



NEWS RELEASE

Vonage Partners with Meta to Enable Secure and Instant Payments through WhatsApp in Singapore

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Vonage Conversational Commerce, Powered by Jumper.ai, Enables Full Messaging-First eCommerce for Customers

SINGAPORE--(BUSINESS WIRE)-- **Vonage**, a global leader in cloud communications helping businesses accelerate their digital transformation, has partnered with WhatsApp as a Business Solution Provider, to launch payments on the messaging app in Singapore. With this new capability, **Vonage Conversational Commerce**, powered by Jumper.ai, enables businesses and consumers to benefit from seamless, end-to-end shopping experiences, from discovery to engagement and payments, all within WhatsApp.

Vonage Conversational Commerce enables brands to create omnichannel, messaging-first customer buying experiences across popular messaging, social and web platforms such as WhatsApp, Messenger, Apple Business Chat, Instagram, Twitter, SMS, LINE, Google Business Messages, brand websites, and more. As messaging becomes more important to consumers across the globe as a quick and direct way of connecting with their favourite brands, Vonage's application meets the needs of major global brands, helping them to connect with consumers, while also turning these conversations into richer AI-enabled customer experiences.

Additional value and scalability are provided by Vonage's Communications APIs, including the capability to seamlessly invite buyers to a **live video interaction** with an in-store associate or customer service agent in just one click. This allows consumers to engage in personal conversations about products from anywhere while helping retailers build trusted relationships with customers.

Seamless and secure payments on WhatsApp in Singapore, enabled for businesses by Vonage Conversational Commerce, will transform the way people and businesses in Singapore connect. With an estimated 1 billion+ users

connecting with businesses across Meta's messaging services every week¹, the ability to process payments securely through WhatsApp will enable companies to deliver a differentiated, and real-time customer experience, which will boost customer engagement and build loyalty.

#NOEXCUSES, a boutique fitness studio, is now leveraging Vonage's payments capability to collect fees and rental payments from customers through WhatsApp, along with homeware and fashion brands such as **Tyetye**, which is using WhatsApp to get closer to consumers and enable payments to provide a seamless experience to its customers.

"Backed by the power of the full Vonage Communications Platform, we are delighted to meet customers' evolving needs with Vonage Conversational Commerce powered by Jumper.ai - providing embedded commerce capabilities to drive more engaging and seamless shopping experiences through WhatsApp," said Yash Kotak, Sr. Director of Product Management at Vonage. "This development highlights our commitment to continue pushing the boundaries of conversational commerce and empowering businesses throughout Singapore to create meaningful relationships with their customers."

To find out more about Vonage, visit www.vonage.com.

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¹Source: Meta

About Vonage

Vonage, a global cloud communications leader, helps businesses accelerate their digital transformation. Vonage's Communications Platform is fully programmable and allows for the integration of Video, Voice, Chat, Messaging, AI and Verification into existing products, workflows and systems. The Vonage conversational commerce application enables businesses to create AI-powered omnichannel experiences that boost sales and increase customer satisfaction. Vonage's fully programmable unified communications, contact center and conversational commerce applications are built from the Vonage platform and enable companies to transform how they communicate and operate from the office or remotely - providing the flexibility required to create meaningful engagements.

Vonage is headquartered in New Jersey, with offices throughout the United States, Europe, Israel and Asia and is a wholly-owned subsidiary of Ericsson. To follow Vonage on Twitter, please visit www.twitter.com/vonage. To become a fan on Facebook, go to facebook.com/vonage. To subscribe on YouTube, visit youtube.com/vonage.

Source: Vonage