
Kaleyra Cloud Platform

Service Description

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Product overview

Kaleyra Cloud Platform is the cloud based service that helps businesses and developers to communicate with their final users, with the simplest, most effective, reliable, secure, and cost-effective omni channel communication platform-as-a-service (CPaaS).

Kaleyra is a cloud communication platform equipped with powerful APIs and high-quality messaging services (with direct connections to mobile operators) that offers a simple and secure way to connect with millions of users, worldwide, through multiple channels such as SMS, Whatsapp, Voice, and more, using simple interfaces to send Marketing campaigns or APIs for multi-channel transactional notifications. Unlike traditional messaging platforms and communication technologies that are expensive and difficult to integrate and use, the Kaleyra Cloud Platform is built on technology expertise gained over 20 years of messaging experience with connections with major mobile operators in over 80+ countries, delivering high-quality services to the world's biggest brands at the best price.

Main platform features

The main features of Kaleyra Cloud platform are listed below:

WhatsApp Business API Service

Description of the WhatsApp Business API Service

WhatsApp is a simple, safe and reliable way for companies to contact their customers all over the world.

The API WhatsApp Business client supports a series of functions provided by WhatsApp applications similar to those some people may already be familiar with used by Android, iOS and Web messaging clients and other platforms, including end-to-end encryption. The difference is that this application can be server enabled, providing a local API to send and receive messages in a programmed way, integrating this workflow with corporate systems (CRM, customer service, etc.).



WhatsApp Messenger is free for the Customer.

If the Customer starts the chat with the Client (Pull mode), a temporary 24-hour window will open in which any free-format text response can be sent. Viceversa, if the Client contacts the Customer in Push mode or answers a question after 24 hours have passed from when the Customer sent the first message, it will only be able to use Message Templates for a fee. Message Templates are formatted for the messages most often used repeatedly by the Client. Companies must use the message models to send notifications to their customers. This lets a Client send just the model identifier with the appropriate parameters instead of the whole message.

Furthermore, Message Templates provide support for immediate localization: messages sent to a Customer with a Message Template are displayed in the language set in the local device settings (if the message in the required language has been configured). Optionally, a Client can also specify a default language to display the message in if there is no translation.

WhatsApp account definition

The Client must activate its WhatsApp account, that is the WhatsApp number that it will use to chat with Customers. The number must not be connected to a device via WhatsApp.

The defined account must be shared with Kaleyra.

Kaleyra will execute the process to activate every numeration, during which an OTP message will be sent to the numeration. The code in the OTP message must be shared with Kaleyra to complete the procedure.

Verified Page of Facebook

In order to proceed with the production release, the Client must have the screenshot of his Facebook Business Account, in which it is shown that the Account is verified.

During the number activation procedure it is necessary to define a display name.

WhatsApp for Business API on KCloud



The WhatsApp for Business API solution it's an easy-to-integrate feature of Kaleyra Cloud. Allows clients to send WhatsApp instant messages worldwide by engaging one-on-one conversations with a potential audience of over 1.5 billion people.

Kaleyra's APIs hide the complexity of hosting and scaling WhatsApp software so that you can focus on elevating customer experiences.

- Rich Messages
Send and receive rich messages to opted-in users. Enrich messages with QR codes, high-resolution images, audio files, and document sharing for better customer engagement.
- Conversational Interactions
Personalize messages based on the audience's attributes like customer names, past purchases, or location. By providing a personalized and conversational approach to messaging, richer customer engagement is enabled to help build customer loyalty.
- Personalized Service
Customers engage with a brand on their terms, switching between real-time and non-real time dialog depending on the situation while messaging threads help provide customer experience with context.
- Quicker Response Time
Optimize the chat app for common inquiries resulting in quicker response times and faster time to resolution, ultimately driving higher customer satisfaction.
- Ensure Data and Message Security
All communications sent through WhatsApp Business are highly secure, providing verified communications within the app between the business and the customer.

Text Messaging Campaigns

This function allows the customer to launch campaigns in just a few clicks, reaching out to millions, getting actionable insights, and measuring ROI of their campaigns.

