



WhatsApp in FinTech

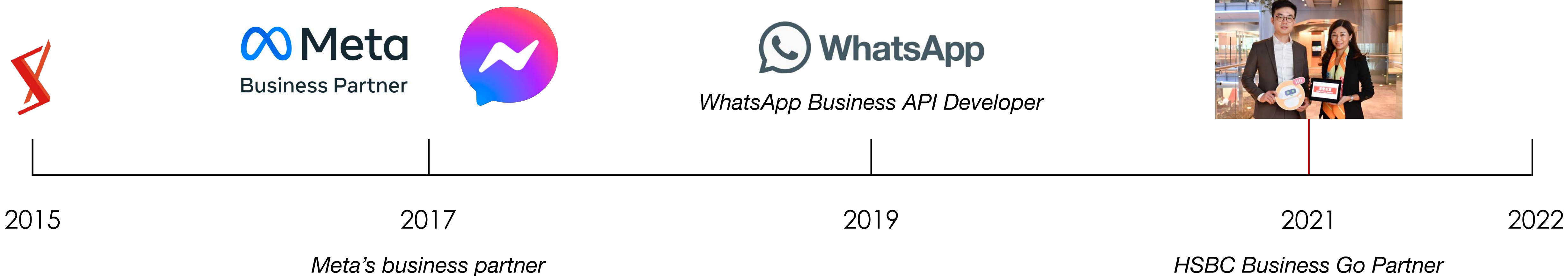
Design exclusive business messaging solution for financial service providers that complies with industry regulations



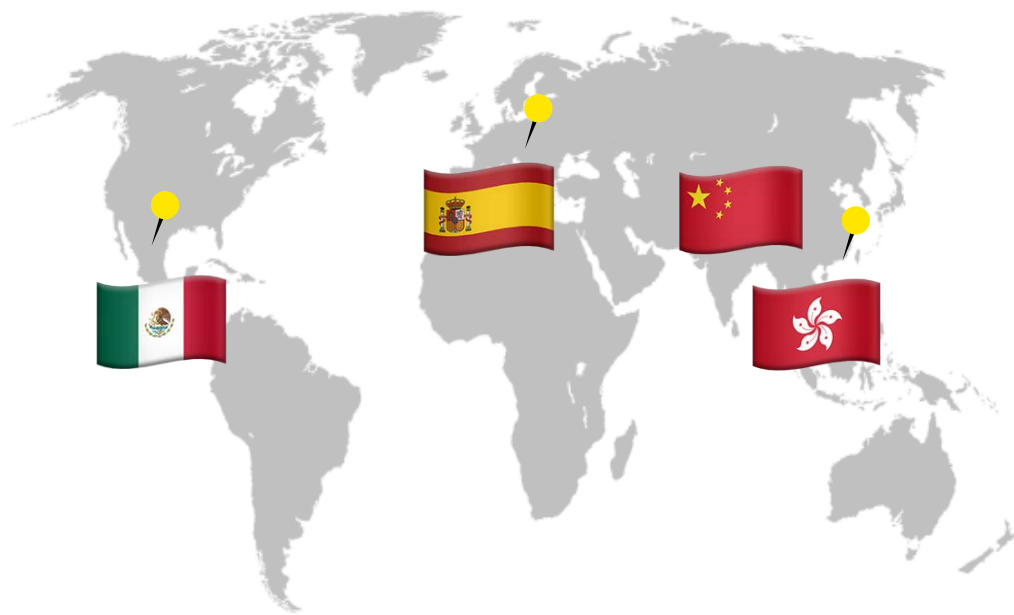
“We design unique business messaging solution for financial service providers”

- 300+ enterprise chatbot projects & 1,500 running chatbot licenses
- HQ in Hong Kong, offices in Greater China, Spain and Mexico

- Winner from MARKies & Marketing Excellence, APAC CIO 2021 cover startup
- 60+ chatbot designers with 5+ years of experience



Business messaging roadmap



Geographical Expansion

Headquartered in Hong Kong, we have business across the globe in Mexico, Spain, China



