

Elevate Your Customer Experience: The Ultimate WhatsApp Cloud CRM



Seamlessly manage your customer interactions across all devices with our intuitive WhatsApp Cloud CRM.

Welcome to the Future of Customer Communication

In today's fast-paced digital marketplace, your customers expect instant, personalized, and seamless communication. Email open rates are dropping, and traditional SMS lacks the rich media and interactive capabilities that modern consumers crave.

Enter our **SaaS WhatsApp Cloud CRM**—a powerful, all-in-one platform engineered to bridge the gap between your business and your audience. Built directly on the official Meta WhatsApp Business API, our CRM empowers your team to manage conversations, automate follow-ups, and drive sales from a single, centralized hub.

Whether you are looking to recover abandoned carts, launch targeted marketing campaigns, or provide lightning-fast customer support, our platform is designed to scale with your ambitions.

Core Features Designed for Growth

Our CRM is packed with enterprise-grade features simplified into an intuitive, user-friendly interface.

1. Customized as per Your Business Type

Your CRM experience should match your daily operations. Our platform intelligently adapts to your industry out of the box.

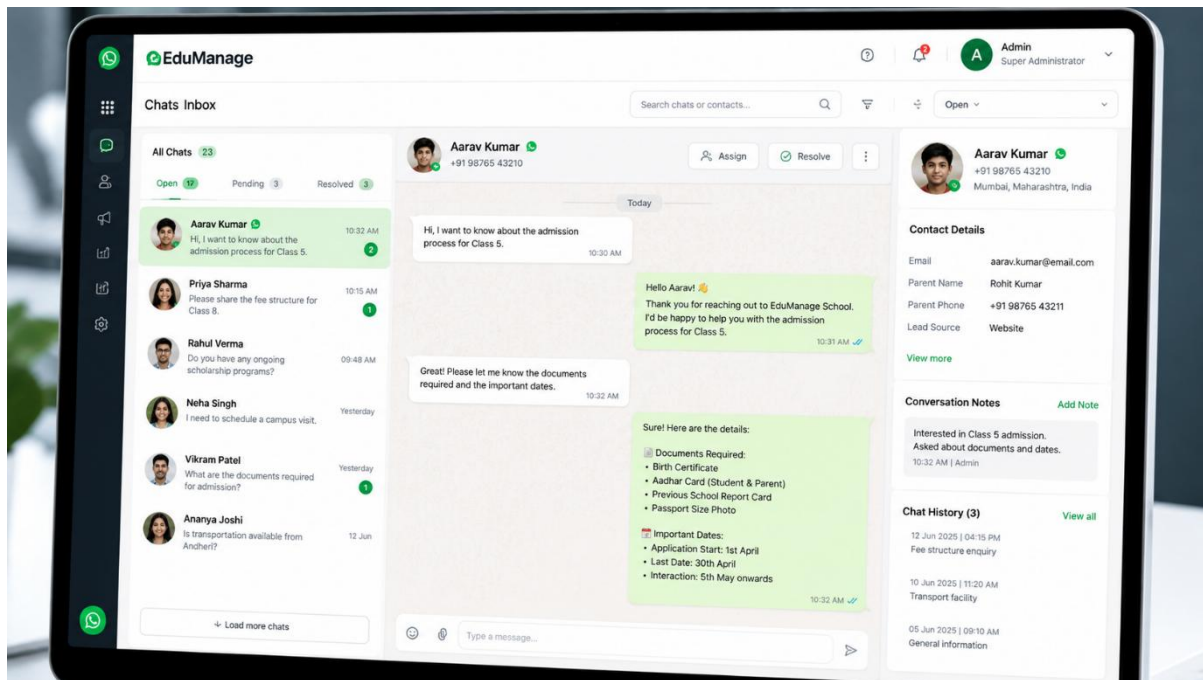
- **Dynamic Interface:** The system configures your dashboard and available tools based on whether you operate a retail/e-commerce brand or a service-based business.
- **Service-Focused Streamlining:** Please note that if your business type is registered as a 'service' (such as consulting, agencies, or B2B), e-commerce-specific features like automated abandoned cart recovery and product-based messaging will not be available. This intentionally

keeps your interface clean, uncluttered, and strictly focused on client communication and support.

