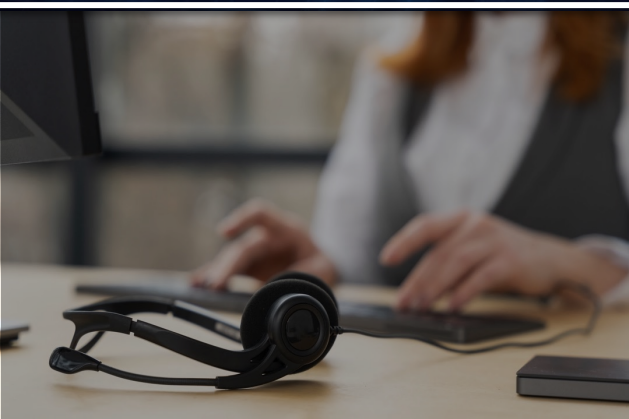




# MF Message

**motorflash**  
DIGITALIZAMOS TU NEGOCIO *solutions*

You can't improve what you don't measure



# Motorflash Ibérica

**15** years of experience  
in the sector

**+ 100** IT and management specialists  
in the automotive sector

**+ 300** developed websites

**1.400** customers use our  
DEALER tool

**40.000** cars exported per  
month to other  
portals

**190.000** Calls per month handled by  
our Contact Centre

## Main clients

Manufacturers (NSC)



### Groups



### Renting & Leasing



### Dealerships



# Differences between WhatsApp applications



## WhatsApp FOR PERSONAL USE

- ✓ Mobile App
- ✓ Free messaging
- ✗ Verified business profile
- ✗ Templates
- ✗ Tracking
- ✗ Automation
- ✗ CRM integration
- ✗ Multiple access (1 account/multiple users)
- ✗ RGPD Adaptation
- ✗ Dashboard
- ✗ Campaigns module



## WhatsApp Business FOR SELF-EMPLOYED

- ✓ Mobile App
- ✓ Free messaging
- ✓ Verified business profile
- ✗ Templates
- ✗ Tracking
- ✓ Light Automation
- ✗ CRM integration
- ✗ Multiple access (1 account/multiple users)
- ✗ RGPD Adaptation
- ✗ Dashboard
- ✗ Campaigns module



## WhatsApp Business API FOR BUSINESSES

- ✗ Mobile App
- ✗ Free messaging
- ✓ Verified business profile
- ✓ Templates
- ✗ Tracking
- ✓ Light Automation
- ✗ CRM integration
- ✗ Multiple access (1 account/multiple users)
- ✗ RGPD Adaptation
- ✗ Dashboard
- ✗ Campaigns module



## Motorflash Message (INTEGRATED IN WHATSAPP BUSINESS API)

- ✓ Mobile App
- ✗ Free messaging
- ✓ Verified business profile
- ✓ Templates
- ✓ Tracking
- ✓ Full Automation
- ✓ CRM integration
- ✓ Multiple access (1 account/multiple users)
- ✓ RGPD Adaptation
- ✓ Dashboard
- ✓ Campaign module



# Usability Motorflash MESSAGE

General visualisation from the control dashboard panel by companies, groups, campaigns...

The screenshot displays the Motorflash MESSAGE control dashboard. The interface is divided into three main sections: a left sidebar, a central list of conversations, and a right chat window.

**Left Sidebar:** Contains navigation icons and a list of categories with counts:

- Bandeja** (Inbox): + icon
- Empresa** (Company): List of companies with counts (e.g., 9, 0, 0, 29, 10, 5, 0).
- Grupos** (Groups): Chat Center (20), Chat Center 360 (9).
- Conversaciones** (Conversations): Tú (0), Sin asignar (0), Todos (20), Otro (20).
- Agentes** (Agents): + icon

**Central List:** A table showing conversation details:

Activos	Archivados	Buscar contactos/mensajes
+34 91 836 1374 Sesión abierta 23:32:21		
+34 91 836 1374	Hoy 17:00	Pocs km i poc temps ...
+34 91 836 1374	Hoy 16:44	Bienvenid@ a ...
+34 91 836 1374	Hoy 15:49	Bienvenid@ a ...
+34 91 836 1374	Hoy 15:34	Thank you very much ...
+34 91 836 1374	Hoy 15:26	¿Podemos ayudarte en...
+34 91 836 1374	Hoy 15:25	¿Podemos ayudarte en...
+34 91 836 1374	Hoy 15:24	¿Podemos ayudarte en...
+34 91 836 1374	Hoy 15:24	¿Tienes alguna prefe...
+34 91 836 1374	Hoy 14:08	Hola, ¿cómo estás?

