

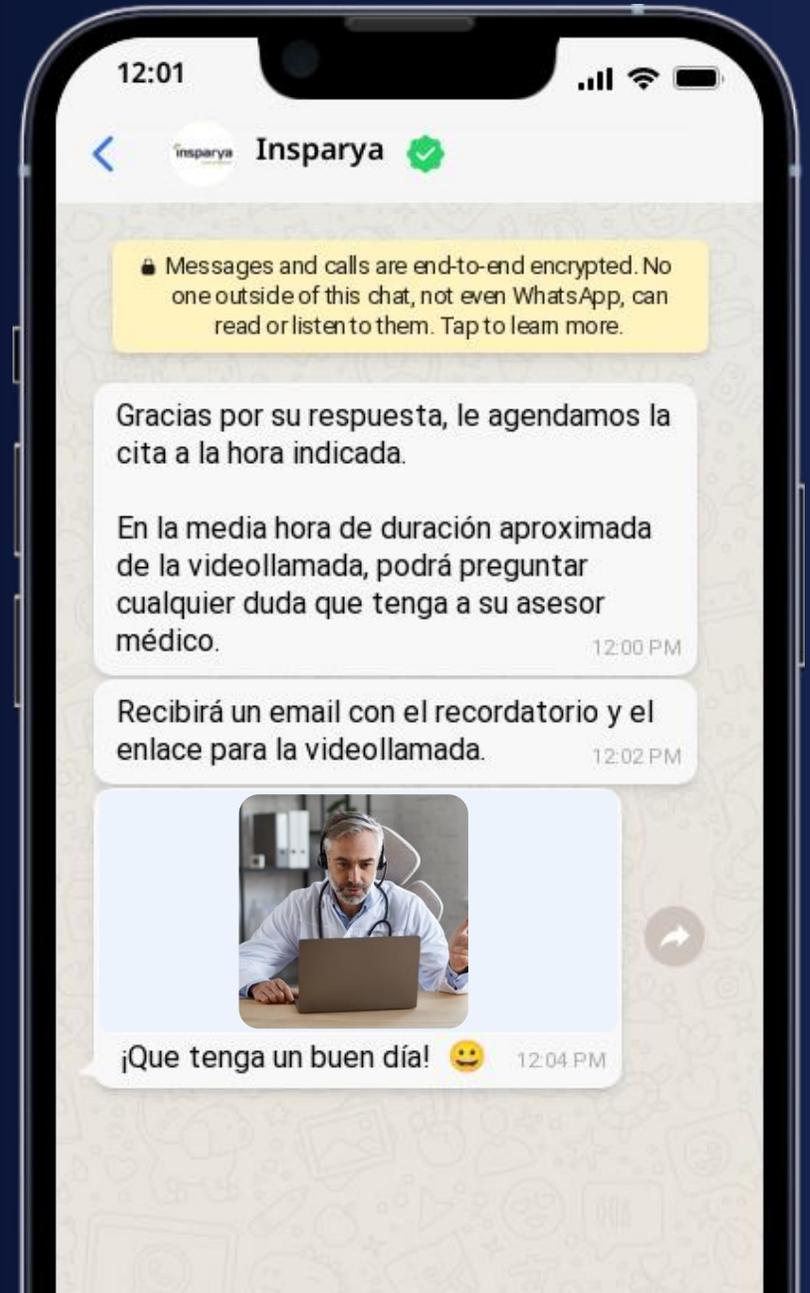


WhatsApp Impact Showcase

ENTERPRISE MOBILE COMMUNICATIONS

The smarter way to connect with your audience.

Local market expertise paired with global communication solutions built to scale with your success.



insparya

HAIR COMPANY

Client

- A leading **hair transplant** clinic network in Europe (Spain, Italy and Portugal).
- Dedicated to diagnosis, treatment and research of **alopecia**.
- Co-Founders **Cristiano Ronaldo & Paulo Ramos**.



Challenge

Consultations in a pandemic

- Before the pandemic, **100% of consultations were in person.**
- **COVID-19** forced **Insparya** to rethink how they engage with patients remotely.
- They experimented with tools like **Google Meet, Zoom, and Microsoft Teams.**
- Found them inadequate for their needs in terms of **usability and customer experience.**



Challenge

Consultations in a pandemic

- They quickly realized that for their patients, the **most natural and comfortable channel was WhatsApp.**
- With **WhatsApp video**, online appointments **increased from 5% to 30%.**
- Insparya realized it was necessary to find a way to **automate the process.**



Challenge

A digitalized lead generation process that maintains closeness to patients

- With our support, Insparya integrated the **WhatsApp Business API**.
- Plus they designed a **fully customised conversational flow** with **MyLINK Connect**.
- From the website, users can request an **initial assessment directly via WhatsApp**.



Challenge

A digitalized lead generation process that maintains closeness to patients

To make this experience **smooth and scalable**, there's a **well-connected structure** behind it:

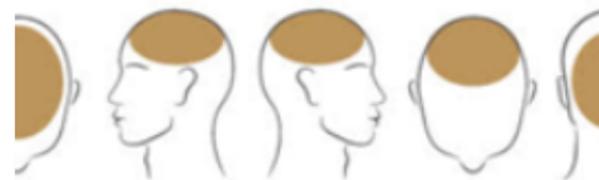
- **Business API**, enabling automation and scale
- **A chatbot** that qualifies patients without human intervention
- **CRM integration** to capture data and activate follow-ups
- **A scheduling system** that closes appointments in real time



Solution

A digitalized lead generation process that maintains closeness to patients

- The **conversational assistant** asks the patient to **send a few photos**.
- Then it provides a **first assessment** and allows them to **book their medical appointment**.
- **All without leaving the chat**.

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Thank you for contacting Insparya.

To continue with your hair loss transplant consultation, we kindly ask you to send us the photos according to the image above.

If there is any special indications you would like us to take into account, please let us know.

As soon as we receive your photos, we will send them to the medical staff and we will get in touch once we have a result.

We would love to solve any questions you may have!

3:22 pm

Solution

A digitalized lead generation process that maintains closeness to patients

- Insparya accompanies users throughout their customer journey to **solve doubts and give recommendations**.
- Nowadays Insparya uses the **same channel** not only for appointments but also as a **lead generator**.

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To send your photos, please follow these steps.



Dear user,

Please update your profile for Insparya's online appointment. To continue with your diagnosis process, please send us the images requested and you will get a personalized assessment.

Do you have any doubts? Answer this message with the word "Doubts" and a representative will help you.

4:27 pm

You are one step away from changing your life!

3:14 pm

Results

A powerful channel for lead generation and service

With WhatsApp, they didn't just **automate the initial assessment**—they also:

- **Improved diagnostic efficiency** and **appointment management**
- Send **timely reminders** and **satisfaction surveys**
- Scaled lead volume to **1.000+ conversations/month** and **reduced handling times**
- **Improved conversion rates** without increasing medical staff

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90%
more effective
sales qualifications



70%
Faster lead
distribution



3x
faster sales cycle



Try it out

Scan to test Insparya's WhatsApp channel

Scan with your **Smartphone** and click on the **WhatsApp Icon** on Insparya's website.
The channel is **only available in spanish**.





Thank you!

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