Turn WhatsApp Conversations Into Sales Opportunities

Bring **WhatsApp into Salesforce** for **faster engagement, tracked communication, & smarter selling**.

WhatsApp is where customers respond fastest. When conversations stay disconnected from CRM data, opportunities slip away. Teams hunt for screenshots, leads go untracked, and leadership loses visibility into what's driving deals forward.

GUMU™ Messaging brings WhatsApp into Salesforce, giving every reply structure, context, and trackability. Your team responds faster. Prospects stay engaged. Leaders finally see messaging impact in motion.

No juggling tools. No missing information. One secure workspace where WhatsApp becomes a measurable, revenue-driving channel.

Key **Highlights**

Fully Salesforce Native

AI-Smart Messaging

Real-Time Status Tracking
Know exactly when messages are sent, delivered, and read. Follow up every time perfectly.

Campaign-Ready WhatsApp
Send offers, reminders, and broadcasts to multiple customers with approved templates.

Audit-Ready Control
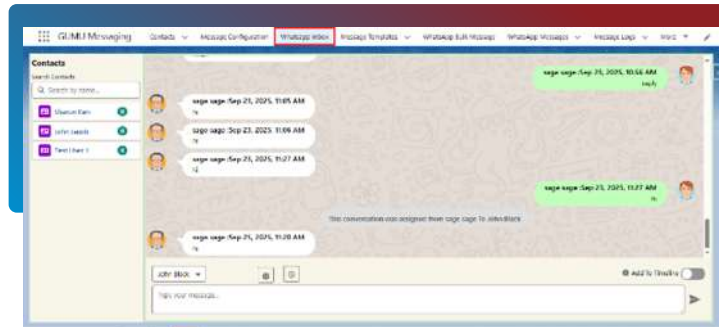Every message is logged and traceable, with complete visibility for leaders and ops teams.

Instant Lead Creation
Convert incoming WhatsApp inquiries into Leads with ownership assigned immediately.
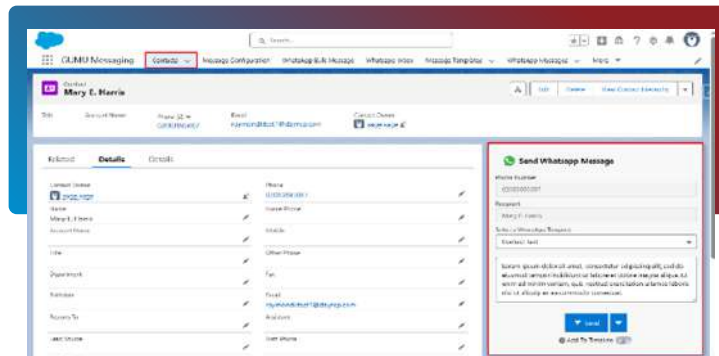
Unified View for Every Conversation
Track and reply to every chat instantly, without switching tools.
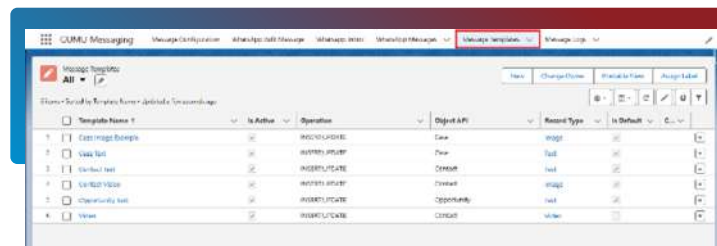

Sell with Complete Insight
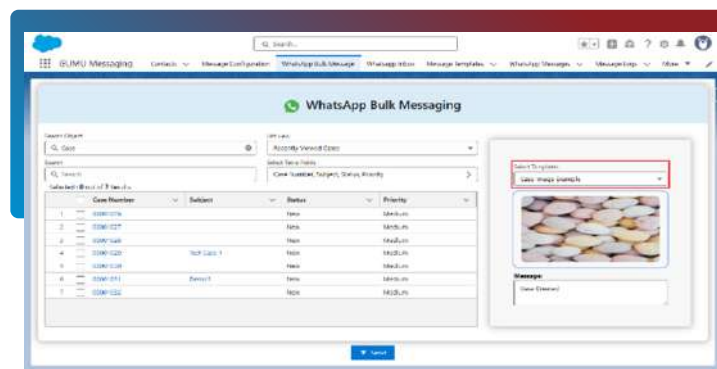See past chats, details, and activity before responding to customers.