2. The Centralized Team Inbox

Say goodbye to shared phones and chaotic chat histories. Our Team Inbox is designed for high-volume support and sales teams.

- **Real-Time Collaboration:** Multiple agents can log in simultaneously and handle different customer conversations without stepping on each other's toes.
- **Rich Media Support:** Send and receive images, documents, and videos seamlessly within the chat interface to provide comprehensive support.
- **Smart Routing & Tagging:** Easily organize conversations, assign specific chats to specialized team members, and tag threads for quick retrieval.
- **Customer Context at a Glance:** Instantly view customer history, previous orders, and profile details right next to the active chat window.



Empower your agents with a unified inbox that puts customer history and context front and centre.

3. Intelligent Cart Recovery Automation

Turn lost revenue into completed sales with our automated cart recovery engine, operating entirely through WhatsApp where open rates consistently exceed 90%.

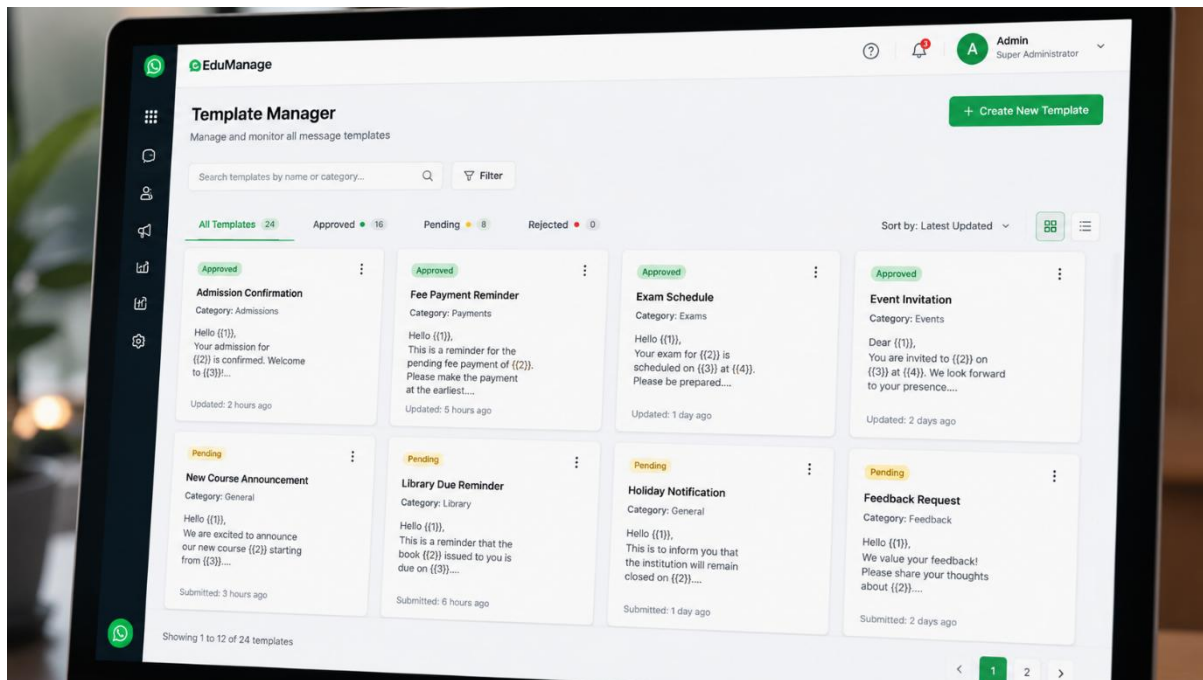
- **Automated Triggers:** Automatically detect when a customer leaves items in their cart and trigger a sequence of perfectly timed WhatsApp reminders.
- **Dynamic Personalization:** Insert customer names, abandoned product details, and direct checkout links straight into the message body.
- **Customizable Time Delays:** Set specific intervals for your follow-up messages (e.g., 1 hour, 12 hours, and 24 hours after abandonment) to maximize conversion without being intrusive.

