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The Factors Influencing Customer Satisfaction with No-Code WhatsApp Automation: A Study of Yeti

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Abstract

Quality of Support is the strongest single driver of customer satisfaction with WhatsApp business automation platforms ($\beta = 0.470$, $p = 0.008$), ahead of ease of use, ease of setup and product direction, even though all four attributes are strongly correlated with satisfaction ($r = 0.872$ to 0.917, $p < 0.001$). Most research on chatbots and WhatsApp marketing measures the satisfaction of end consumers who chat with a brand. The business customers who buy and run the automation platform, and the platforms themselves as competing products, are almost absent as a unit of analysis.

This paper addresses that gap with a cross-sectional analysis of verified G2 user-review scores for 26 WhatsApp and conversational automation platforms, representing 4,512 reviews, collected on 1 October 2026. The study grew out of a summer internship at Yeti (IncrediBee Private Limited), an Ahmedabad-based no-code platform. It tests seven hypotheses on (1–4) the link between each platform attribute and satisfaction, (5) the joint influence of the four attributes, (6) usability differences between no-code and API-based platforms and (7) satisfaction differences between Indian and global platforms.

Three findings stand out. First, the four attributes together explain 89.1% of the variation in satisfaction ($F = 43.12$, $p < 0.001$), but once they are entered together only support remains individually significant; a reduced model with ease of use and support keeps almost all of that explanatory power ($R^2 = 0.880$). Second, no-code platforms are rated easier to use than API/CPaaS providers (Mann–Whitney $U = 93.0$, $p = 0.047$). Third, Indian and global platforms do not differ significantly in satisfaction ($p = 0.478$).

The results suggest that, in a market where features and prices have converged, support is the tiebreaker: platforms win on how well they help customers and how easy they are to use, not on what the software can do. The paper discusses implications for Yeti and sets out an agenda for primary, customer-level studies.

Keywords: conversational marketing; WhatsApp Business; no-code automation; customer satisfaction; service quality; technology acceptance; SaaS; SMEs; Gujarat

1. Introduction

Conversational marketing is the practice of engaging prospects and customers through real-time, two-way dialogue on messaging apps, chatbots and live chat, in place of one-way advertising and static web forms. A typical journey today begins with an advertisement, moves into a WhatsApp chat in which a

chatbot answers questions and qualifies the lead, and ends with an order or a hand-over to a human sales agent, all inside one conversation.

Small and medium businesses (SMBs) rarely build this automation themselves. They subscribe to a platform: a no-code tool such as WATI, AiSensy, Gallabox, DoubleTick or Interakt, or an API/CPaaS provider such as Twilio or Gupshup. These platforms sell broadly similar features at entry prices clustered in a narrow range of roughly ₹1,000 to ₹4,000 per month. When features and prices do not separate vendors, something else must decide which platforms customers are satisfied with and stay with.

1.1 The research question

This paper asks a question that has been studied extensively for end consumers but hardly at all for the businesses that buy the platform:

> *Which platform attributes (ease of use, ease of setup, quality of support and product direction) best explain customer satisfaction with WhatsApp business automation platforms, and what do the answers imply for a no-code platform such as Yeti?*

The question is broken into four objectives:

1. To study the relationship of Ease of Use, Ease of Setup, Quality of Support and Product Direction with customer satisfaction for WhatsApp automation platforms.
2. To identify the attribute with the strongest independent influence on customer satisfaction.
3. To compare no-code platforms with API/CPaaS platforms, and India-origin platforms with global platforms.
4. To suggest evidence-based strategies for Yeti (IncrediBee Private Limited) to improve customer satisfaction and competitive position.

1.2 Why it matters

The question matters for three reasons.

- **Scale of the channel.** WhatsApp is used by more than three billion people every month (Meta Platforms, 2025), and the WhatsApp Business app grew from 50 million monthly users in 2020 to 200 million in 2023 (TechCrunch, 2023). India is WhatsApp's largest market, with 7.22 crore registered MSMEs as potential business users (Ministry of MSME, 2025).
- **A gap in the evidence.** The chatbot and conversational-commerce studies reviewed for this paper measure the consumer's experience of a brand's chatbot. None compares competing automation platforms from the viewpoint of their business customers, and none relates the question to a Gujarat-based platform.
- **A practical need.** During prospect conversations and product demonstrations at Yeti, SMB owners repeatedly asked three questions: Is it easy for my staff to use? How quickly can it be set up? Who will help us if something goes wrong? Without evidence on which of these matters most, product and sales priorities rest on intuition.

