MessageDock

WhatsApp for business growth

A clear guide to Meta’s business tools and the team behind your next conversation.



A Speed Host Bangladesh product

The enquiry that gets forgotten

A customer asks. The team gets busy. The sale slips away.

01 **The reply arrives too late**

A buying question waits while staff handle other chats.

02 **Nobody owns the next step**

One person assumes another person will follow up.

03 **The customer has to start again**

A handover loses the context that made the enquiry valuable.

Four names, four different jobs

Name	What it does for your business
Meta Business Portfolio	Manages business assets and access.
WhatsApp Business App	Handles everyday customer chats in an app.
WhatsApp Business Platform	Connects WhatsApp to business software.
WhatsApp Cloud API	The Meta-hosted API used for that connection.

MessageDock gives your team a workspace around the connection.

How everything connects

Your business should control its portfolio and access.

Business ownership

Meta Business Portfolio

Assets and access

WhatsApp account

Numbers and templates

Your business number

WhatsApp identity

Customer messaging

Customers on WhatsApp

Cloud API

Meta-hosted connection

MessageDock

Your team’s workspace

Part of the Business Platform

Customers keep using WhatsApp. Your team works in MessageDock.

WhatsApp Business App

A familiar place to run everyday customer conversations.

Best fit

An owner or small team handling chats directly

Business profile and product catalogue

Quick replies for common questions

Greeting and away messages

Your team still needs a clear way to manage handovers and follow-up.

Business Platform and Cloud API

The Platform enables business messaging. Cloud API provides the connection.

Business Platform

Connects WhatsApp messaging with business software.

Supports workflows for teams and connections to business systems.

Cloud API

Meta hosts the API that sends messages and receives replies.

MessageDock turns that connection into a workspace your team can use.

Conversations business owners recognise

A useful first workflow starts with a question your customers already ask.

Retail

“Is this available in my size?”

Keep product questions and the next step together.

Services

“Can we discuss what I need?”

Capture the requirement and arrange a follow-up.

B2B sales

“Can you quote 500 units?”

Record quantity and timing
for the sales team.

The right setup for your business

Choose by the way your team works today.

Your needs	Business App	Platform + MessageDock
Daily conversations	Direct chats and linked devices	A shared inbox with assigned owners
Sales handovers	Team coordinates the process	Notes and leads keep the context
Business software	Mainly app features	API connection and a sales workspace
Best fit	Simple, direct chat handling	A team managing enquiries and follow-up

Growth across the customer journey

Each conversation can make the next decision easier.

01

Discovery

Invite enquiries through your website, QR codes or ads that open WhatsApp.

02

Consideration

Answer questions and understand what the customer needs.

