Quotation – WhatsApp E-commerce Automation & CRM

WhatsApp API + CRM + Automation

1. Project Overview

OmniAi will automate the customer communication journey from cart abandonment through post-purchase engagement and repeat purchase. The solution combines WhatsApp Business API, CRM, workflow automation and campaign management.

2. Required Automation Workflows

#	Client Requirement	OmniAi Implementation
1	Add to Cart but No Purchase	Cart recovery WhatsApp message after 30–60 minutes.
2	COD Order	Instant WhatsApp order confirmation.
3	High-Risk COD Order	Request prepaid conversion with 10% discount, with follow-up within up to 6 hours.
4	Prepaid Order	Thank-you message plus order/tracking information.
5	Delivered Order	After 2 days, send feedback/support and satisfaction message.
6	Delivered – Cross Sell	After 7–10 days, send personalized cross-sell / second-order campaign.

3. OmniAi Platform Included – Scale Plan

- WhatsApp Business API integration
- Shopify & WooCommerce integration
- WhatsApp CRM and lead/contact management
- CRM pipelines and lead stages
- Chatbot and automation flows
- Up to 15 chatbot flows
- Up to 10 CRM pipelines
- Up to 25 campaigns
- Up to 2,000 API triggers/month
- Up to 300 attributes
- Up to 10 agents
- AI handoffs up to 500 leads
- Campaign scheduling and follow-up automation
- Shared team inbox and multi-agent live chat
- Human + chatbot assignment and smart agent routing
- WhatsApp forms and website chat widget
- Sales and agent performance analytics
- Contact-owner assignment and keyword-based routing
- Catalog and payment functionality
- Razorpay payment integration
- Mobile inbox, chat export/filtering and webhooks
- Public API and custom domain

- Dedicated hosting

4. Commercial Proposal

Component	Price
OmniAi Scale Plan	₹1,100 / month
One-time implementation & configuration	₹5,000
Total annual + One-time implementation	₹18,200
Year Recurring amount	₹13,200 / Year

5. One-Time Implementation Includes

- Shopify/WooCommerce integration
- WhatsApp Business API configuration
- CRM pipeline configuration
- Cart recovery automation
- COD confirmation flow
- High-risk COD → prepaid conversion flow
- Prepaid order flow
- Tracking/order-status flow
- Delivery feedback flow
- Cross-sell / second-order flow
- Message/template mapping
- Complete automation journey testing
- Basic team/agent configuration
- Go-live assistance

6. Customer Journey

Add to Cart → No Purchase after 30–60 min → Cart Recovery WhatsApp → Order Created → COD Instant Confirmation / High-Risk COD: Prepaid + 10% Incentive → Prepaid Order → Thank You + Tracking → Delivered → +2 Days Feedback / Support → +7–10 Days Cross-Sell Campaign → Second Purchase

7. Pricing & Billing Notes

- GST is applicable as per invoice/tax status.
- WhatsApp/Meta conversation charges are charged separately at applicable Meta rates.
- AI usage/API costs, if applicable, are charged according to actual consumption.
- The Scale Plan is recommended for the stated automation requirements.
- The solution can be upgraded later if higher agent, campaign, API trigger or automation limits are required.

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Product: OmniAi – WhatsApp API, CRM & Automation