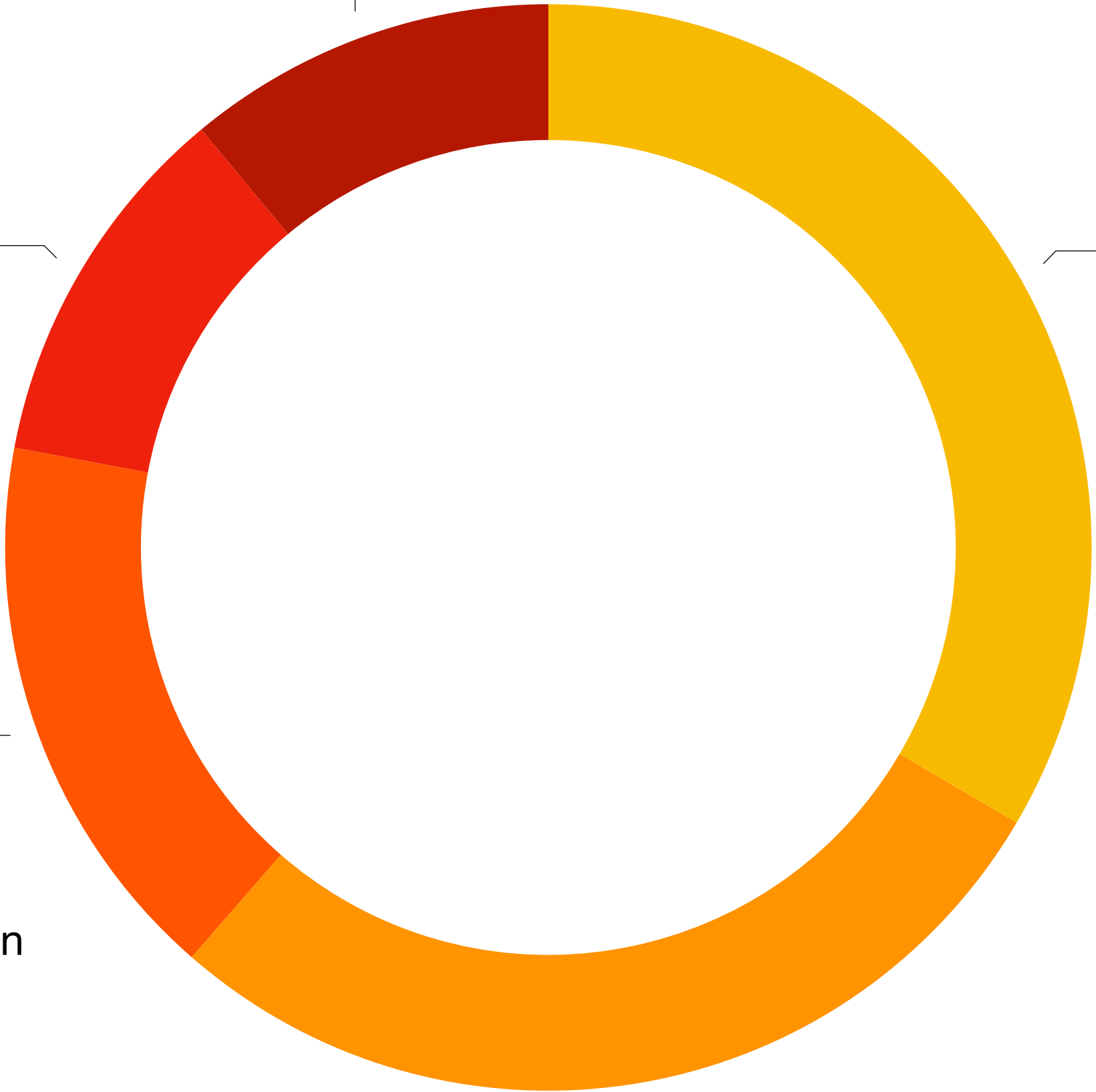
Key Partnership

Sanuker is keen to develop partnerships to extend our market share



Thought Leadership

We strive for continuous improvement in attaining recognition



Business Messaging Consultancy

We provide professional business messaging consultancy to deliver world-class services



Omni-Channel Dialogue Builder

We utilize the omni-channel dialogue builder in creating interactive chatbot experiences