03

Purchase

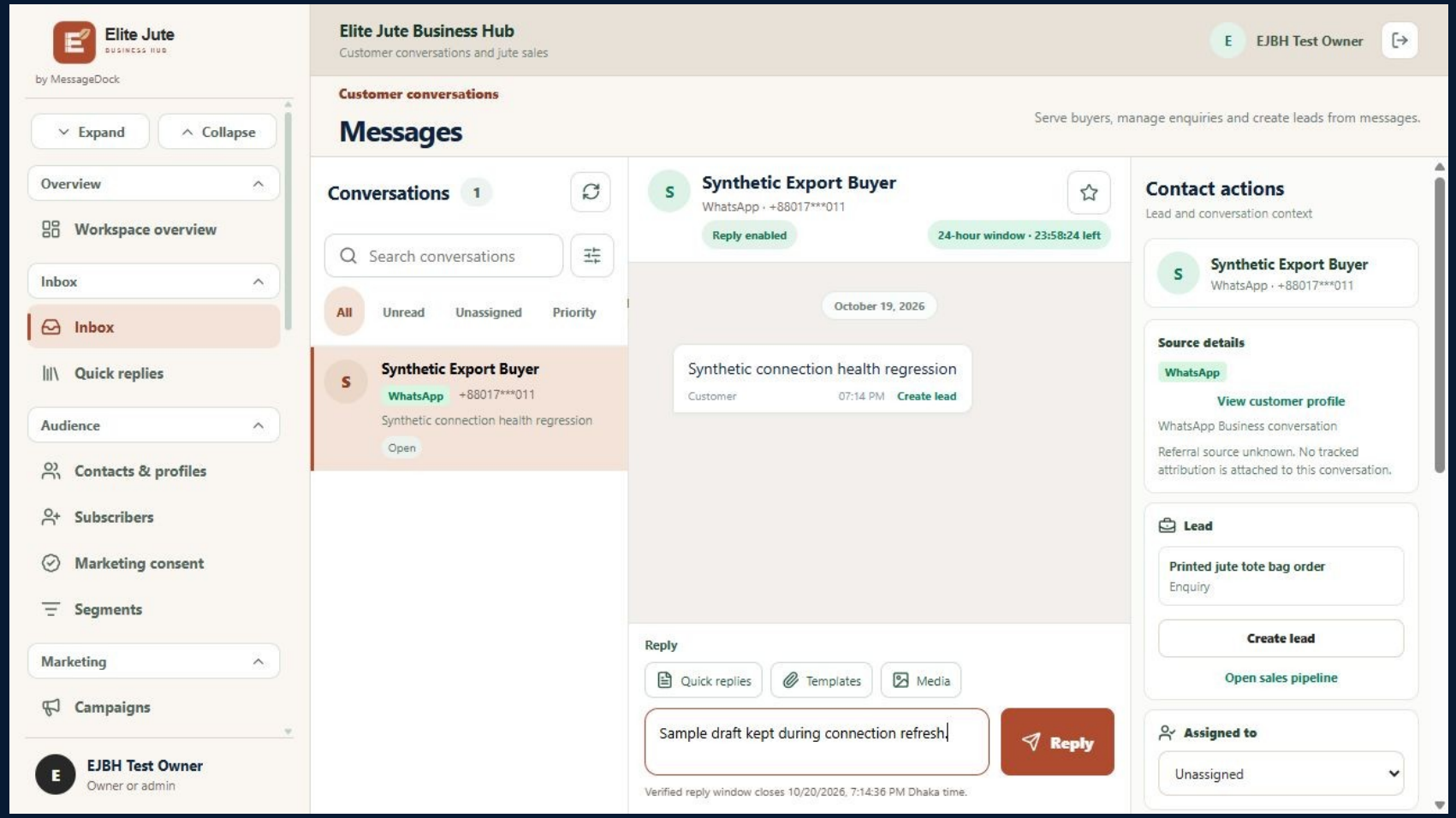
Assign an owner and agree the next step toward a sale.

04

Follow-up

Support customers and reconnect with permission.

Example customer inbox



One inbox

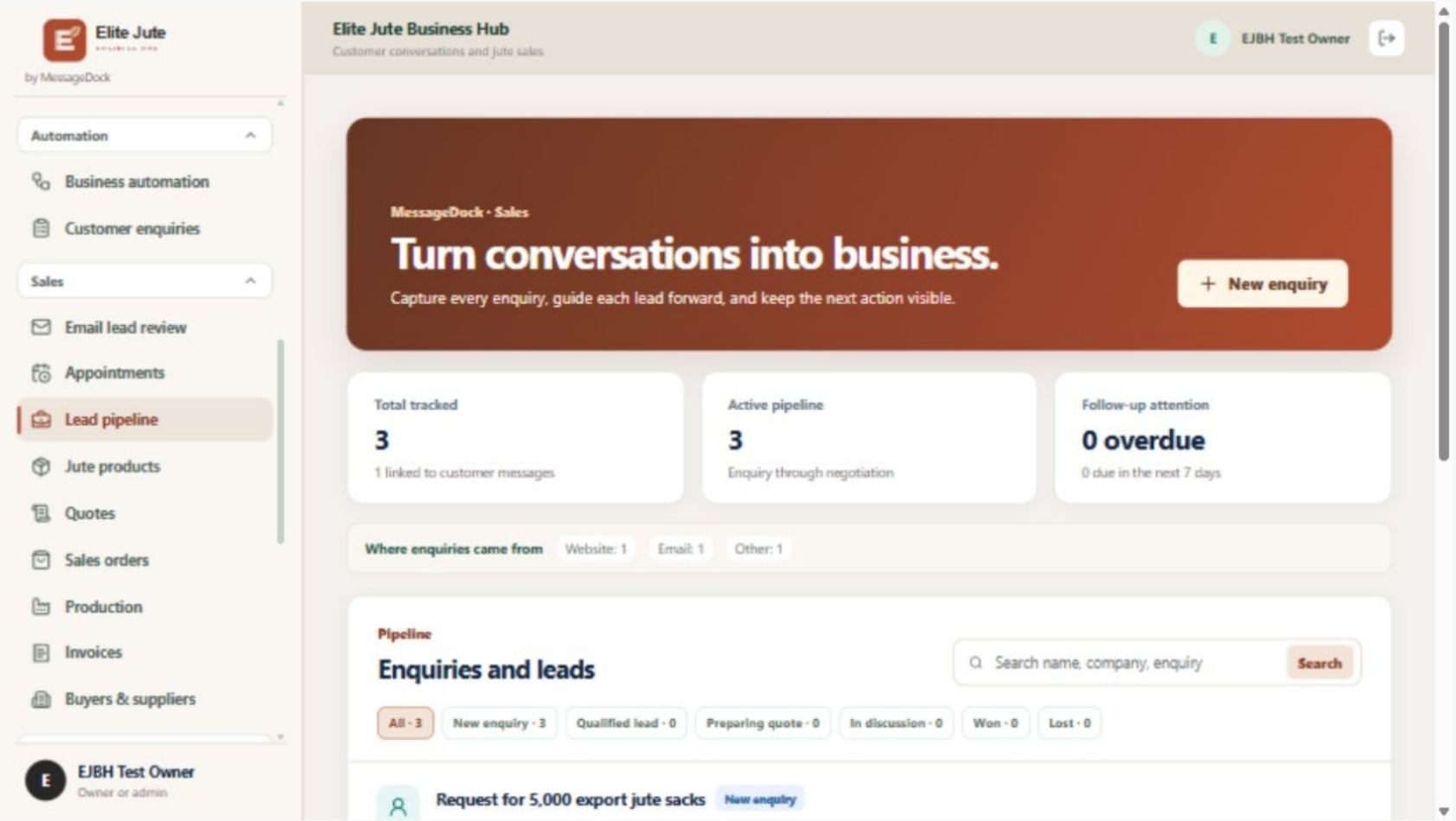
Messages and replies
stay together.

