WHO Rolls Out Interactive Health Alert Experience on Messenger From Facebook

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13 hours ago
The World Health Organization teamed up with customer experience management platform Sprinklr to roll out its interactive Health Alert experience on Messenger From Facebook.

Health Alert will provide accurate and timely information about the coronavirus pandemic, free-of-charge, and it can be accessed by sending a message via the official WHO Facebook page or via this dedicated Messenger link.

World Health Organization/Messenger From Facebook
Vice president of Messenger Stan Chudnovsky said in a blog post that the WHO has already reached over 12 million people via a similar initiative on corporate sibling messaging

application WhatsApp, adding that over 20 government health organizations have rolled out similar experiences on Messenger, including Argentina's Ministry of Health, the governments of France and India, Pakistan's Ministry of National Health Services and UNICEF.

He wrote, "Understandably, many people all over the world are turning to communication platforms like Messenger to get information on the current crisis. In many of the regions hit hardest by Covid-19, total messaging through Facebook's family of apps has increased by more than 50%.

Chudnovsky concluded, "We are very pleased that the WHO has decided to use Messenger and, through its partnership with Sprinklr, was able to deploy the experience so quickly. We will continue to leverage the unique nature and reach of the Messenger platform to help people everywhere connect during this unprecedented moment."

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