

	WhatsApp Personal	WhatsApp Business	Whatex
Data Protection (GDPR)	✗	!	✓
WhatsApp T&C's	✗	✓	✓
Scalability	✗	✗	✓
Marketing	✗	!	!
Customer Service	✗	✓	✓
Integration	✗	✗	✓
Automation	✗	✗	✓
Collaboration	✗	✗	✓

### WhatsApp Business

#### Features

Company Account  
 Quick Answers  
 Labels  
 Messaging Stats  
 Catalogues  
 Away Replies

#### Ideal For

A single business owner to interact with customers.

### Whatex

#### Features

Company Account  
 CRM Integration  
 Team Access  
 Click 2 Chat from Website  
 Voice 2 WhatsApp  
 Bots & Automations

#### Ideal For

Customer Service  
 Sales & Marketing  
 Operations  
 Compliance/IT

