilling Masterclasses for you and your teams



Certification

Recognize, empower, and reward your high performers



Scan & Explore



Our Presence

When not on the cloud, or in people's hearts, we work from here.



Head Office
Gurugram, Haryana

Regional Offices



Pune
Maharashtra



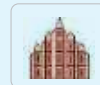
Bangalore
Karnataka



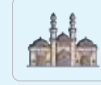
Kolkata
West Bengal



Chennai
Tamil Nadu



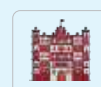
Jaipur
Rajasthan



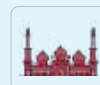
Ahmedabad
Gujarat



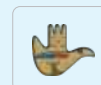
Mumbai
Maharashtra



Indore
Madhya Pradesh



Lucknow
Uttar Pradesh



Chandigarh

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Top B-Schools



New Age Universities



Leading Exams



Preminent Schools



Premier EdTech/Coaching Institutes



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