**Right Chat Window:** Shows a conversation with +34 91 836 1374. The chat history includes:

- A system message: "Me interesa este anuncio:" followed by a link.
- A green bubble: "¡Bienvenid@ a ...! Gracias por contactar con nosotros. Hemos recibido tu mensaje correctamente. Nuestro horario de atención es de lunes a viernes de 9:00 a 20:30 y sábados de 9:30 a 14:30. Un agente se pondrá en contacto contigo en breve." (16:57)
- A system message: "Realizado de forma automática"
- A white bubble: "Conversación asignada al agente ... por el agente ..."
- A green bubble: "Bienvenid@ a ... mi nombre es ... ¿en qué podemos ayudarte?" (16:58)
- A system message: "Realizado por ..."
- A white bubble: "Interessaria un VW Cross o Roc tipo gerència" (16:59)
- A white bubble: "Pocs km i poc temps de matriculació" (17:00)

The bottom of the chat window features a text input field "Escribe un mensaje aquí" with a send button and a close button.

# Dashboard *Motorflash Message* – WhatsApp Business Api

Compañía

Grupo

Fecha

Grupo

01/07/2022 - 31/08/2022

**2884**

CONVERSACIONES

**2646**

ATENDIDAS EN TIEMPO

**235**

ATENDIDAS FUERA DE TIEMPO

**3**

NO ATENDIDAS

**0**

TRANSFERIDAS

**2884**

ARCHIVADAS

**21505**

Nº DE INTERACCIONES TOTALES

**257**MENSAJES  
DE PLANTILLA ENVIADOS

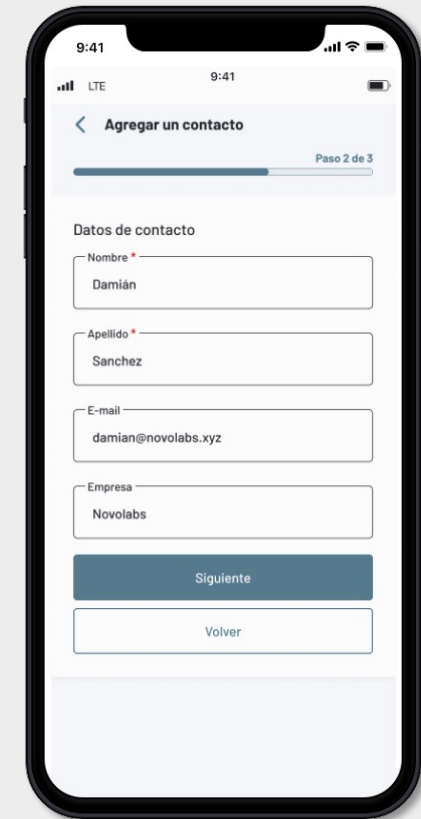
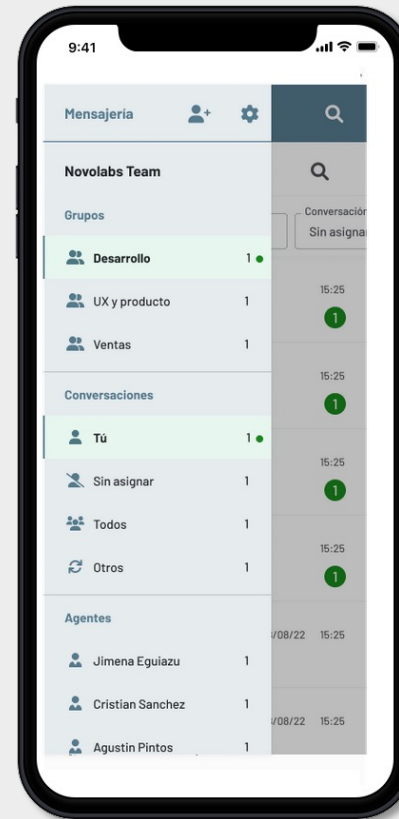
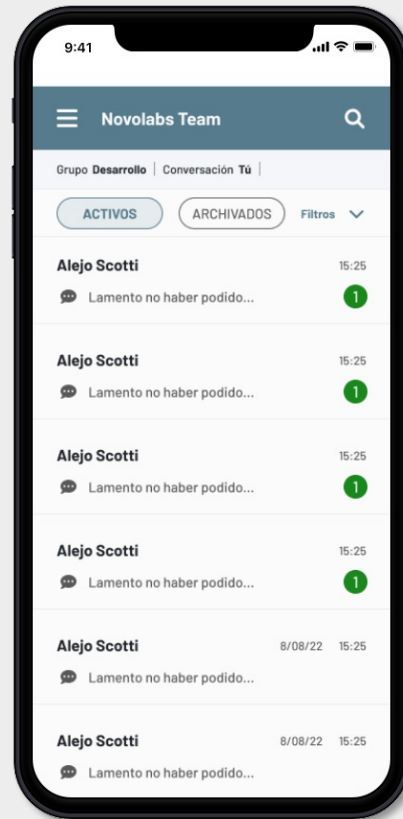
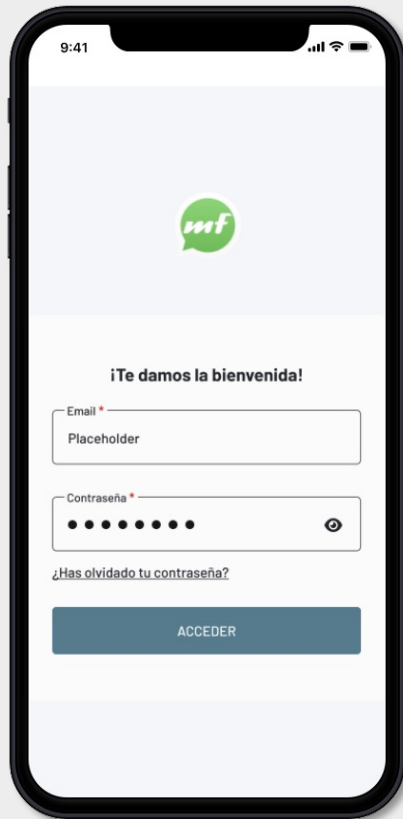
## ACTIVIDAD

### AGENTES

Nombre	Últ. conexión	Actividad	Mens. recibidos	Mens. enviados	Tiempo medio respuesta	Tiempo conversación
Alberto Lagar	6 d, 16 h y 29 m	2078	1713	1307	1 h y 22 m	26 d, 11 h y 31 m
Sigrid Gómez	6 d, 21 h y 47 m	1368	1258	882	8 h y 20 m	17 d, 19 h y 14 m
Laura Piqueras	5 d, 20 h y 25 m	3324	3699	2237	11 h y 32 m	60 d, 17 h y 19 m
Mariana Piñeros	6 d, 16 h y 47 m	9780	7071	6139	1 h y 29 m	112 d, 0 h y 2 m



# MF Message mobile application



# Value Position

Customised configuration:

- ➔ Agents
- ➔ Groups
- ➔ Subgroups

Can be integrated with all CRMs on the market

Complete customer file

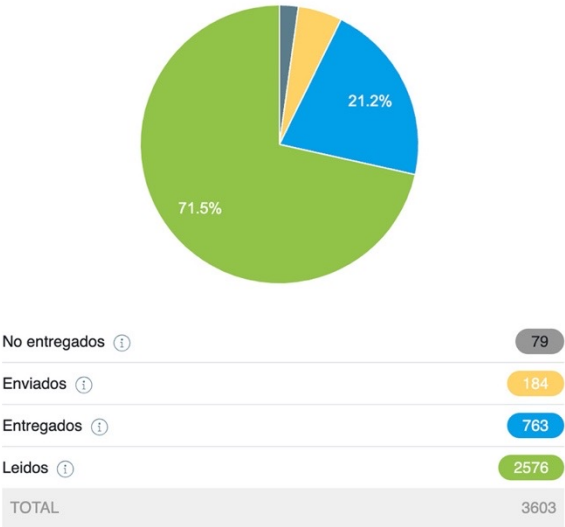
Message distribution switchboard and interactive reporting module