1.3 Contribution and structure

The paper makes three contributions. Empirically, it assembles a comparable dataset of verified user scores for 26 competing platforms on identical attributes. Analytically, it separates the attribute that drives satisfaction independently (support) from attributes that move together as a general impression of product quality (ease of use, setup and product direction). Practically, it translates the findings into priorities for Yeti on support, onboarding and public proof.

Section 2 reviews the literature and develops the hypotheses. Section 3 describes the industry context at global, national and state level. Section 4 sets out the methodology. Section 5 presents the results, Section 6 discusses them, Section 7 states the limitations and Section 8 concludes.

2. Literature Review and Hypotheses

The literature agrees that ease of use and service quality shape satisfaction with technology, but it studies these questions mostly for individual users of a single system or for consumers talking to a chatbot. This section sets out the theory that explains why usability and support should matter, traces how research on chatbots and conversational commerce has developed, and identifies the gap this study addresses.

2.1 Theoretical foundations: why usability and support drive satisfaction

Technology acceptance. Davis (1989) showed through the Technology Acceptance Model (TAM) that perceived ease of use and perceived usefulness are the key beliefs driving acceptance of information technology. Venkatesh, Morris, Davis and Davis (2003) integrated eight models into the Unified Theory of Acceptance and Use of Technology (UTAUT), in which effort expectancy and facilitating conditions, including the availability of support, shape actual use. Rogers (2003) argued that innovations diffuse faster when they are low in complexity and easy to try. These theories ground Hypotheses 1, 2 and 6.

Low-code and no-code platforms. Sahay, Indamutsa, Di Ruscio and Pierantonio (2020) described how low-code and no-code platforms let non-programmers build applications through visual tools, reducing dependence on developers. This is the core proposition of WhatsApp no-code platforms, and the reason to expect them to be rated easier to use than API providers (Hypothesis 6).

Service quality and expectation confirmation. Oliver (1980) explained satisfaction as the outcome of comparing performance against prior expectations. Parasuraman, Zeithaml and Berry (1988) operationalised service quality through the SERVQUAL dimensions of reliability, responsiveness, assurance, empathy and tangibles, which closely mirror what software users call "quality of support". Bhattacherjee (2001) showed that satisfaction is the strongest predictor of whether users continue with an information system, which is critical for subscription SaaS businesses.

Information-systems success. DeLone and McLean (2003) added service quality to system quality and information quality as a determinant of user satisfaction. Benlian and Hess (2011) found that firms value software-as-a-service mainly for cost advantages but fear security and performance risks, which raises the value of trustworthy vendor support. Together these ground Hypotheses 3 and 5.

Online reviews as evidence. Online user ratings influence purchase decisions (Chevalier & Mayzlin, 2006) and are an important information source for buyers evaluating products (Mudambi & Schuff, 2010). Business-software buyers routinely consult review platforms such as G2, which publish standardised sub-scores across products. This makes aggregated review scores a defensible source of comparative data on how users experience competing platforms.

2.2 How research on chatbots and conversational commerce has evolved

The studies reviewed show a clear progression in focus, summarised below.

Stream	Representative studies	Main contribution	Setting
Technology acceptance	Davis (1989); Venkatesh et al. (2003); Rogers (2003)	Ease of use, effort expectancy and facilitating conditions drive adoption	Workplace IT users; innovation diffusion
Service quality	Parasuraman et al. (1988);	Service quality drives	Service firms;

and IS success	DeLone & McLean (2003); Bhattacherjee (2001)	satisfaction; satisfaction drives continuance	information systems
SaaS and low-code platforms	Benlian & Hess (2011); Sahay et al. (2020)	Cost and risk trade-offs of SaaS; visual tools for non-programmers	IT executives; low-code platforms
Chatbots and consumer satisfaction	Chung et al. (2020); Ashfaq et al. (2020); Sheehan et al. (2020); Adam et al. (2021)	Chatbot information and service quality, and human-like design, raise satisfaction and compliance	Consumers of luxury brands and online services
Conversational B2B marketing	Isabella et al. (2025)	Chatbots generate more and better leads than landing pages	B2B field experiments, 16,000+ participants
Online reviews	Chevalier & Mayzlin (2006); Mudambi & Schuff (2010)	Ratings shape purchase decisions and buyer evaluation	Online retail reviews

Three conclusions recur across these streams.

