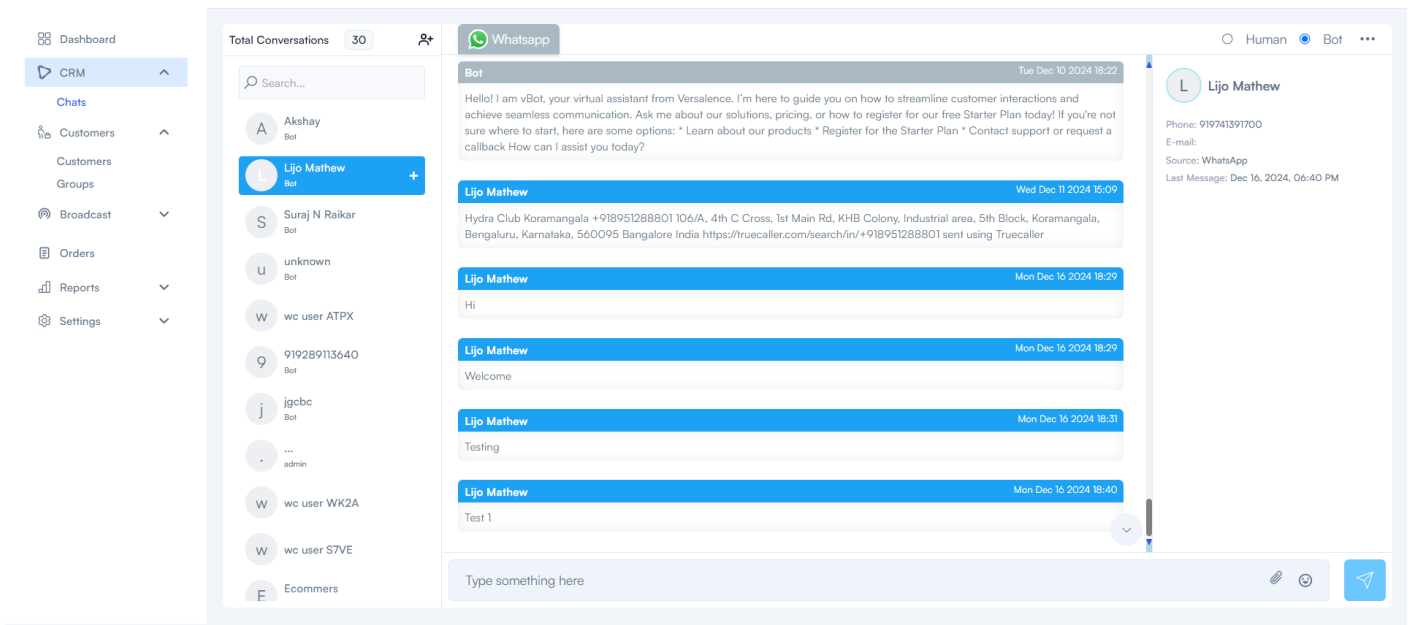# Conversations

vCX – The Social CRM by Versalence is designed to revolutionize customer communication and engagement by integrating multiple channels into a **single omnichannel interface**. It combines messaging platforms and social media channels, offering businesses a seamless and unified way to interact with their customers.

Key Components of the Social CRM

1. Conversations

Conversations encompass all **messaging channels** that enable real-time communication with customers. These include:

- **WhatsApp**
- **Webchat**
- **Instagram Messaging**
- **Telegram**
- And more!

Conversations are ideal for direct, instant interactions and customer support, enabling businesses to respond to inquiries quickly and efficiently.

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