Use in all departments of the company

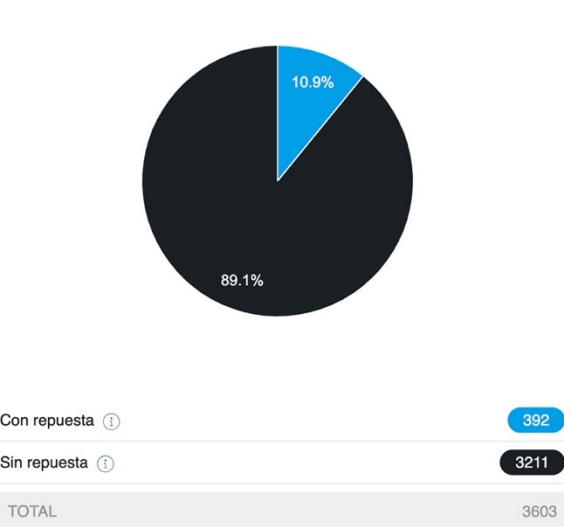
Direct access to the product catalogue

## Campaigns module (optional)

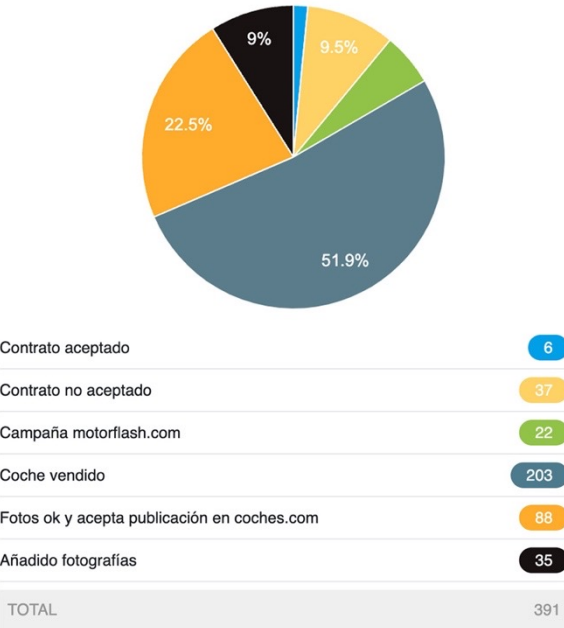
ESTADO



CON RESPUESTA



RESULTADO DE LA CAMPAÑA





# Best Option

There is no functionality that we do not have and if it does not exist we invent it