We position for client's success

Marketing Awards



Marketing Excellence Awards 2018
Excellence in Gaming

IWC Schaffhausen 150
Chatbot Game



Marketing Excellence Awards 2018
Excellence in Mobile Marketing

DBS iWealth App



MARKies Awards 2019
Best Idea - Digital

DBS Live More, Bank Less Campaign



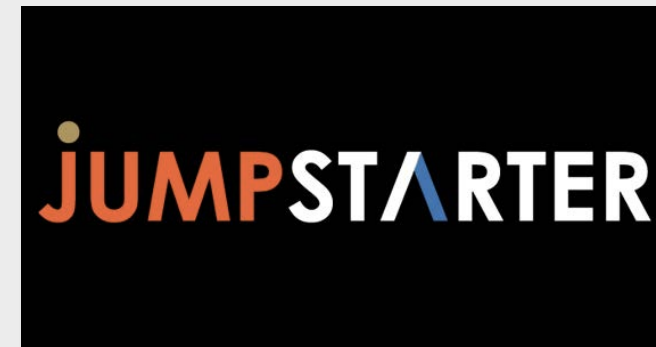
MARKies Awards 2021
Best Idea - Gaming

Maxim's Cakes
Monopoly Mission

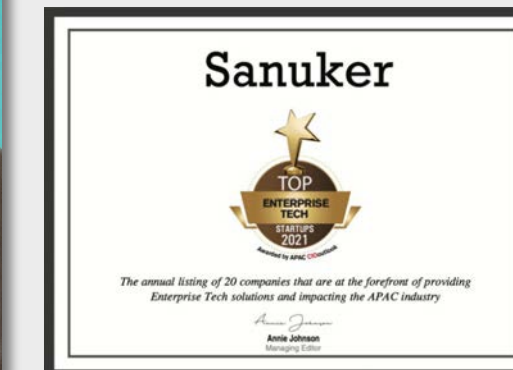
MARKies Awards 2021
Best Use of Gaming

Maxim's Cakes
Monopoly Mission

Top Startups

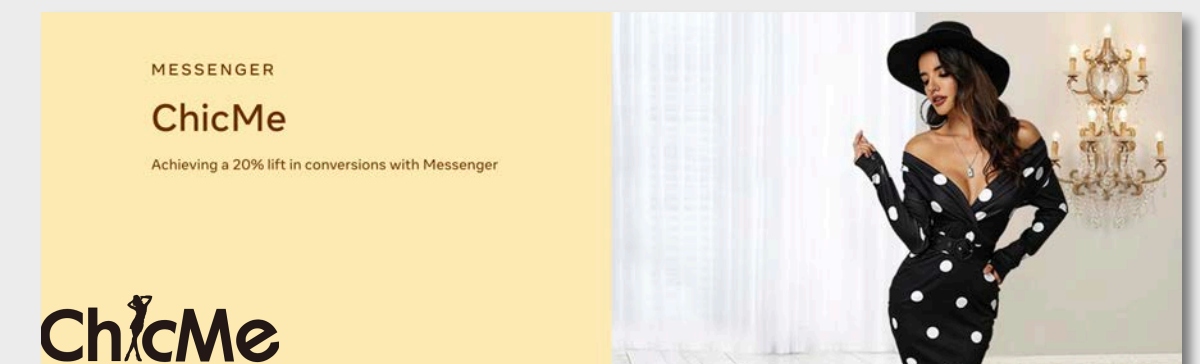
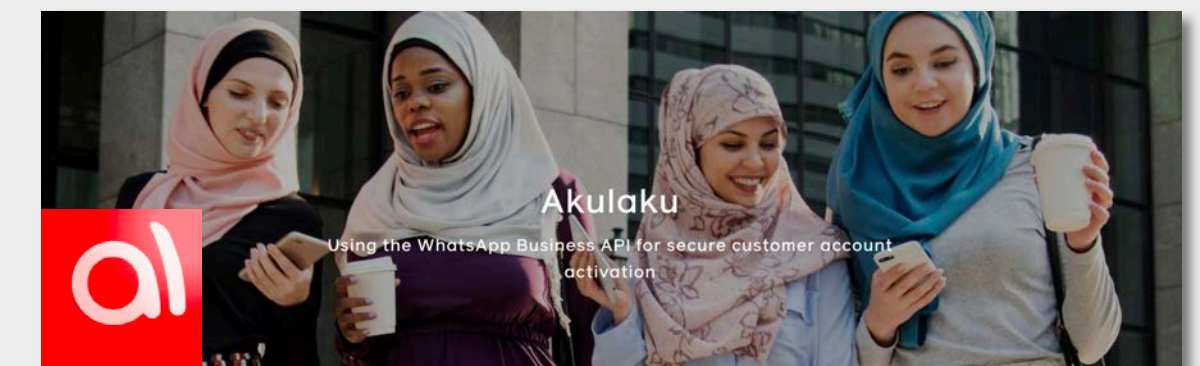
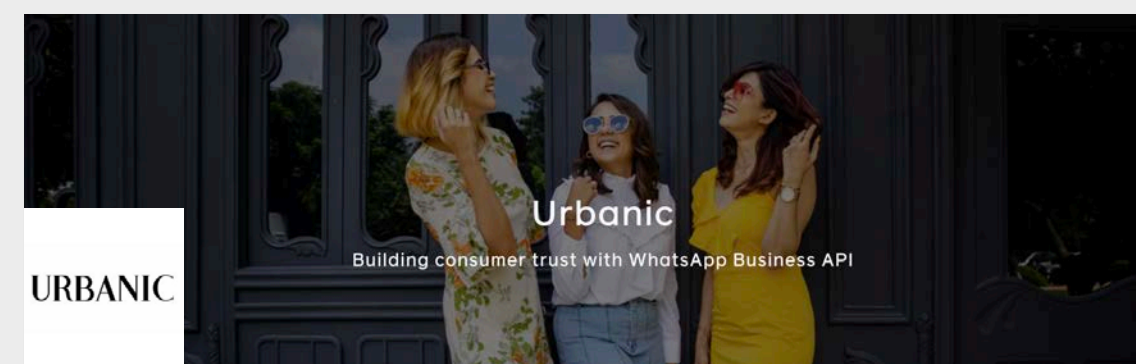
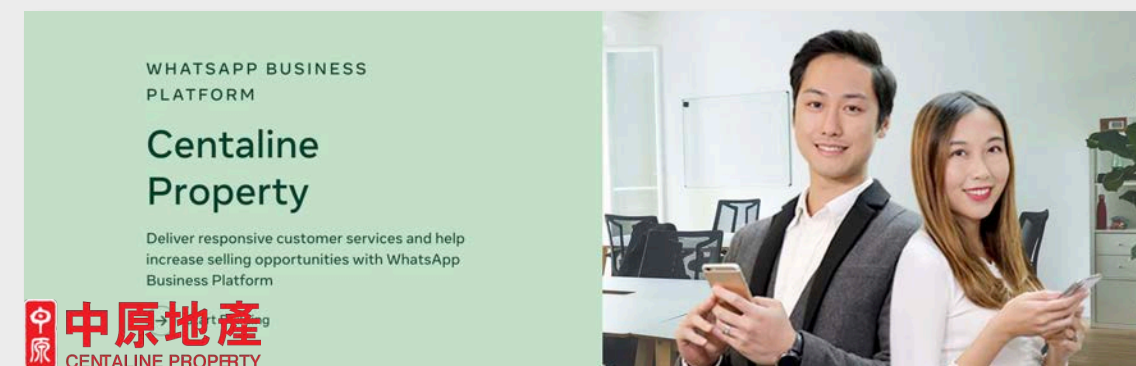
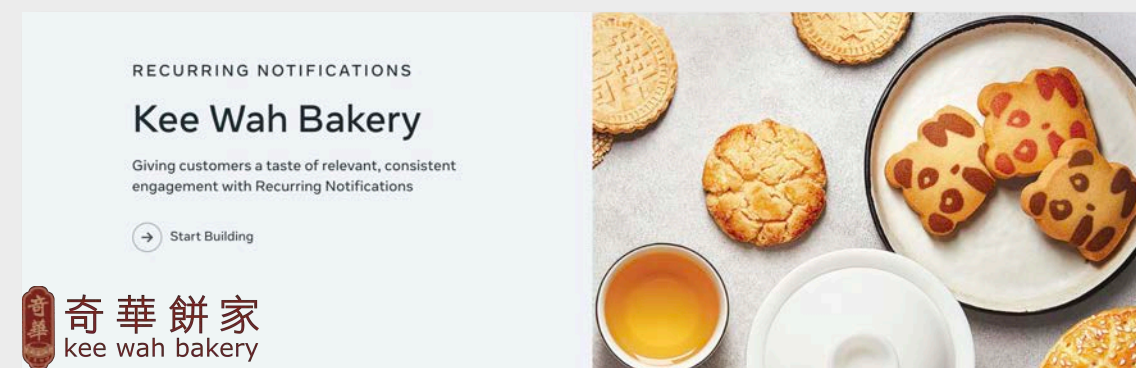


Jumpstarter 2020
30 Shortlisted Startups



APAC CIO Outlook Magazine Top 20 Enterprise Tech Startups Award
The annual listing of 20 companies that are at the forefront of providing Enterprise Tech solution and impacting the APAC industry

Meta Featured Success Stories



Why WhatsApp in financial institutions?

WhatsApp, the best platform to conduct business

2018

Launch of
WhatsApp Business Platform



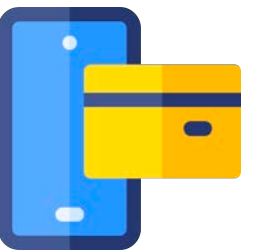
2020

Over **60%** of young adults
between 18 and 30 years old
prefer to talk to their bankers,
brokers or agents via WhatsApp

2022

Launch of The Cloud API,
by Meta & native payment

Launch of Meta Cloud API and the
possibility of native payment on
WhatsApp in selected markets



2019

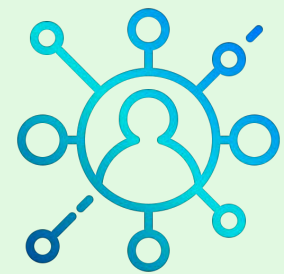
300k+ businesses joined the
platform

2021

Over **US\$1B+**
investment has been made to
entrepreneurs who aspire to
provide financial services on
WhatsApp

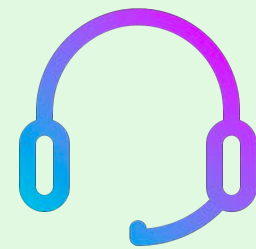
Your customers are on WhatsApp. Start conversations That help drive conversions

WhatsApp Business Platform helps **banks**, **credit providers**, and **FinTechs** give users an easier way to access financial services.



Help reach more customers

by adding touchpoints to the customer journey.



Help improve customer support

by reducing call center volume.



