

- ✓ Add clear CTA (Reply YES, Click link, etc.)
  - ✓ Improve messaging
  - ✓ Segment your audience
- 
- 

## 12. When to Contact Chatterpillar Support

You should contact support if:

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### Contact Support When:

- Campaign not sending after long delay
- Platform errors
- API issues
- Login/access issues

## SECTION 9: INTEGRATIONS

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### 1. What are Integrations in Chatterpillar?

Integrations allow Chatterpillar to connect with your existing systems like:

- CRM
- Website
- Apps
- Internal tools

This helps you **automate communication and workflows.**

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### Example

When a lead is created in your CRM →  
Automatically send a WhatsApp message via Chatterpillar.

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## Key Benefit

👉 Saves time + improves customer experience

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## 2. Chatterpillar API Overview

Chatterpillar provides APIs that allow developers to:

- Send WhatsApp messages programmatically
  - Trigger notifications
  - Automate workflows
- 

## Common API Use Cases

- Send OTP messages
  - Order confirmation alerts
  - Lead follow-up messages
  - Appointment reminders
- 

## Requirement

Basic technical knowledge or developer support is needed.

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## 3. Connecting Chatterpillar with CRM

Many businesses use CRMs to manage leads and customers.

Popular CRMs include:

- Zoho
- Freshworks

- LeadSquared
- 

## What You Can Do

- Send WhatsApp messages when a lead is created
  - Trigger follow-ups automatically
  - Send updates based on lead status
- 

## Example Flow

Lead created →  
Auto WhatsApp message →  
Follow-up after 1 day

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## Note

Custom integration may require developer support.

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## 4. Website & Form Integrations

You can connect Chatterpillar with your website forms.

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## Use Cases

- Contact form submissions
  - Lead capture forms
  - Landing page signups
- 

## Example

User fills form →  
Instant WhatsApp confirmation message

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## Benefit

👍 Faster response → Higher conversion

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## 5. E-commerce Integrations

Chatterpillar can be integrated with e-commerce platforms.

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### Use Cases

- Order confirmation messages
  - Shipping updates
  - Delivery notifications
  - COD confirmation
- 

### Example Flow

Order placed →  
WhatsApp confirmation →  
Shipping update →  
Delivery message

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## Benefit

👍 Better customer experience + fewer support calls

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## 6. Webhooks Explained

Webhooks allow real-time communication between systems.

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## What is a Webhook?

A webhook sends data automatically when an event happens.

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### Example

Order shipped →  
Webhook triggers →  
WhatsApp message sent

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### Use Cases

- Real-time notifications
  - Automation workflows
  - System-to-system communication
- 

### Requirement

Developer support is required for setup.

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## 7. API Rate Limits

To ensure system stability, APIs have usage limits.

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### What This Means

- You cannot send unlimited API requests instantly
  - Requests are processed within defined limits
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### Why It Matters

- Prevents system overload
- Ensures smooth performance

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## Tip

For high-volume usage, plan your API calls properly.

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## 8. Common Integration Use Cases

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### Lead Management

- Auto message when lead is created
- 

### Customer Support

- Auto replies
  - Ticket updates
- 

### Marketing Automation

- Follow-up sequences
  - Reminder messages
- 

### Transactional Messaging

- Order updates
  - Payment confirmations
- 

## 9. Integration Best Practices

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### Do's

- ✓ Test integration before going live
  - ✓ Use valid and clean data
  - ✓ Monitor message performance
- 

## Don'ts

- ✗ Send too many automated messages
  - ✗ Ignore user consent
  - ✗ Skip testing
- 

## Golden Rule

- 👉 Automation should feel helpful, not spammy
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# 10. Support Scope for Integrations

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## Chatterpillar Will Help With

- ✓ Providing API documentation
  - ✓ Basic guidance on usage
- 

## Chatterpillar Will NOT Handle

- ✗ Custom integrations
  - ✗ Debugging your code
  - ✗ Managing your CRM setup
- 

## Important

For advanced integrations, you may need:

- Your internal tech team  
or
- Paid integration support