1. **Ease of use matters.** From TAM to no-code platforms, lower effort raises acceptance and satisfaction (Davis, 1989; Sahay et al., 2020).
2. **Service quality matters, often most.** Service quality is a direct driver of satisfaction in both the services and information-systems traditions (Parasuraman et al., 1988; DeLone & McLean, 2003).
3. **Satisfaction decides retention.** For subscription software, satisfaction is the strongest predictor of continued use (Bhattacherjee, 2001).

2.3 The research gap

The gap is about the unit of analysis and the setting. First, most chatbot and WhatsApp marketing studies measure the satisfaction of **end consumers** who interact with a brand, not of the **business customers** who buy and operate the automation platform. Second, existing studies are largely single-country surveys of one system and rarely compare competing platforms on a common set of attributes. Third, no published study relates these questions to a Gujarat-based WhatsApp automation platform.

This matters because the business customer's experience is shaped by things the consumer never sees: WhatsApp API approval, template rejections, flow building and changing Meta pricing rules. Which platform attribute (usability, setup, support or product roadmap) most strongly explains satisfaction under these conditions is therefore an open empirical question.

2.4 Hypotheses

Seven hypotheses follow from the objectives and the literature. Each is stated as an alternative (H_1) against a null of no relationship, effect or difference (H_0), tested at the 5% level.

No.	Alternative hypothesis (H_1)	Grounding
H1	There is a significant relationship between Ease of Use and Customer Satisfaction.	Perceived ease of use and effort expectancy (Davis, 1989; Venkatesh et al., 2003)
H2	There is a significant relationship between Ease of Setup and Customer Satisfaction.	Low complexity and trialability speed adoption (Rogers, 2003)
H3	There is a significant relationship between Quality	Service quality as a driver of satisfaction

	of Support and Customer Satisfaction.	(Parasuraman et al., 1988; DeLone & McLean, 2003)
H4	There is a significant relationship between Product Direction and Customer Satisfaction.	Perceived usefulness and system quality over time (Davis, 1989; DeLone & McLean, 2003)
H5	The four attributes jointly have a significant influence on Customer Satisfaction.	IS success model combining system and service quality (DeLone & McLean, 2003)
H6	Ease of Use differs significantly between no-code and API/CPaaS platforms.	Visual tools reduce dependence on developers (Sahay et al., 2020)
H7	Customer Satisfaction differs significantly between India-origin and global platforms.	Local presence may ease support and expectation confirmation (Oliver, 1980)

3. Research Context

Platform choice matters because WhatsApp has become a mainstream sales and service channel, messaging has become more expensive, and the market of vendors has become crowded and price-matched. India, and Gujarat's MSME base in particular, sits at the centre of all three trends. The figures below come from industry and regulatory sources; they describe the setting and are not tested in this study.

3.1 Global level

WhatsApp is used by more than three billion people every month (Meta Platforms, 2025). The global conversational AI market, which powers much of the automation layer, is projected to grow from USD 13.2 billion in 2024 to USD 49.9 billion by 2030 (MarketsandMarkets, 2024). Two trends shape how businesses use the channel:

- **Automation of the sales conversation.** Chatbots now qualify leads and take orders inside the chat; in B2B field experiments they outperformed conventional landing pages on both lead volume and lead quality (Isabella et al., 2025).
- **Per-message pricing.** Meta moved the WhatsApp Business Platform from conversation-based to per-message pricing from 1 July 2025 (Meta for Developers, 2025), so every automated message now carries a direct cost.

The practical consequence is that the platform has become an operating system for customer conversations, and its usability and support directly affect a business's sales and costs.

3.2 National level: India

India combines WhatsApp's largest user base with a vast, digitising small-business sector.

- The WhatsApp Business app grew from 50 million monthly users in 2020 to 200 million in 2023 (TechCrunch, 2023).
- 7.22 crore MSMEs had registered on the Udyam and Udyam Assist platforms by November 2025 (Ministry of MSME, 2025).
- The marketing-message rate for Indian numbers rose from ₹0.7846 to ₹0.8631 from 1 January 2026 (Exotel, 2026), making efficient automation more valuable.
- Indian vendors such as AiSensy, Gallabox, DoubleTick, Gupshup, Haptik and Verloop.io compete directly with global platforms such as WATI, respond.io and Twilio, with entry prices clustered between roughly ₹1,000 and ₹4,000 per month.