Help increase customer loyalty

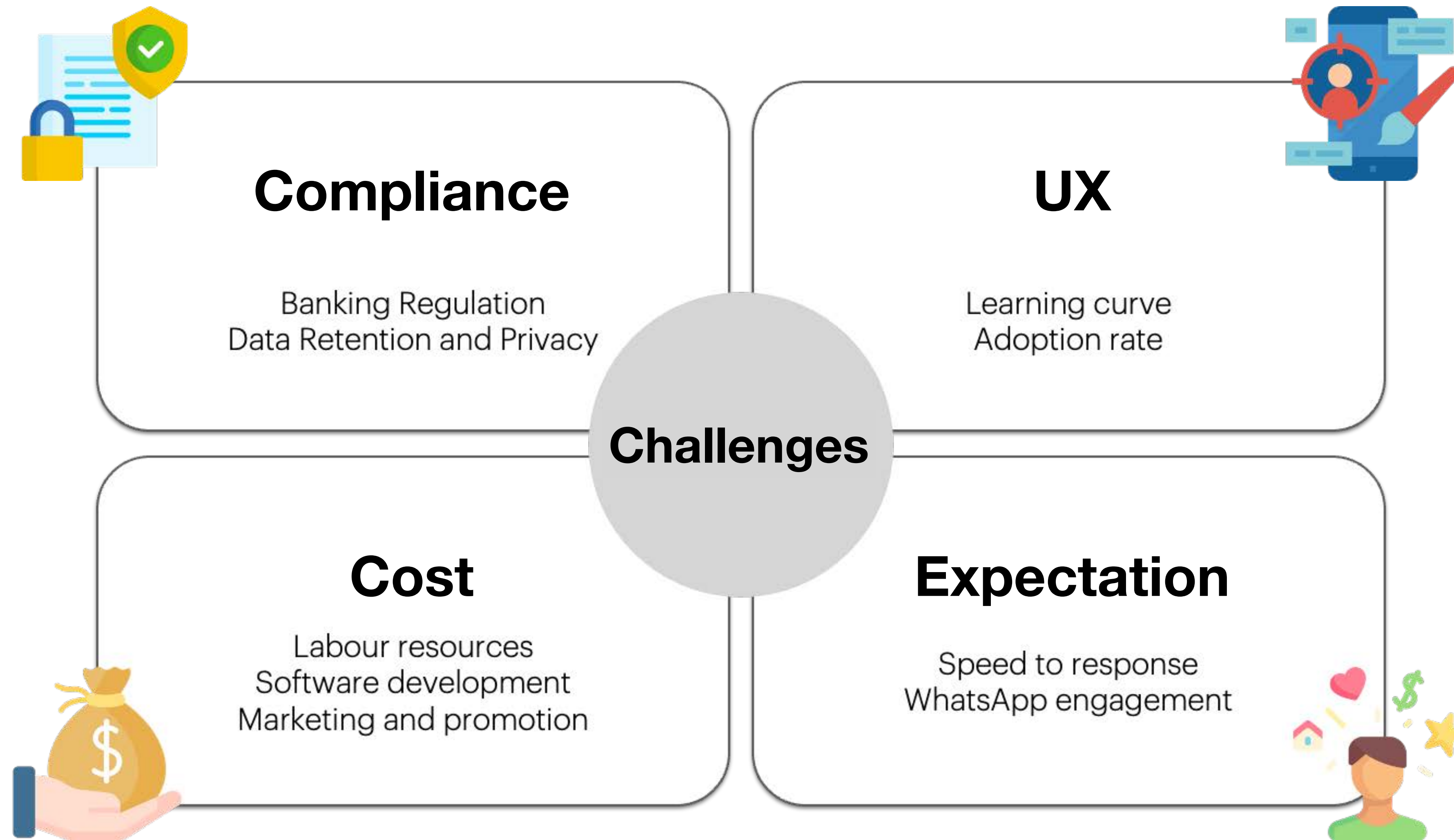
by making and keeping your customers happy.

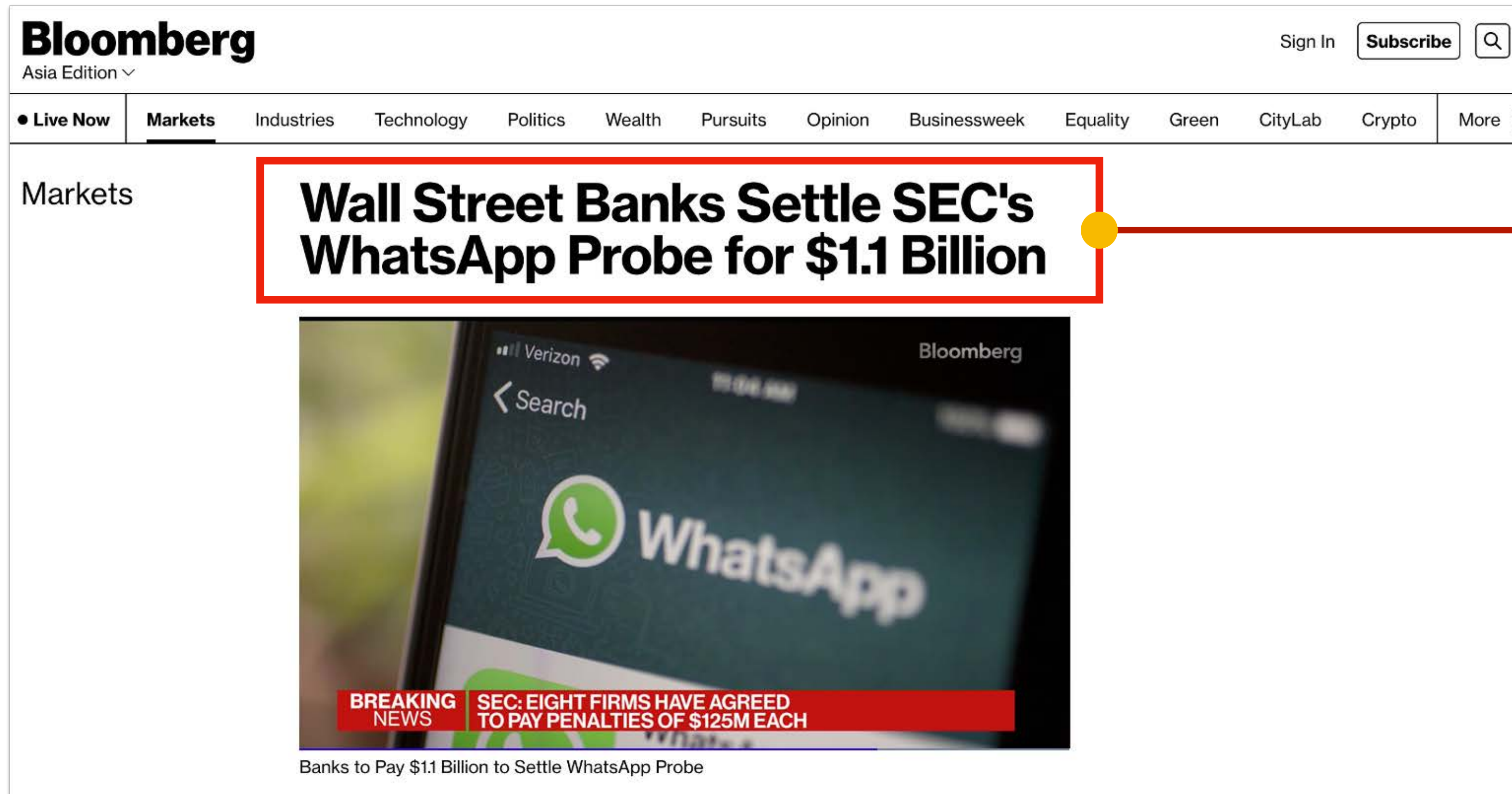


+30%

increase in new accounts
opened for LATAM
financial service
organizations using the
WhatsApp Business
Platform

But WhatsApp adoption in financial institution is NOT EASY





To meet up with the compliance in financial institutions, all conversations among company's staffs and clients on WhatsApp need to be monitored.

Hence, we need WhatsApp Business API.

 **WhatsApp Business API**

Reach customers Securely & with compliance on WhatsApp Business API

Encryption



Every WhatsApp message, is protected by the same industry-leading, signal encryption protocol that protects messages from before they're sent until they're delivered to the intended recipient.

