



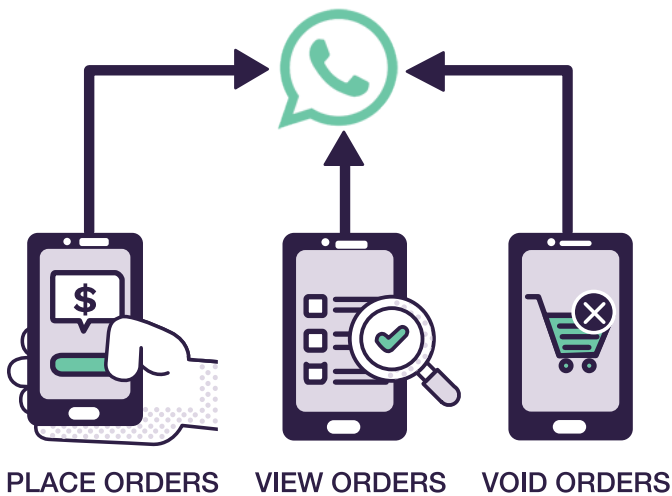
## Helping Avroy Shlain reduce costs & save resource time through Grapevine's WhatsApp solution.

### BACKGROUND

Avroy Shlain required a WhatsApp solution which allowed their sales team to manage their orders quickly and easily while on the road. The WhatsApp solution needed to have its own workflow and also integrate with an external platform to send and retrieve data in real-time.

### SOLUTION

As their existing digital communications solutions provider, Grapevine have started on the automated workflow in Messagebird, combined with a Grapevine CPaaS integration into Avroy Shlain's platform to effectively process product ordering data. Sales agents can now place a new order, view an order and void an order in real-time through WhatsApp.



REDUCE COSTS



SAVE RESOURCE TIME



REDUCE CHURN

### EXPECTED RESULTS

Avroy Shlain will save resource time and reduce costs through this automated order management communication solution, which is executed on a mobile device. The ability to react faster to customers' enquiries and orders may also help to reduce the likelihood of churn.