

A COMPARATIVE ANALYSIS ON CUSTOMER RETAINING AUTOMATION TOOLS

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ABSTRACT

With the evolution of digital marketing , What'sApp has become a platform for selling products and services and is being used by various industries , especially by small and medium scale business(SMB's) . With the development of AI , various automation tools has come in use for what'sapp marketing and are performing well in the industry . This research presents a comparative analysis on various automation tools used for what'sapp marketing with aim to find out the most effective , particularly in enhancing CRM and customer loyalty . The study compares tools like WATI , Gallabox , Respond.IO , QuickReply.AI , Twilio API based on factors like adoption rate , open rate , customer retention rate , sales conversion , Return on investment (ROI) . By analyzing data , it was found that WATI consistently performs well across all sectors managing CRM and campaign automation . Respond.IO show a competitive performance in banking & financial sector . This research concludes that WATI automation tools has performed well across different sectors with a good average in all factors and stands out for Food & Beverages , E-Commerce and Education Industry .

Keyword : Automation , Marketing , CRM , Customer Retention , ROI

I.

INTRODUCTION

In today world , every business whether its big or a medium or small, it is using marketing techniques to spread its product or services across the world . Every business need marketing to showcase the world what they do, because without marketing none of the business cannot become as wide as it is now if we talk about blue chip or large companies . Marketing can be done in many ways whether it can be offline or an online marketing mode and for that company need to spend a lot of money in marketing to increase their sales and their product or service should reach to everyone in this world via marketing . however if we are talking about offline mode it will be done by print marketing , word of mouth , events , billboards or vehicle marketing . but if we talk about online marketing it is done by SEO , SEM , SMM , What'sApp marketing and in this era it is the most efficient way to reach to everyone because people are nowadays more active on social media platform so it will be beneficial .

But how any company will send bulk of message to people around the world or any specific area in any region . so after the introduction of AI the process of online marketing has been used by around every business in the world . whether it is for sending message to thousands of persons AI has made it easier by introducing automation which reduces the time and provide efficient process of send bulk message to people around the world . like traditional process CRM's only focus on static process to reach customers but AI automation helps us to find customer behavior enable to provide real time data of customer . AI automation provide impressive marketing campaign , instant customer support and better customer management .

This research majorly focus on what'sapp marketing and compares various other whatsapp marketing tools and finds out which automation tools is more efficient for small , medium or large scale businesses because AI driven automation tools learn customer behavior and find insights from it . This study also compares the performance of various marketing tools and how they perform in various industry sectors like E-commerce , banking , logistics , or any startup business .

II.

PROBLEM DEFINATION

As businesses continue to turn to AI-powered automation to retain customers, the efficacy of these technologies varies by industry, tooling, and implementation strategies. Though AI improve personalization, predictive analytics, and customer engagement challenges like data privacy concerns, integration complexities, and algorithmic biases limit its real potential. Previous work has presented approaches for AI/ML-driven retention in a variety of domains, but a comparative discussion of such approaches is yet not available. The results will shed light on fine-tuning AI-powered approaches towards maintaining customer loyalty and achieving long-term business success.

OBJECTIVE

- Compare Strategies for Retention Driven by AI
- Assess Performance
- Recognize the Challenges
- Examine Best Practices.
- Share Industry Knowledge
- suggest Optimal Solutions

III.

LITERATURE REVIEW

In[1] written by Olomu (2019) shows how marketing automation improves customer retention in Nigerian small and medium enterprises through effective engagement, communication, and personalization. Automation increases loyalty and satisfaction, yet as with any challenge, too high costs and a lack of expertise remain. In keeping with prior research, the study underscores the cost of strategic adoption to gain competitive advantage, in spite of the difficulty integrating them into companies' existing models.

In[2] study how automated marketing works to deepen “customer compliance,” by making engagement more personal and their purchasing habitual. The boost from automation to loyalty and retention cannot be denied, but with it comes the ethical question of whether it infringes on consumer autonomy and over-reliance on predictive algorithms. Their study found that we may need to have a hard line between what constitutes subtly persuasive marketing and what constitutes manipulation.

In[3] studied the effect of service quality on customer retention in the context of automatic and traditional banking. Automation may increase efficiency, but the best service is personal, and this is the path to loyalty. The research outlines challenges such as decreased in-person interaction and stress to balance the use of technology to become more responsive, thereby improving trust and retention in banking.

In[4] Kedi et al. (2024) explore Marketing Automation based on AI in SMEs, indicating its contribution to the improvement of customer experience and sales. AI allows behavior analysis in real-time, maximizing engagement and conversions. This has improved efficiency and relationships, but high costs and lack of expertise remain hurdles. The research highlights the potential of AI in the marketing field as well as the need to adopt AI strategically.