Two-step verification



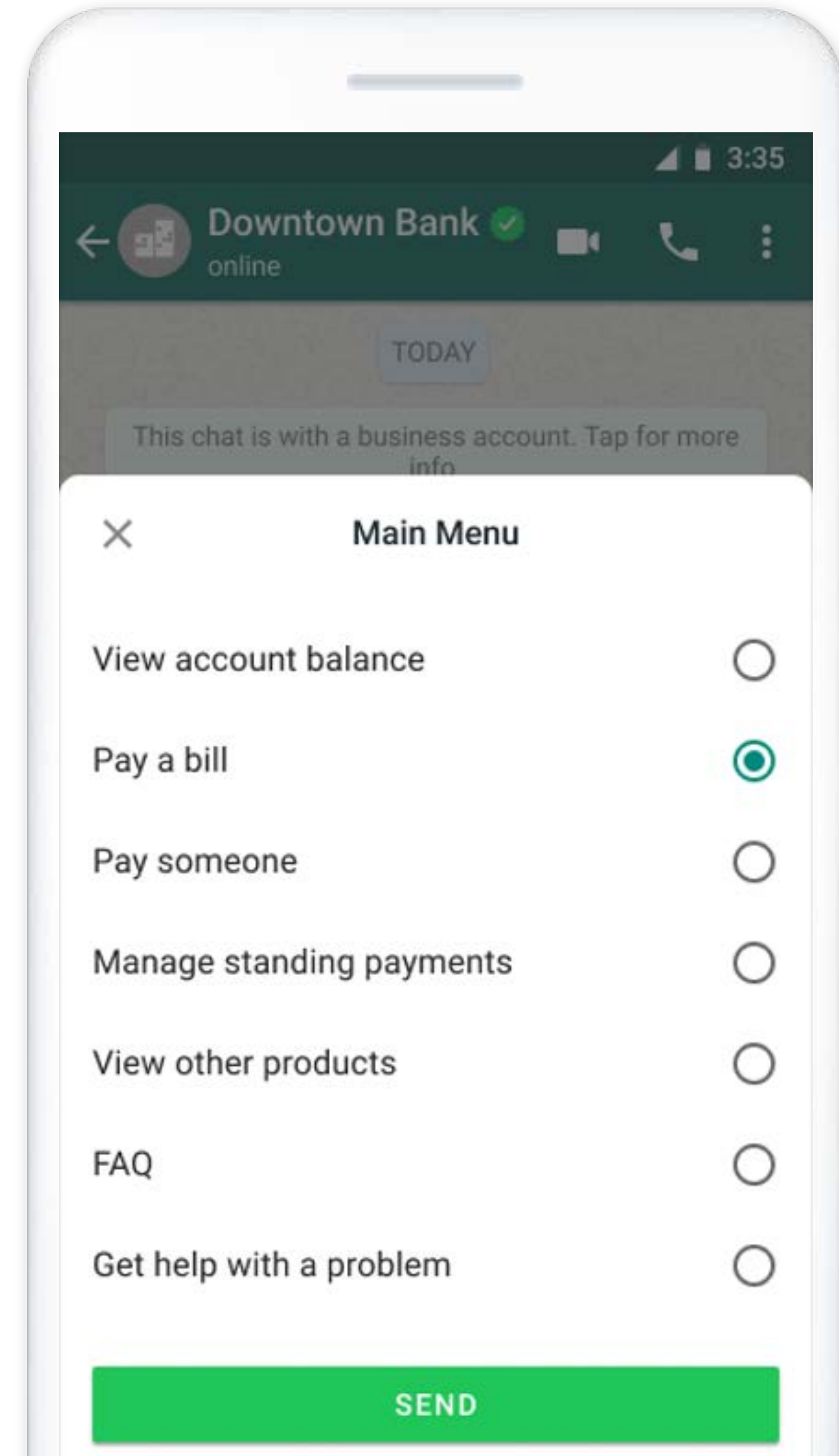
Users can require any attempt to register a phone number on WhatsApp to also enter a six-digit PIN that the user created when enabling two-step verification. They can also enter their email address, allowing WhatsApp to email a reset link in case the user ever forgets their PIN, which further safeguards the account.

Data privacy regulatory compliance

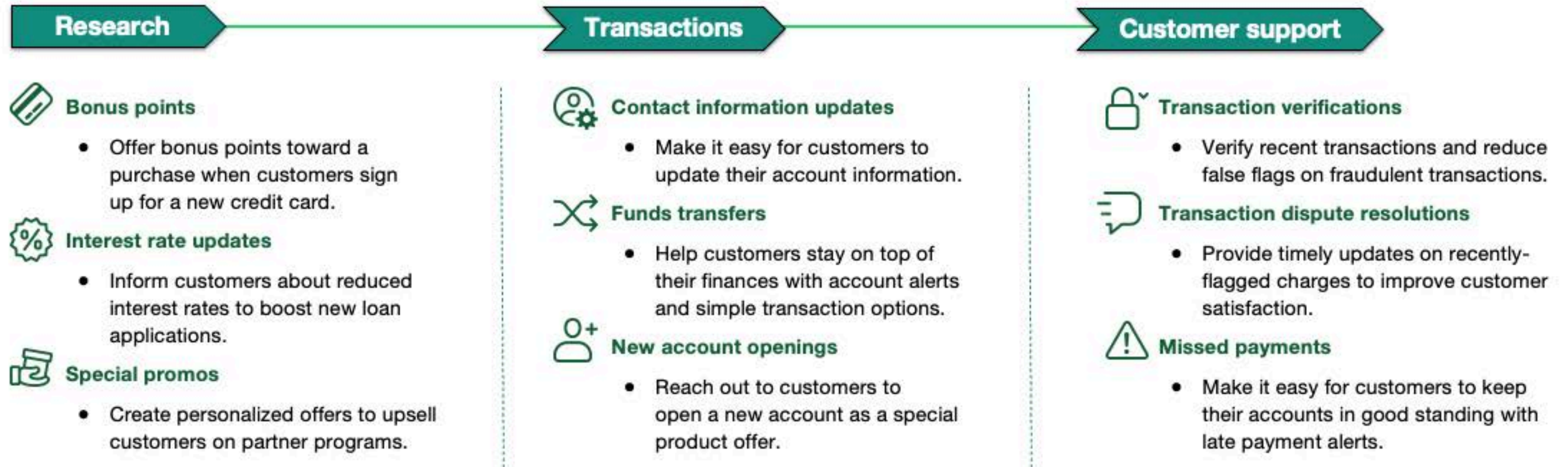


WhatsApp provides transparency on security and compliance practices — including SOC 2, regular penetration tests, and the Cloud Security Alliance Consensus Assessments Initiative Questionnaire. It is also committed to complying with data protection laws and regulatory requirements, as well as industry best practices.

