

Scope of Work by EXTRAA for LIMELITE

1. EXTRAA CHAT: Automated Customer Support over WhatsApp

The automated customer support system would be able to:

- Answer common customer questions about products or services.
- Resolve simple customer issues.
- Escalate complex customer issues to human agents.
- Send targeted promotional messages to customers based on their interests.
- Track the performance of promotional campaigns and measure their effectiveness.

Documents Required to activate WhatsApp

1. Business Proof:

We require either a GST certificate, an Establishment certificate, or an MSME registration as proof of business documentation.

2. Address Proof:

Landline or Mobile No or Broadband Bill copy (PDF)

3. Website

The business name provided in the GST documentation should match the name and address exactly listed on the "About Us" and "Contact Us" pages of the website.

4. Email ID:

We require a professional email ID that corresponds to the domain name of the website.

and we need Facebook Meta Business access on chat@extraa.in

NOTE:

If the name on the GST certificate or Establishment document differs from the name on the website, adjustments must be made to the website. This includes adding the business name specified on the GST certificate to the "About Us" and "Contact Us" pages along with the corresponding address.

WhatsApp Campaign Limit

1. Initial Daily Limit

- **Starting Limit:** 1000 unique mobile numbers per day.

2. Increasing the Limit to 10,000 per Day

- **Requirement:** Send messages to 2000 unique customers within an 8-day period.
- **Action:** Ensure that at least 2000 unique mobile numbers receive messages over these 8 days.



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CIN: U72200DL2022PTC397490 | GSTIN: 07AAWCA9137H1Z4

- **Result:** The daily limit increases to 10,000 unique mobile numbers.

3. Increasing the Limit to 100,000 per Day:

- **Requirement:** Once the daily limit is 10,000, send messages to 20,000 unique customers within an 8-day period
- **Action:** Ensure that at least 20,000 unique mobile numbers receive messages over these 8 days
- **Result:** The daily limit increases to 100,000 unique mobile numbers.

To apply for the green verification tick (can request a review)

Once we reach the 10,000 per day limit, we can submit a request to Meta. This request should include links to relevant digital media articles and your Facebook page. Meta will review the engagement on your Facebook page and the media articles. If they determine that your brand is well-recognized, they will grant the green verification tick.

Quality Rating

Phone number ↑	Status ↑↓	Quality rating ↑↓	Messaging limit ↑↓	Country ↑↓	Name ↑↓	Certificate
+91 93833 55000	Flagged	Low	1K customers/2...	India	Extraa DAV SMK FOMRA College	View

If the customer sends messages to purchased data, they are likely to be blocked. It is recommended to run the campaign using existing data.

6. Support

An Account Manager will be provided for an end to end support. Deliverables

- EXTRA REACH : Coupon Management System (Coupon distribution is extra)
- EXTRA CARIVAL : GAMES AND ENGAGEMENT FOR CUSTOMERS
- EXTRA DELIGHT : SENDING ADDITIONAL CROSS BRANDING COUPONS TO CUSTOMERS
- EXTRA RATING : INCREASE GOOGLE RATING
- EXTRA CHAT : WhatsApp Automation

NOTE: Communication Charge on Whatsapp will be – 0.80p for Marketing and 0.35p for Transactional.



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