In[5] Riyaz explore AI’s role in CRM, emphasizing personalization and automation. AI-driven systems enhance engagement through data analysis, predictive insights, and real-time decision-making, boosting satisfaction and loyalty. While AI improves efficiency, challenges like data privacy and integration remain. The study highlights the need for strategic AI adoption to balance automation with meaningful customer interactions.

In[6]Singh outline AI role in customer retention with bibliometric study , with focus on predictive analytics, personalization and automation trends AI increases satisfaction and engagement which, in turn, increases retention; however, it drags along issues like ethics and data security. The study: highlights research gaps and calls for a balance between AI-enhanced strategies and human monitoring, particularly for long-term relationships.

In[7] Rahman explore how predictive analytics and ML help fintech improve customer retention by forecasting customer behavioral patterns, personalizing services, and enhancing customer engagement. ML-based deep analysis helps track churn risks and engender proactive efforts. Though it does help enhance decision-making, integrating the

data, privacy concern, and biases issues still exist. The report shines light on AI's game-changing potential in building fintech retention and lasting sustainable customer loyalty over time.

In[8] Adewumi explore data-driven automation in banking, highlighting its role in boosting efficiency, reducing costs, and improving service. Automation enhances decision-making, risk management, and compliance but faces challenges like cybersecurity risks and system integration. The study underscores automation's transformative impact on banking performance while addressing key digital transformation challenges.

In[9] Vijayakumar (2023) explores the impact of artificial intelligence on customer experience and on revenue growth, emphasising personalisation, automation and efficiency. Artificial intelligence tools such as chatbots and predictive analytics increase engagement and loyalty, increasing retention and sales. Artificial intelligence is streamlining operations, but challenges include data security and ethical issues. The study highlights the role of artificial intelligence in business strategy, which drives long-term growth through improved customer experience.

IV. SYSTEM DESIGN

1) Methodology :

This comparative analysis requires data to evaluate and compare the performance of various automation tools across different sectors. The analysis will be based on key parameters organized into the following columns.

The flowchart below illustrates the process of data collection and the methodology used to compare automation tools.

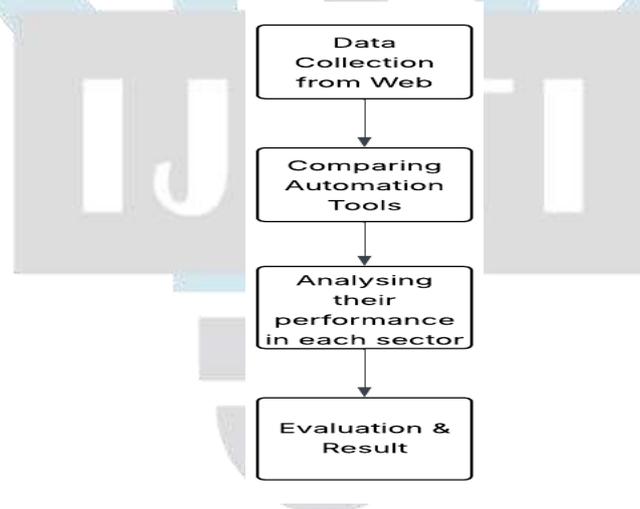


Figure : 1 : Process Workflow

This Flowchart shows how the data is being collected and automation tools will be compared and will analyze the performance in each sector to find the difference in each automation tool.

It outlines how their performance will be analysed in each sector to identify differences and effectiveness.

Ultimately, by evaluating the statistical performance of each automation tool, the study aims to determine the most suitable automation solution for small and medium-sized businesses.

2) Data Collection :

Sources:

- **WATI Official Website .**
- **Statista** : Provides Statistical market data and offers insights , reports and visualisation .
- **Wappalyzer** : It's a tool that detects what software and technologies being used by industries .

V.

EVALUATION & ANALYSIS

The evaluation will be performed based on various factor of automation tools being used in different industry sectors and will find out which automation tool outperform in retaining customer and maintaining customer satisfaction and loyalty towards them .

Factors used to Compare the Automation tools are :

1. Adoption Rate (%) : Shows industry-wise trust in WhatsApp marketing
2. Open Rate (%) : Indicates likelihood of message visibility
3. Customer Retention Boost (%) : Reflects loyalty increase from personalized follow-ups
4. Sales Conversion increase (%) : Measures Buying action through what'sapp
5. ROI on What'sApp Marketing (X times) : Demonstrate financial effectiveness of what'sapp strategy

For this comparison 5 Automation tools are used named below :

- **Wati**
- **Gallabox**
- **Respond.io**
- **QuickReply.ai**
- **Twilio API**

Here is the tabular form of data for each tool performing in different industry sectors .