For an SMB, this means that the choice between platforms is rarely decided on price or feature lists, which look alike, but on the experience of using the platform after purchase.

3.3 State level: Gujarat and Ahmedabad

Gujarat is a useful setting because of its dense MSME base: 40.59 lakh of India's registered MSMEs are in the state (Ministry of MSME, 2025). Yeti (IncrediBee Private Limited), a no-code WhatsApp, Instagram and Facebook automation platform, is headquartered in Ahmedabad. Its prospect conversations offer a concrete view of what SMB buyers care about:

- **Usability for staff**: whether non-technical employees can run broadcasts, chatbots and the shared inbox.
- **Speed of setup**: how quickly WhatsApp API approval, message templates and the first chatbot can be put in place.
- **Help when things go wrong**: who resolves template rejections, account issues and pricing questions.

These questions map directly onto the G2 attributes tested here. If features and prices have converged, the differences in satisfaction across platforms should come from these experience attributes, and support in particular should separate the best-rated platforms from the rest. Section 5 tests whether this is what the data show.

4. Methodology

The study uses a quantitative, cross-sectional analysis of secondary review data for 26 platforms, analysed with tests matched to each hypothesis at the 5% significance level.

4.1 Research design

Parameter	Choice
Approach	Quantitative hypothesis testing
Type	Descriptive (attribute profiles) and causal/explanatory (relationships with satisfaction)
Strategy	Structured extraction of published G2 scores into a data sheet
Time frame	Cross-sectional: all scores captured on a single date, 1 October 2026
Unit of analysis	Software platform offering WhatsApp business automation
Scope	WhatsApp and conversational automation platforms (Indian and global), with implications for Yeti, Ahmedabad
Data	Secondary data from G2.com, supported by industry and regulatory sources

A secondary design suits the question for a practical reason: G2 publishes standardised scores on identical variables for every platform, based on the experience of thousands of verified business users. This allows a fairer cross-platform comparison than a short student survey could achieve (Kothari & Garg, 2019; Malhotra & Dash, 2016).

4.2 Sampling

The study uses purposive (judgemental) sampling with four inclusion criteria: (i) the platform offers WhatsApp Business messaging, chatbot or shared-inbox functionality; (ii) it has at least 20 G2 reviews; (iii) G2 publishes all of its sub-scores, so that no values are estimated; and (iv) all data were captured on the same date.

Platforms with too few reviews were excluded, for example Interakt (3), ZOKO (5), Engati (18) and Yeti itself, which has no G2 reviews yet. The final sample holds **26 platforms with 4,512 reviews** in total (mean 174; range 24 to 544). The API/CPaaS group is small (n = 6), which limits statistical power for group comparisons and is treated as a limitation throughout.

Basis	Category	n	Platforms
Type	No-code	20	WATI, AiSensy, Gallabox, DoubleTick, respond.io, SleekFlow, Callbell, Trengo, Manychat, Kommo, Superchat, BotPenguin, WotNot, Landbot, Haptik, yellow.ai, Chatfuel, Verloop.io, QuickReply.ai, Rasayel
Type	API/CPaaS	6	Gupshup, Infobip, 360dialog, MSG91, Twilio, Sinch
Origin	India	11	AiSensy, Gallabox, DoubleTick, Gupshup, BotPenguin, WotNot, Haptik, yellow.ai, Verloop.io, MSG91, QuickReply.ai
Origin	Global	15	All remaining platforms

4.3 Variables and measurement

Each platform is described by its overall rating and four attribute sub-scores, plus two grouping variables:

Variable	Type	Definition and measurement
Customer Satisfaction (CS)	Dependent	Overall G2 star rating of the platform (out of 5), averaged over verified reviews
Ease of Use (EU)	Independent	G2 user score (out of 10) for ease of day-to-day use
Ease of Setup (ES)	Independent	G2 user score (out of 10) for ease of implementation and getting started
Quality of Support (QS)	Independent	G2 user score (out of 10) for the quality of the vendor's customer support
Product Direction (PD)	Independent	G2 user score (out of 10) for satisfaction with the product roadmap and updates
Platform Type	Grouping	No-code automation platform vs API/CPaaS provider
Platform Origin	Grouping	Founded/headquartered in India vs outside India

One measurement issue needs flagging. Ease of Use and Ease of Setup are very highly inter-correlated (r = 0.937). Their separate effects are therefore hard to isolate in a joint regression, and this paper reports a reduced model alongside the full one.