- **ROI Tracking:** Monitor exactly how much revenue your automated WhatsApp messages are recovering in real-time.

4. Integrated Meta Template Manager

Managing Meta-approved message templates used to require logging into complicated developer dashboards. We've brought the entire process directly into your CRM.

- **In-App Template Builder:** Create compelling Marketing and Utility templates directly within the platform.
- **One-Click Meta Submission:** Submit your templates for Meta's official compliance review with a single click.
- **Live Status Tracking:** View the real-time status of your templates (Approved, Pending, or Rejected) with clear visual badges.
- **Actionable Feedback:** If a template is rejected, instantly see Meta's specific rejection reason so you can adjust and resubmit quickly.



Design, submit, and track your WhatsApp templates without ever leaving the CRM.

Advanced Administration & System Health

We believe that powerful software should also be transparent and easy to manage. Our administrative tools put you in complete control of your SaaS environment.

5. Comprehensive User & Role Management

Maintain security and operational efficiency by controlling exactly who has access to what.

- **Granular Permissions:** Assign specific roles (Admin, Manager, Agent) to dictate who can edit templates, view system logs, or send bulk messages.
- **Activity Monitoring:** Keep track of agent performance, response times, and overall activity to ensure top-tier customer service.

- **Easy Onboarding:** Invite new team members in seconds and get them operational immediately with our intuitive UI.

6. Profile & Meta Compliance Settings

Staying compliant with Meta's strict business policies is effortless with our dedicated profile management tools.

- **Centralized Business Profile:** Update your business name, description, address, and industry directly within the CRM, syncing instantly with your public WhatsApp profile.
- **Secure API Management:** Safely store and manage your Meta API tokens, Phone Number IDs, and Webhook verification details in an encrypted environment.

7. Real-Time System Health & Diagnostics

Never be left in the dark about your software's performance. Our dedicated Health Dashboard ensures your platform is running flawlessly.

- **API Ping Testing:** Test your connection to Meta's servers with a single button click to ensure messages are flowing correctly.
- **Comprehensive Error Logging:** Track system events and identify potential issues before they impact your customers.
- **One-Click Log Clearing:** Keep your database light and fast by easily managing and clearing outdated system logs.



Monitor your API connections and system diagnostics in real-time to guarantee 99.9% uptime.

Why Choose Our WhatsApp CRM?

- **Unmatched Open Rates:** Capitalize on the platform where your customers actually spend their time.

- **Rapid Deployment:** No complex installations. As a cloud-based SaaS, you can log in and start connecting with customers on day one.
- **Built for Scale:** Whether you are sending 100 messages a day or 100,000, our architecture handles it with zero lag.
- **Cost-Effective:** Consolidate your marketing, support, and sales tools into one powerful, affordable platform.

Ready to Transform Your Customer Engagement?

Don't let another lead go cold or another cart remain abandoned. Join the businesses that are revolutionizing their sales and support pipelines with our WhatsApp Cloud CRM.



Join the growing number of businesses delivering exceptional experiences through WhatsApp.

Contact us today to schedule your personalized demo.

You can login to the below demo website.

<https://crm.newcastlepartysales.com/login.php>

gaurab@newcastlepartysales.com

Password@123

Demo site is view-only. For any query please find our contact details below.

- **Email:** gaurab@newcastlepartysales.com
- **Phone / WhatsApp:** +91 96749 57073