Industry	Adoption Rate (%)	Open Rate (%)	Customer retention boost (%)	Sales Conversion increase (%)	ROI on What'sApp marketing
E-Commerce & Retail	90	95	35-45	25-35	120
Food Beverages	85	94	40-50	30-40	130
Education & Online Learning	75	92	45-60	40-55	150
SaaS & IT Services	70	89	30-35	20-30	90
Banking & Financial Service	65	90	30-40	15-25	100

Figure 2 : Industry-wise data using wati for whatsapp marketing

Industry	Adoption Rate (%)	Open Rate (%)	Customer retention boost (%)	Sales Conversion increase (%)	ROI on What'sApp marketing
E-Commerce & Retail	80	94	30-40	25-30	100
Food Beverages	75	93	35-45	28-35	110
Education & Online Learning	70	91	45-55	35-45	140
SaaS & IT Services	68	88	25-30	18-25	85
Banking & Financial Service	60	89	28-35	15-20	95

Figure 3 : Industry-wise data using Gallabox for whatsapp marketing

Industry	Adoption Rate (%)	Open Rate (%)	Customer retention boost (%)	Sales Conversion increase (%)	ROI on What'sApp marketing
E-Commerce & Retail	85	95	35-40	25-30	120
Food Beverages	78	93	38-45	30	115
Education & Online Learning	70	92	50-60	80-90	150
SaaS & IT Services	65	88	30	20	80
Banking & Financial Service	65	90	30-40	15-25	100

Figure 4 : Industry-wise data using Respond.IO for whatsapp marketing

Industry	Adoption Rate (%)	Open Rate (%)	Customer retention boost (%)	Sales Conversion increase (%)	ROI on What'sApp marketing
E-Commerce & Retail	78	94	38-42	28-35	110
Food Beverages	70	92	35-40	28-32	105
Education & Online Learning	68	91	45-50	35-40	130
SaaS & IT Services	60	87	28-32	22-26	85
Banking & Financial Service	58	88	28-32	18-22	90

Figure 5 : Industry-wise data using QuickReply.AI for whatsapp marketing

Industry	Adoption Rate (%)	Open Rate (%)	Customer retention boost (%)	Sales Conversion increase (%)	ROI on WhatsApp marketing
E-Commerce & Retail	70	92	30-35	20-25	95
Food Beverages	65	91	28-35	20-28	90
Education & Online Learning	65	90	40-45	30-35	125
SaaS & IT Services	70	89	30-35	25-30	95
Banking & Financial Service	62	89	30	20	92

Figure 6 : Industry-wise data using Twilio API for whatsapp marketing

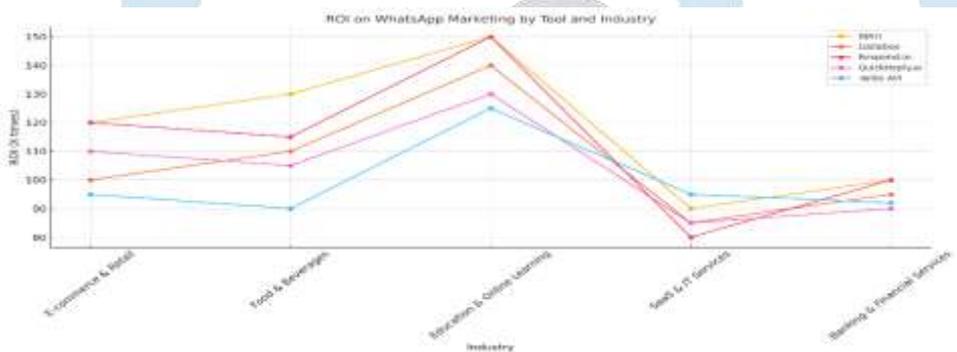


Figure 7 : ROI generated for each tools in different industry sectors

By analyzing the data for each automation tool being used in different sectors, it came out with a result which shows that the WATI automation tool outperforms all the other automation tools used in different industry sectors for WhatsApp marketing. On the other hand, it also came out with a result which shows that Respond.io performed equally to the WATI automation tool in the banking and financial sector.

VI.

CONCLUSION

In conclusion, while comparing the automation tools for WhatsApp marketing and analyzing their data to determine which tool performs best in each industry sector, it is found that the WATI automation tool used in the industry has performed well in comparison to other automation tools across all factors, with an average adoption rate of 77%, average open rate of 92.6%, average customer retention of 36–45%, average sales conversion of 26–37%, and an average ROI of 118X, peaking at 150X (X - times). WATI has shown consistency in being among the top 2 across each industry. It is particularly strong in the Food & Beverages, E-Commerce, and Education industries.

VII.

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