

Introducing Viber Business Calls

Enhance your customer experience with an in-app call center



What are Business Calls?



A unique offering that enables your **customers to make free calls on Rakuten Viber.**

Why should you use Business Calls?

Seamless **customer support**

Conversions via conversations

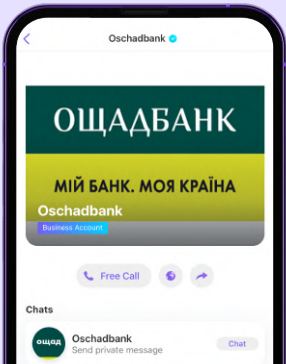
91% of consumers prefer brands that provide the **option to call or message***

Improved **customer experience**

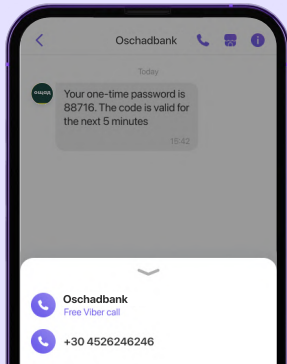
Upsell & cross-sell opportunities

How do Business Calls **work?**

1. A **Business Call button** is added to your Rakuten Viber Business Account



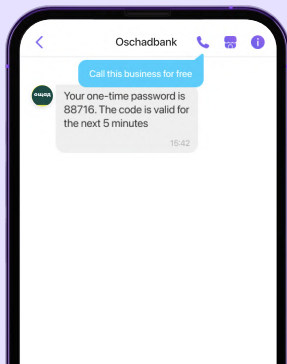
2. **Designate a number** for Rakuten Viber or continue using your regular call center number



3. Your **VoIP is integrated** with Rakuten Viber infrastructure



4. Now, **your customers can reach your call center** easily — regardless of their location, without needing to switch apps or pay for the call




*Liveperson, 2021 Consumer Preferences Survey

How can brands use Business Calls?


Finance • Retail & E-commerce • Healthcare • Logistics • Travel

Global brand accessibility with **free calls from anywhere in the world**


Address account & transaction queries




Offer financial advice & counselling




Assist with product inquiries




Support order management & tracking




Answer around-sales questions & encourage sales




Provide post-sales support & get feedback




Provide online consultations



Schedule appointments & make reservations



Offer customer support & build loyalty



Ana forgot to include the gift wrapping when ordering a gift for her boyfriend. She needs to **call** the online store & ask them to add the packaging.



Max needs to make a large cash withdrawal, urgently. He messaged the bank, but they have additional questions. He's on the move, so a **call** is faster than typing.



Martin's flight has been delayed, so he needs to change his hotel check-in. Calling abroad could be costly, but Martin will **call for free**, thanks to Business Calls.



Alex needs to get in touch with her courier, but typing and reading while the car is moving makes her car-sick. To get help, she'll have to **call** the company instead.



How will you use Business Calls?

Get started now!



calls@forbusiness.viber.com
[online contact page](#) ◀