Clear ownership

Assign chats and create sales leads.

Elite Jute pilot preview. Synthetic data; customer setups vary.

Example customer sales pipeline



A visible pipeline

See each enquiry's current stage.

A clearer handover

Keep chats linked to the lead.

Elite Jute pilot preview. Synthetic data; customer setups vary.

The Speed Host team

Speed Host helps plan and launch your MessageDock workflow.

Workflow planning

Choose the first enquiry or support process.

Connection guidance

Check the account and guide the setup.

Team training

Practise replies, handovers and follow-up.



Illustrative business scene

Support scope and launch plan confirmed during discovery.

Your onboarding questions

Can I keep my current number?

Eligible accounts can use the Business App and Cloud API together.
We check your setup before recommending this route.

What happens to my old chats?

History sharing and sync depend on the supported setup.
Confirm what will appear in MessageDock before connecting.

Who owns the business account?

Keep your business as the owner and administrator.
Give the setup team only the access it needs.

Follow-up with customer permission

Opt-in example

“Yes, send me WhatsApp offers from [Business]. I can opt out at any time.”

Record the customer’s choice and honour opt-out requests.

Approved message templates

Meta reviews these message formats for starting or reopening a chat.

“Hi Sam, our new collection is here.
Reply STOP to stop offers.”

Illustrative wording, subject to Meta approval.

Within 24 hours of a customer’s last message, free-form replies are allowed.
Outside that window, use an approved template.

Your WhatsApp budget

A clear quote separates software, messaging and optional services.

Cost area	What to confirm
MessageDock	The plan, onboarding and agreed support scope.
Meta messaging	Applicable delivery charges, message category and recipient market.
Optional services	Ads, custom integrations or additional implementation work.

Your demo shows a relevant workflow and helps us scope setup and pricing.

Getting ready for MessageDock

Prepare the basics. The team checks the right onboarding route.

What to have ready

Access to your Meta business assets

Control of the business phone number

Accurate business details

Any requested documents

A first workflow and team contact

Do I need a developer?

The team guides the agreed setup. Custom integrations may need additional technical work.

What determines activation time?

Account checks and any Meta review affect timing. We confirm the next steps after the readiness check.

Your MessageDock demo

A clearer way to handle your next customer enquiry

Request a MessageDock demo

messagedock.speedhost.bd/signup

Open the request form

What happens next

Share your needs.
We review the request and arrange a demo.