

# WhatsApp announces a Business app that already exists

Submitted by: 10to8 Scheduling Software

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WhatsApp is now building a Business app (<https://faq.whatsapp.com/en/general/26000067>) that allows businesses to stay in touch with customers and have an easier way to respond to messages. Isn't this something that already exists?

The answer is yes, and it's called 10to8 (<https://10to8.com/client-communications-in-complete-control/>). These days, running a business is not just about being reachable 24/7, it's about clients attending and arriving on time, and apps taking care of their admin.

The uncertainty about whether people will attend is costly, and having a B2C chat app is not enough. In fact, businesses are concerned that this is just another way to contact customers that they will have to worry about.

Matthew Cleevely, CEO of 10to8, said: "We've seen that service businesses need to constantly communicate with clients to nurture their relationships. This is a delicate relationship and requires extraordinary care to ensure these 'chats' aren't a burden on the business but help make their lives easier."

10to8 is a communication platform where businesses are in complete control, and conversations happen automatically. It gives access to client details, conversations and reminders straight from a single calendar. More importantly, it cuts no-show rate by 90% using check marks like WhatsApp, that give business owners the certainty that customers will be at the right place, at the right time.

"10to8 already offers automatic customer chat over SMS and Email. We look forward to adding WhatsApp to the ways in which our businesses can seamlessly reach their customers" - Richard Hills, CTO of 10to8.

With WhatsApp for Business, businesses get one more way to talk to their customers. Why wait, and why limit yourself to Whatsapp? Smart communications systems like 10to8 already cover these needs for small and bigger service businesses.

Contact: Sonia Blanco, [sonia@10to8.com](mailto:sonia@10to8.com). +44 1223750754. <https://10to8.com/>