Consistent Messaging, Every Time
Pre-approved templates ensure fast replies and brand-aligned communication.
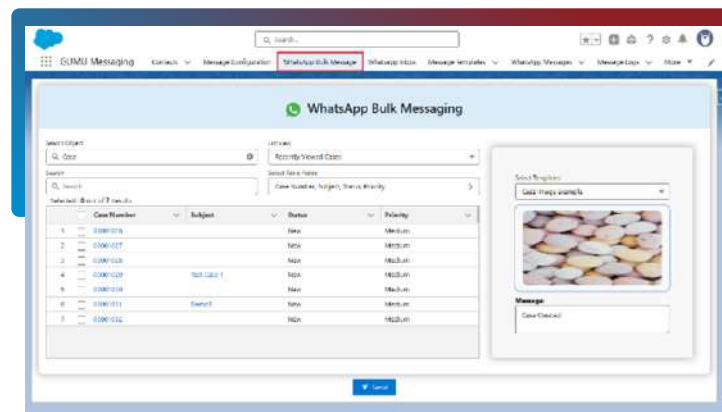

Templates That Reduce Response Time
Agents choose the right message from templates quickly, boosting response speed.
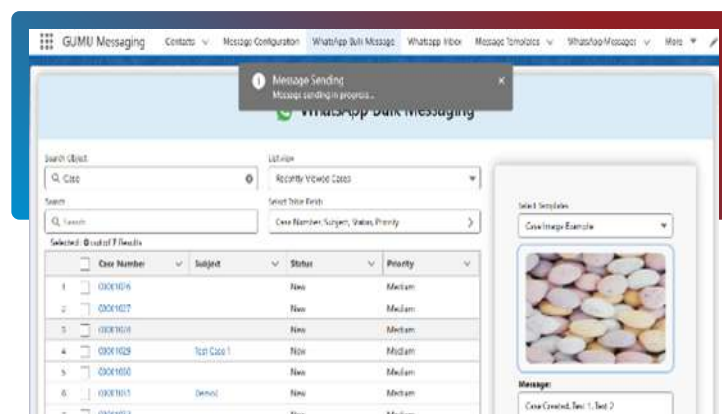
Scale Outreach With a Single Click

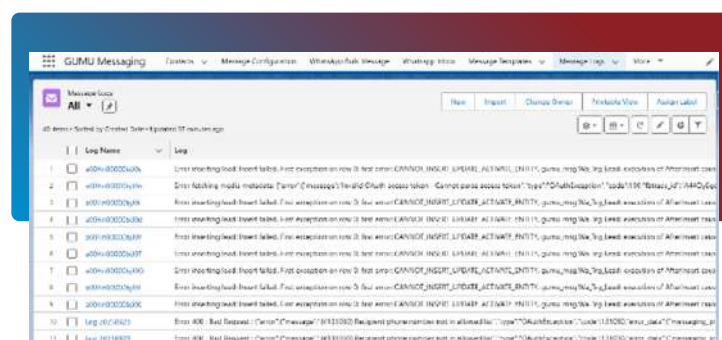Send targeted campaigns to 100s at once, right inside Salesforce.

Engage When They're Active

Read and delivery signals tell your team when to act.

Total Accountability for Every Message

Clear logs reveal delivery errors and actions for every conversation.

Benefits You Gain with GUMU™

In revenue-driven teams, slow responses and invisible conversations hinder growth. GUMU™ eliminates the communication hurdle.

Higher Conversions:
Respond at the moment of highest buyer intent

Faster Sales Cycles:
Less manual typing, more meaningful selling

Team Alignment:
All communication visible in the CRM — no silos

Governance & Trust:
Leadership gains clarity on messaging quality and performance

Better Customer Experience:
Personalized, informed conversations every time

Scalable Communication:
Built to handle growing volumes and multiple teams

About **Greytrix**

25 Years of ERP Excellence

Trusted by **5000+ businesses across the globe**, Greytrix specializes in cloud integrations that simplify complex operations.

Our GUMU™ framework powers seamless connectivity between leading **CRMs and ERPs — from Salesforce to Sage 100.**

With 25 years of expertise and **30+ certified consultants**, we help businesses **work smarter, integrate faster, & grow stronger.**

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