

Customers can now contact Makro directly via WhatsApp

Makro has launched a WhatsApp service allowing customers to instantly engage with the retailer's customer care team. Some of the features available in its chat offering include tracking orders, viewing current catalogues, accessing a digital store card, locating nearby stores, and having frequently asked questions instantly answered in chat on WhatsApp.



To provide accessible and seamless customer communication, Makro says a chat channel on WhatsApp was the obvious solution to deal with the numerous customer queries received on a daily basis.

“Customers can now access the information they want, when they want it, without having to endure a lengthy phone call or escalate potential queries. This bold step towards the future of customer service ensures customers have the best experience on their own terms,” said Kerry Ho, Makro’s head of digital marketing.

Makro's Intelligent Assistant (iA) was developed by Feersum Engine, a product that allows brands to connect with their consumers on the device of their choice. To enable WhatsApp integration, Makro worked with global chat commerce company Clickatell.

“Retail is currently one of the most competitive environments and ensuring customer satisfaction must be the number one priority for business leaders in this sector. The Makro team has already shown themselves to be trailblazers, ensuring they

can meet and engage with their customers on the platforms of their choice,” said Clickatell co-founder and CEO Pieter De Villiers.

Customers can connect with Makro directly on WhatsApp by adding 0860 300 999 as a WhatsApp contact.

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