4.4 Analysis plan

Hypothesis	Variables	Test	Why this test
H1–H4	Each attribute × Customer Satisfaction	Pearson correlation (Spearman's ρ as check)	Both variables continuous; ρ guards against outliers
H5	Four attributes →	Multiple linear	Estimates joint and

	Customer Satisfaction	regression (OLS)	independent effects
H6	Ease of Use by platform type	Mann–Whitney U (Welch t as check)	Small, unequal groups (20 vs 6)
H7	Customer Satisfaction by platform origin	Mann–Whitney U (Welch t as check)	Compares two independent groups

Regression assumptions were checked with variance inflation factors (VIF), the Durbin–Watson statistic and the Shapiro–Wilk test. Analysis was carried out in Microsoft Excel and Python (NumPy, SciPy).
In preparing this paper, two further checks were run on the extracted data: correlations were recomputed without the lowest-rated platform (Sinch), and platforms were grouped into three Quality of Support bands (below 8.5, 8.5–8.9, 9.0 and above) to show how mean satisfaction changes across the support range.

5. Results

Six of the seven hypotheses are supported (H1–H6) and H7 is not. The detail behind each result follows.

5.1 Sample profile

The 26 platforms form a well-rated group. Mean satisfaction is 4.48 out of 5 with a narrow spread (SD = 0.23), and most platforms sit between 4.4 and 4.8.

Variable	Mean	SD	Min	Median	Max
Customer Satisfaction (/5)	4.48	0.23	3.80	4.50	4.80
Ease of Use (/10)	8.90	0.46	7.50	8.90	9.50
Ease of Setup (/10)	8.65	0.66	6.50	8.80	9.50
Quality of Support (/10)	8.74	0.71	6.70	8.80	10.00
Product Direction (/10)	9.06	0.65	6.80	9.30	10.00

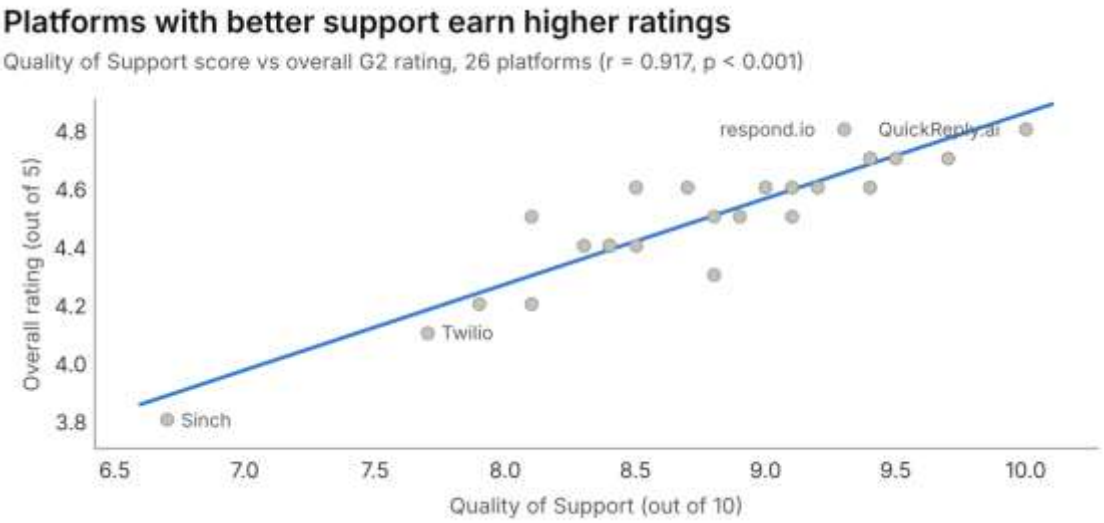
Two features of this profile matter for interpretation. Ease of Setup has the lowest mean (8.65), indicating that getting started (WhatsApp API approval, template approval and building initial flows) is the weakest stage of the customer experience across the industry. Quality of Support has the widest spread (SD = 0.71), meaning it is where platforms differ most. Because satisfaction itself varies little, small score differences carry real competitive weight.