Financial service use cases with WhatsApp Business Platform



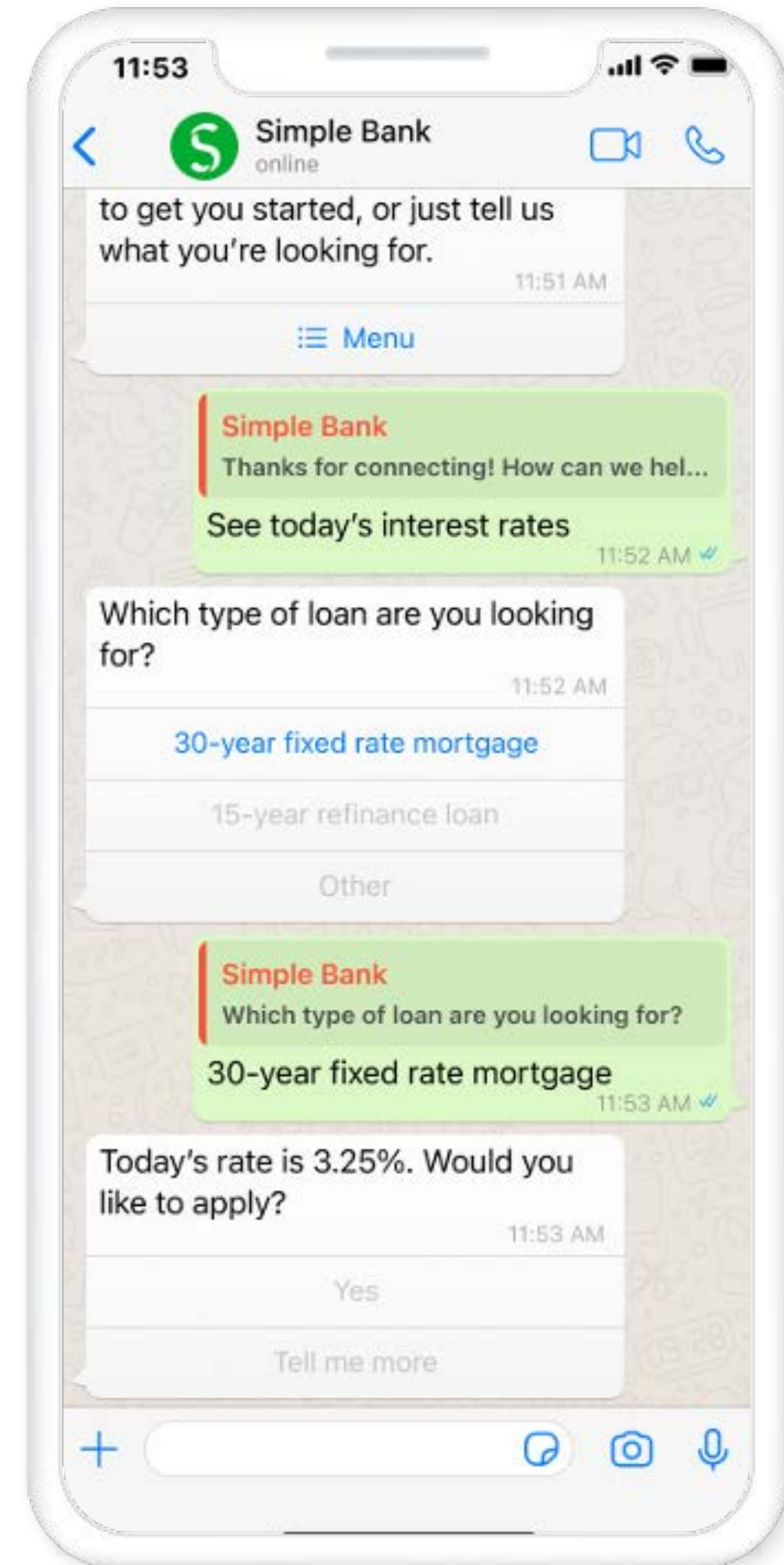
Use cases along customer journey



Research

Use case: **24/7 Automated Response**

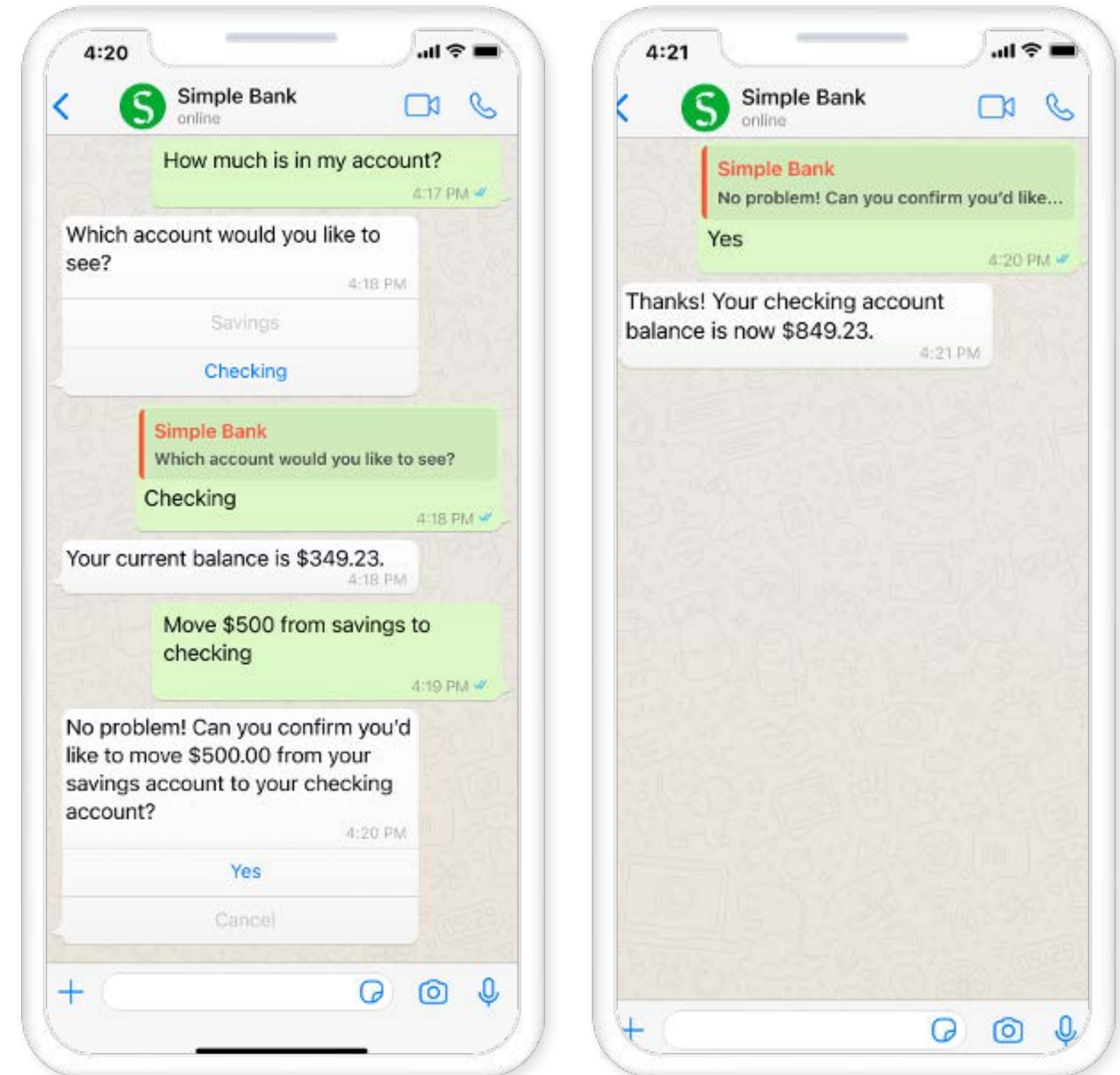
- ✓ Find a branch or ATM
- ✓ Make an appointment with a financial advisor
- ✓ Review interest rates
- ✓ Research loan requirements
- ✓ Research checking and savings account options
- ✓ Inquire about fees



