

How Advanced Polymers Centralized Customer Communication with monday.com & WhatsApp



OVERVIEW

Advanced Polymers relies on fast, accurate communication with customers to coordinate deliveries and respond to inquiries. However, as the business grew, customer conversations managed through individual WhatsApp devices created operational challenges.

In partnership with The CRM Team, Advanced Polymers integrated WhatsApp with monday.com, transforming fragmented messaging into a centralized, trackable communication workflow tied directly to their CRM and delivery management processes.

"Integrating WhatsApp with monday.com transformed our customer communication. What was once fragmented and reactive is now centralized, trackable, and highly efficient."
Jackie Snyman – Finance Team Leader

THE CHALLENGE

Before the integration, customer communication was difficult to manage and monitor:

- Messages handled directly on individual phones with limited team visibility
- Inconsistent follow-ups and risk of missed messages
- No central record of customer communication history
- No reporting on response times or conversation volumes
- Conversations not linked to customer records, orders, or deliveries

This lack of structure made it difficult to maintain continuity, accountability, and service consistency.

THE SOLUTION

The CRM Team implemented a WhatsApp-to-monday.com integration, enabling Advanced Polymers to centralize all customer conversations inside their operational workflows.

How the process works today:

- ✓ WhatsApp messages automatically create or update records in monday.com
- ✓ Each message is logged against the relevant customer or delivery
- ✓ Teams can add internal notes and status updates directly in the same board
- ✓ Notifications ensure timely responses and issue escalation
- ✓ Customer conversations are now tied directly to orders, deliveries, and CRM data

The result is a single system of record for both operations and customer communication.



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RESULTS & BUSINESS IMPACT

CENTRALIZED COMMUNICATION & VISIBILITY

All WhatsApp conversations are now logged and accessible within monday.com, giving teams a shared view of customer interactions and delivery updates.

IMPROVED RESPONSE TIMES

Customer inquiries are no longer dependent on a single individual's phone. Teams can collaborate internally before responding and ensure timely follow-ups.

CONCLUSION

By integrating WhatsApp with monday.com, Advanced Polymers successfully transformed its customer communication processes. With centralized conversations, improved response times, and complete visibility into customer interactions, the business now delivers a more reliable and professional customer experience while empowering internal teams with better collaboration and accountability.

STRONGER ACCOUNTABILITY & TRACEABILITY MANAGEMENT CAN TRACK

- ✓ Open vs. resolved delivery inquiries
- ✓ Communication history linked to deals and orders
- ✓ Message volumes by inquiry type

ENHANCED CUSTOMER EXPERIENCE

Customers now receive proactive updates about deliveries and benefit from faster, more consistent responses, strengthening trust and planning.

INTERNAL & CUSTOMER BENEFITS

FOR INTERNAL TEAMS

- ✓ Full visibility into ongoing customer communication
- ✓ Clear ownership and accountability
- ✓ Reduced duplication of messages
- ✓ Easier collaboration between sales and operations
- ✓ Simplified tracking of inquiries linked to deliveries and orders

FOR CUSTOMERS

- ✓ Real-time delivery updates
- ✓ Faster responses and clearer information
- ✓ Consistent service even if their primary contact is unavailable
- ✓ Seamless conversations without repeating context

"We no longer worry about missed messages or lost context. Every message is tied directly to our CRM, giving our team full visibility and accountability."

Jackie Snyman – Finance Team Leader