5.2 H1–H4: Attributes and customer satisfaction

All four attributes have strong, positive and significant correlations with satisfaction. The null hypotheses H1 to H4 are rejected.

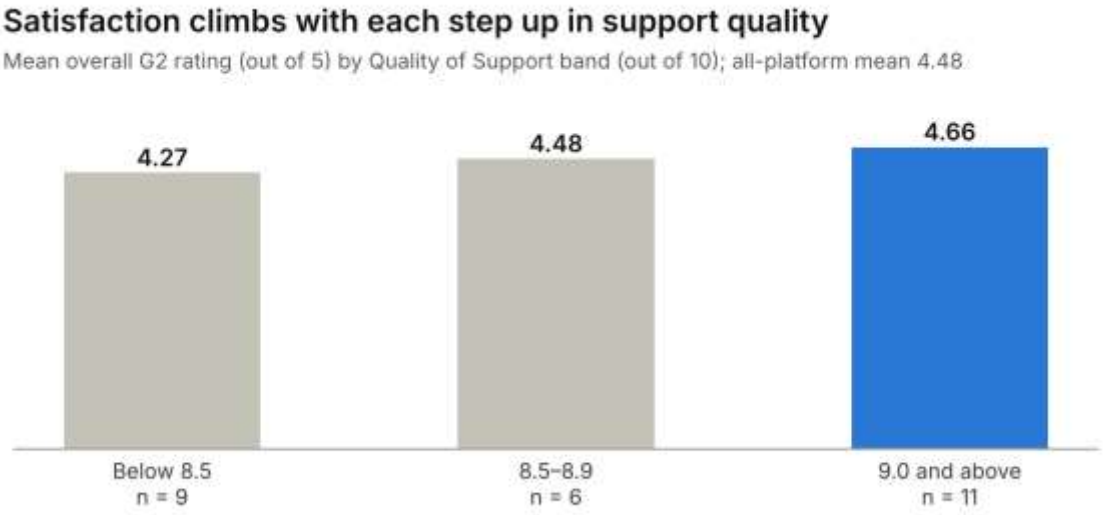
Attribute	Pearson r	p-value	Spearman ρ	p-value	Decision
Quality of Support	0.917	< 0.001	0.888	< 0.001	H_0 rejected
Ease of Use	0.893	< 0.001	0.813	< 0.001	H_0 rejected
Product Direction	0.876	< 0.001	0.776	< 0.001	H_0 rejected
Ease of Setup	0.872	< 0.001	0.782	< 0.001	H_0 rejected

Two checks support this result. Spearman coefficients lead to identical conclusions, so the correlations are not driven by the shape of the distribution. Removing the lowest-rated platform (Sinch) leaves all correlations above 0.78 and significant, with Quality of Support still the strongest (r = 0.872).



G2 scores for 26 WhatsApp automation platforms, 1 October 2026 · correlations in Section 5.2

The shape of the support relationship is the more useful finding. Grouping platforms by support score shows mean satisfaction rising steadily from one band to the next.



G2 scores for 26 WhatsApp automation platforms, 1 October 2026 · support bands defined in Section 4.4

Platforms scoring 9.0 or above on support average 4.66, against 4.27 for those below 8.5: a gap of almost 0.4 stars in a market where most ratings lie within 0.4 stars of each other. Every platform below 4.3 overall (Sinch, Twilio, Kommo, Infobip) sits in the lowest support band.

5.3 H5: Joint influence of the four attributes

A multiple regression of satisfaction on all four attributes is highly significant: $F = 43.12$, $df = (4, 21)$, $p < 0.001$, $R^2 = 0.891$. The null hypothesis is rejected.