Transaction

Use case: **Transferring funds between accounts**

- ✓ Open an account
- ✓ Apply for credit
- ✓ Pay a bill
- ✓ Make a loan payment
- ✓ Check account balance
- ✓ Transfer funds

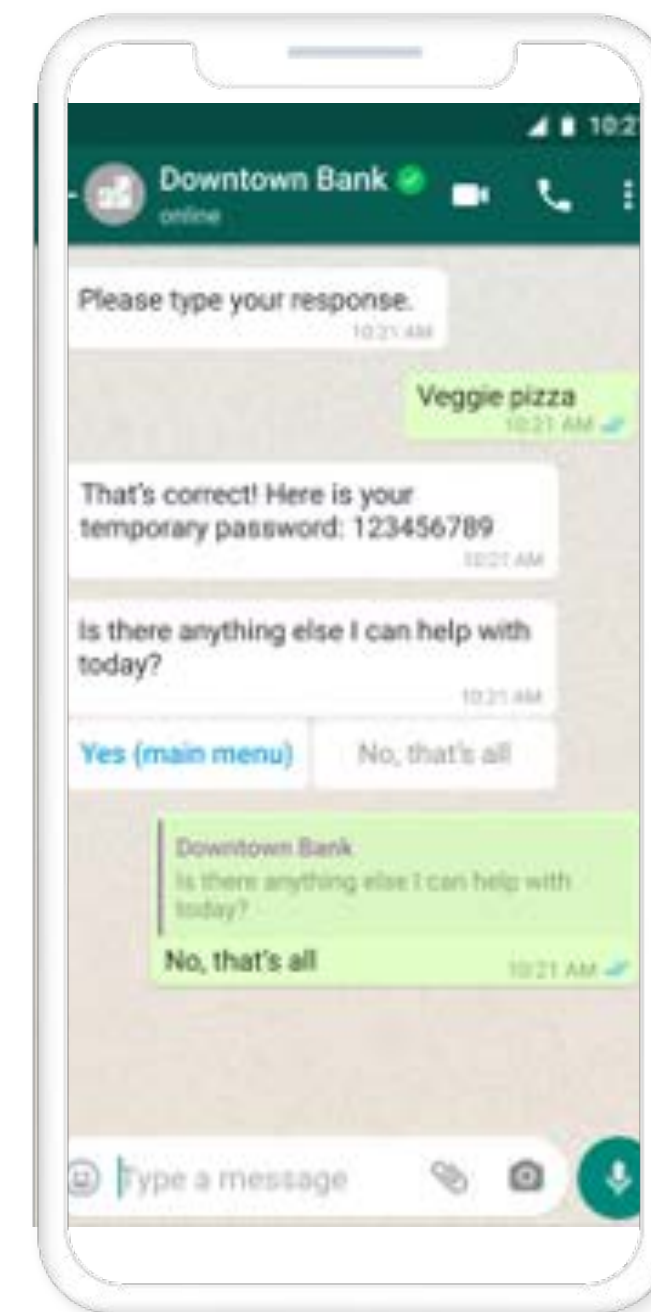
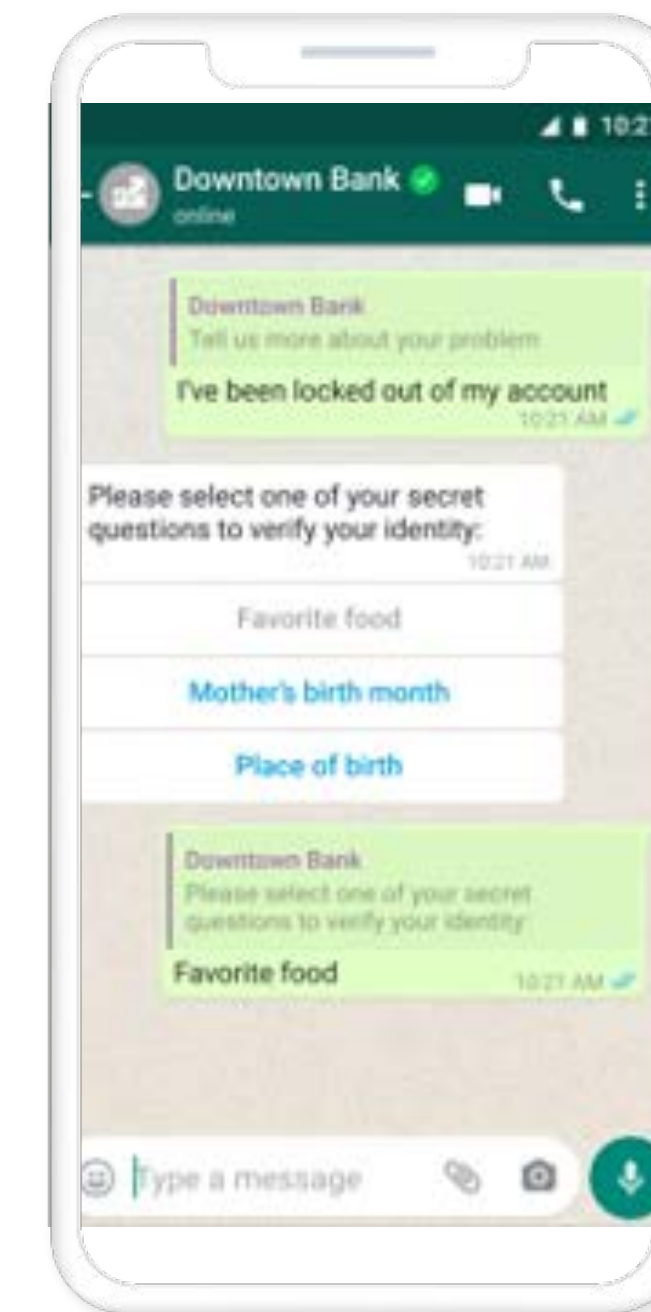
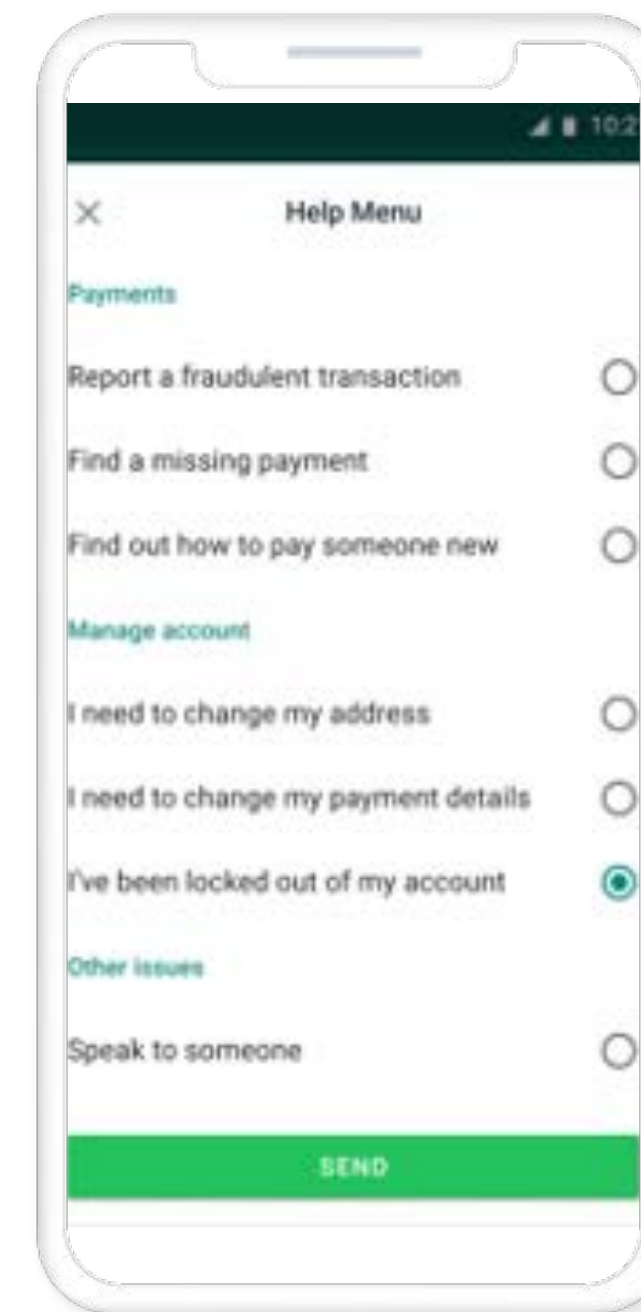
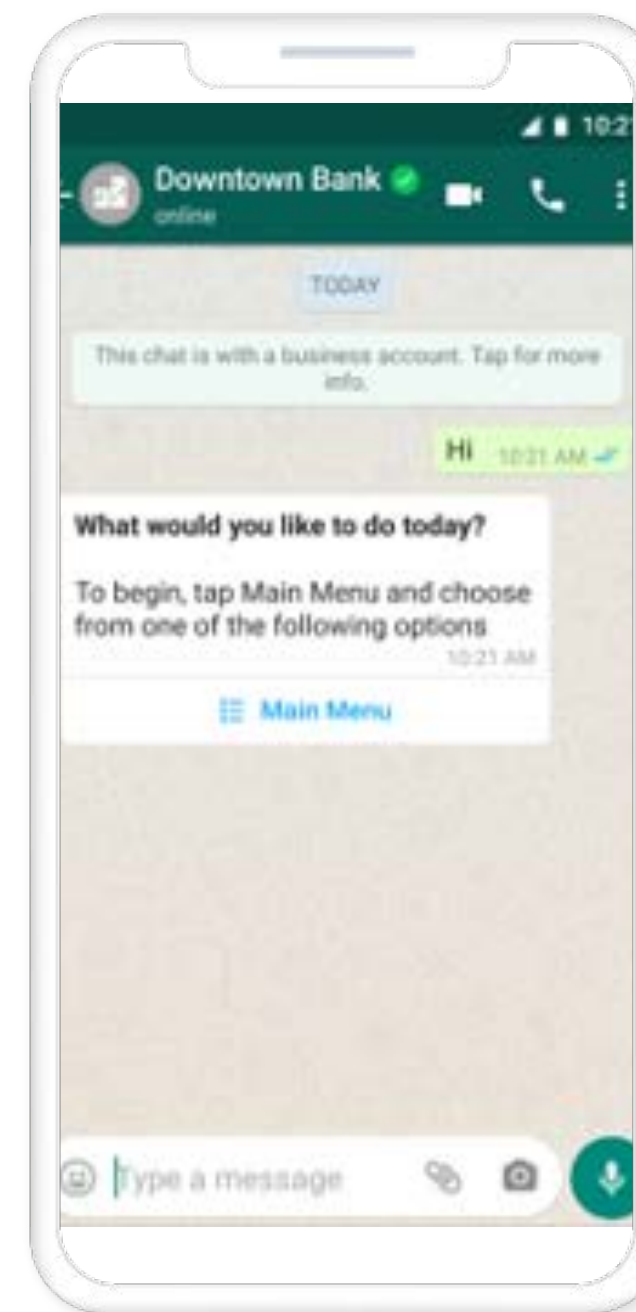


Customer Service

Use case:

Resetting a password

- ✓ Change a password
- ✓ Update contact information
- ✓ Change payment details
- ✓ Submit a complaint
- ✓ Connect with the right department
- ✓ Report fraud
- ✓ Report a lost or stolen card
- ✓ Place a travel alert



Our clients



More to come!





Empower your Business with Conversations

People want to message with business across customer journey.

Download our free **whitepaper** filling the form bellow to discover how to do it with chatbots.

[Download >](#)



Featured Chatbot Success Stories September 2021

In this ebook we intend to show you some of our best success stories so that you can see the full potential that a chatbot can have for your business to get inspired.

[Download >](#)



Managing customer conversations at scale with the WhatsApp Business API

Meet your customers where they're at with Sanuker and an API built for medium and large businesses.

[Download >](#)



Benefits of upgrading your Business Website with Chat Plugin

In this infographic we discuss the many benefits that the Facebook Chat Plugin has. We go over relevant data and statistics of businesses that already incorporate the plugin in their strategy.

[Download >](#)



New marketing in the new normal the next chapter of Digital Marketing

Alienating social distancing and anti-epidemic measures for countering pandemics are hampering relationship-building between enterprises and customers

[Download >](#)

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