



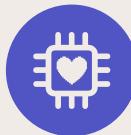
# Graia for WhatsApp Customer Service

**Graia for WhatsApp** brings the power of empathic Agentic AI into the world's most trusted messaging app — enabling instant, seamless, and human-like customer support.

## With Graia, you can:



Add WhatsApp as a core service channel



Automate routine requests with empathic AI



Route complex cases to live agents without losing context



Integrate everything into your CRM (ServiceNow, MS Dynamics, Salesforce)

## The Challenge

Most contact centers still rely on phone and email, while more than 2 billion people using WhatsApp globally for fast, easy conversations.

This gap creates:

- Higher call volumes and longer queues
- Failing to meet customer needs, companies risk falling behind competitors
- Frustrated customers, leading to churn and negative NPS
- Rising operational costs, with agents handling repetitive tasks

## The Solution

Graia for WhatsApp closes the gap by combining rich chat features with empathic AI.

It enables you to scale customer support, reduce costs, and build loyalty by meeting customers on the channel they already trust.

Graia for WhatsApp delivers a complete, end-to-end service channel:

- Empathic AI handles routine queries and understands customer intent and sentiment.
- Agent collaboration allows seamless handover for complex cases.
- CRM integration ensures all context and history are available in one place.

# Top Benefits



## 1. Improved Experience

Empathic AI understands tone, intent and sentiment, so customers feel heard, valued and understood — not just answered.

## 2. Reduced Costs

Automation deflects repetitive queries, cutting call volumes and operational costs.

## 3. Fast Deployment

Get started quickly with pre-built integrations and scale flexibly as adoption grows.

## 4. Agent Efficiency

AI Employees handle routine work, enabling agents to focus on high-value interactions.

## Key Features

Full rich chat solution via WhatsApp

End-to-end support: chat routing, agent interface, reporting

AI-infused automation for self-service

Customizable guardrails so AI stays on-topic and reflects your brand's voice

Plug-in integrations with leading CRM solutions

## Graia WhatsApp Customer Service

Graia WhatsApp Customer Service is an AI-driven solution that brings empathic, human-like support directly into WhatsApp — the world's most trusted messaging app. It intelligently handles routine inquiries with speed and accuracy, while seamlessly escalating complex, sensitive, or approval-driven cases to the right human agent at the right time. With deep integration into leading CRMs, Graia ensures every interaction is personalized, efficient, and effortlessly aligned with your flows.

## About Graia

Graia Xperience Platform is an Agentic Contact Center-as-a-Service (CCaaS) and GenAI platform purpose-built to deliver more empathetic, intelligent, and autonomous customer experiences at scale. By combining deep customer experience (CX) expertise with proprietary Agentic AI and fully owned CCaaS IP, Graia helps enterprises drive revenue, enhance productivity, and scale support with confidence.

## See It in Action

Talk to a Graia expert and discover how easily you can add WhatsApp channel to your customer service.

Request  
a Demo 