**We have the cheapest offer on the market.**

and the most comprehensive dashboard

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**Unique services**

Handover of conversations between different lines

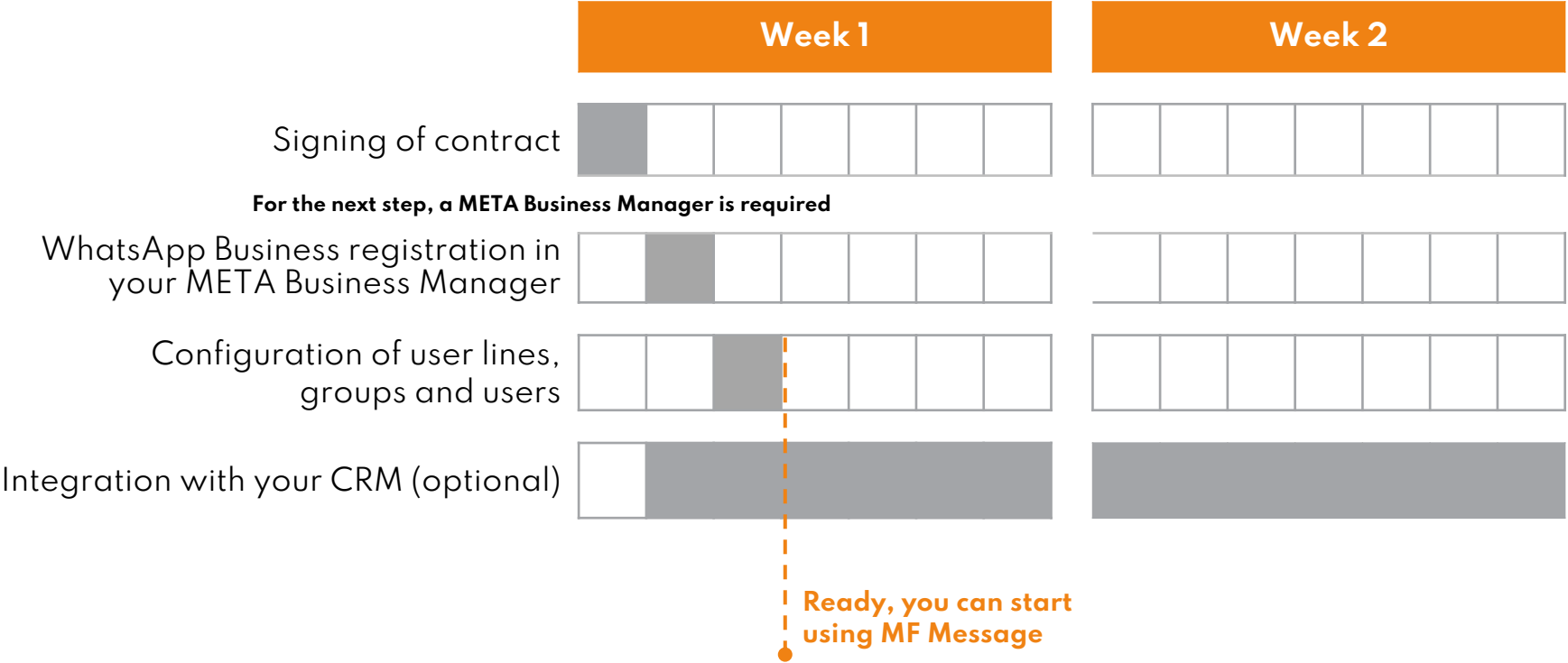
Campaigns module

Mobile APP





# Next steps



# Prices

Service	Prices excl. VAT
Pilot test***	100,00 €
Setup	150,00 €
MF Message Licence	150,00 €/month
Campaign Module	0,01 €/template
Cost per user	15,00 €/month
Cost per line	60,00 €/ line/month
Inbound Messages*	0,0305 €
Outbound Messages*	0,0509 €
Additional GB**	1,00 €

\* First 1000 messages included sent/received

\*\* Cost based on storage used (includes 1 GB of storage per agent)

\*\*\* The cost of the pilot test will be paid at the time of start-up and will be deducted from the first month's cost.

User scalability****	
Cost per user (from 50 users)	12,00 € month/user
Cost per user (from 100 users)	8,00 € month/user

\*\*\*\* The cost of the specific number of users shall be calculated on a pro rata basis.

# Meta prices for developers

There are two types of conversations in the WhatsApp Business API, each at a different rate

## USER INITIATED CHAT

A conversation that is initiated in response to a user's message. Whenever a company responds to a user within the 24-hour customer service window, that message will be associated with a user-initiated conversation.

Cost per chat

**0,0305 €**

## INITIATED BY THE COMPANY

Conversation initiated from a company sending a message to a user outside the 24-hour customer service window. Messages that initiate a company-initiated conversation will require a message template.

Cost per chat

**0,0509 €**

The first  
**1.000**  
monthly chats are **free**

All chats are measured in 24-hour periods.

# More information?



**Sergio Montero Moraleda**



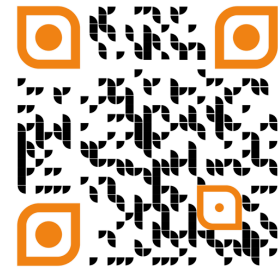
655 852 899



910 787 261



sergio.montero@motorflash.com



Save contact