- Import Contacts
Get Flexibility to import contacts either by uploading documents or add from existing contacts or simply copy-paste.
- Compose Message
Insert CTA, Shorten URL links, and documents in the text messaging campaigns. Save time texting by inserting tags from imported files. Send multilingual messages to reach out to the customer in their preferred language.
- Preview
Create the perfect experience: Preview precisely how the normal and flash message looks in customer's devices, both iOS, and Android. Get a precise estimate: The client knows how much he needs to pay for the campaigns.
- Insight



Measure the campaign: Run data-driven campaigns with Insights like total messages sent, total clicks, and unique clicks. Clients manage their campaigns with a single report, including information on status, type, author, and price.

Voice Campaigns

- Call Masking
Call Masking is a technology that is used to safeguard your customer's privacy by connecting them with your agents without exposing their real phone numbers.
- Click-to-call
Click 2 Call helps agents get in touch with Customers instantly through a Helpdesk, CRM or even your website by helping empower the team's productivity with just one click.
- Outbound dialing
Outbound Dialing lets you automate personalised key messages that need to be delivered to your customers. These messages could be reminders, updates, confirmation calls, order confirmation status, appointment schedules, payment status etc. that are either pre-recorded or manually set up.

Contacts

This function allows the customer to manage all its contacts in one hub with features like lists, filters, and bulk upload contacts.

- Segmentation (Filtering)
Break it down: Filter contacts to pick the right lead for their next business campaign.
- Activity Feed
Actionable insights: Get the context of the individual contact engagement with their business to plan the subsequent communications.
- Lists
Manage the Contacts: Create Lists from their contacts to save time.

Flow Builder

Create flows in minutes with a simple drag and drop visual editor. This allows to set up quickly how the client wants to communicate by channelizing the pre-defined text and Voice flow templates.

- Drag and Drop
Create flows in minutes with a simple drag and drop visual editor. Set up their communication fast by using Kaleyra's predefined text and voice templates.
- Templates



Channelize templates: Make use of voice and text templates to save time and quickly scale up flows.

- Comprehensive widgets

Engage customers faster with easy to understand, self-explanatory drag-and-drop widgets.

Analytics layer

Access a wide range of reports for text and voice Channels. Create a fully customizable report with a few clicks.

- Pre-defined templates

Reports brewed for the client. They can choose from a wide range of reports based on their needs: detailed, financial report, campaign, summary, etc.

- Customize Reports

Clients can create a customized report easily with the Drag and Drop function. They only have to move parameters to get a fully customized report in seconds.

- Schedule / Recurring

Set a scheduled recurring report to keep receiving reports at chosen time intervals.

vSMS or Verified SMS

Verified SMS enables the users to see the origination of a text message and check the authenticity of the communication. Missives sent by Google Verified businesses can stand out and be recognizable. Each of the messages that are being sent also needs to be authorized.

Similar to RCS, the verified SMS is limited to Google's Android Messages app and does not play well or play at all, with other messaging apps.

Numbers

Customers can access national, mobile, and toll-free numbers in 190+ countries to start engaging with all customers across channels.

- National, local, mobile and toll-free

Customers get a number in minutes: National, mobile, and toll-free to connect with their customers worldwide through multiple channels: messaging and voice.

- Short Code & Long Code

Customers get a short code or long code based on the business needs and customer's preferences.

- Number masking - Privacy



Protect the privacy of customers by masking their real numbers to ensure safe transactions.

- Global Reach, Local Presence

Operate globally but reach customers through local numbers for increased trust and to avoid paying international rates.

2. High level architecture

The main services of Kaleyra Cloud Platform are:

- 1) **SMS** - is responsible for sending SMS and for bulk sms campaigns, which centralizes all business activities related to SMS channels and acts as an interface between the customers and the gateway interconnected with mobile network operators.
- 2) **Whatsapp** - is responsible for sending and receiving whatsapp messages viz. text, media which centralizes all business activities related to whatsapp channel and acts as an interface between the customers and the gateway interconnected the whatsapp service provider Facebook Inc.
- 3) **Voice** - is responsible for making inbound and outbound voice calls, which centralizes all business activities related to voice channel and acts as an interface between the customers and the gateway interconnected with mobile network operators.