

What our customers say about us

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Our customers are delighted to be able to place orders anytime and anywhere, using their mobile phones, thanks to the WhatsApp E-Ordering Solution provided by McomTech.

Victor Camacho
Administration and Commercial
Systems, Holcim Spain

Proof of Concept Holcim Spain



WhatsApp E-Ordering Solution

With a user-friendly WhatsApp Order-Taking Chatbot, Holcim Spain successfully tested adoption rates and received customer feedback on WhatsApp as an ordering channel. Now, they are prepared to move forward with the full implementation.

Proof of Concept Results



3.9/5 Feedback Score



93% Adoption



< 90 sec. Avg Order Time

66% of the chatbot customers accepted the proposed order without modification, making it the most straightforward and effortless ordering channel.

The **3.9** out of 5 feedback score of the chatbot users and the high adoption rate indicate a huge potential for automating sales leveraging WhatsApp as an order-taking channel.