Model	R	R^2	Adj. R^2	SE	F (df)	Sig.	D–W
1: EU, ES, QS, PD	0.944	0.891	0.871	0.082	43.12 (4, 21)	< 0.001	1.98
2: EU, QS	0.938	0.880	0.870	0.083	84.67 (2, 23)	< 0.001	2.04

Model / Predictor	B	SE	β	t	Sig.	VIF
Model 1 (Constant)	1.149	0.417	—	2.75	0.012	—
Ease of Use	0.144	0.112	0.292	1.29	0.211	9.89
Ease of Setup	0.003	0.082	0.009	0.04	0.971	10.79
Quality of Support	0.151	0.052	0.470	2.92	0.008	5.01
Product Direction	0.078	0.061	0.220	1.28	0.215	5.71
Model 2 (Constant)	1.127	0.349	—	3.23	0.004	—
Ease of Use	0.195	0.071	0.395	2.75	0.012	3.98
Quality of Support	0.185	0.046	0.575	4.00	0.001	3.98

Two points qualify this result. First, when all four attributes are entered together, only Quality of Support remains individually significant ($\beta = 0.470$, $p = 0.008$). Ease of Use and Ease of Setup overlap heavily (VIF close to 10), so their individual effects cannot be separated in Model 1. Second, Model 2 removes this overlap by retaining Ease of Use and Quality of Support: both are significant, multicollinearity falls to an acceptable level (VIF = 3.98), and explanatory power is almost unchanged ($R^2 = 0.880$). The estimated equation is:

Customer Satisfaction = 1.127 + 0.195 (Ease of Use) + 0.185 (Quality of Support)

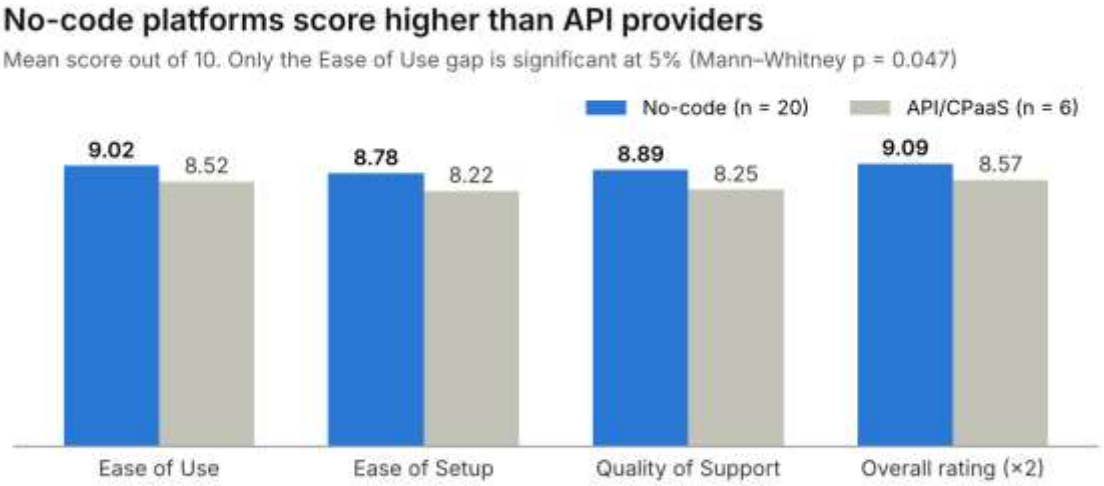
Holding ease of use constant, a one-point improvement in the support score is associated with an increase of about 0.19 in the overall rating, enough to move a platform from the middle to the top of the market.

5.4 H6: No-code versus API/CPaaS platforms

No-code platforms are rated easier to use than API/CPaaS providers (9.02 vs 8.52), and the Mann–Whitney U test shows the difference to be significant: U = 93.0, p = 0.047. The null hypothesis is rejected.

Comparison	Variable	Mean 1	Mean 2	Welch t (p)	U (p)
No-code (20) vs API (6)	Ease of Use	9.02	8.52	1.96 (0.097)	93.0 (0.047)
No-code (20) vs API (6)	Ease of Setup	8.78	8.22	1.33 (0.234)	81.0 (0.211)
No-code (20) vs API (6)	Satisfaction	4.55	4.28	1.94 (0.103)	91.5 (0.056)
India (11) vs Global (15)	Satisfaction	4.55	4.44	1.28 (0.215)	96.5 (0.478)
India (11) vs Global (15)	Quality of Support	8.96	8.58	1.46 (0.158)	105.0 (0.253)

Two cautions apply. The Welch t-test points in the same direction but is not significant (p = 0.097), so this is moderate rather than conclusive evidence. And the API/CPaaS group has only six platforms, one of which (Sinch) is the lowest-rated in the sample. No-code platforms also score higher on setup, support and overall satisfaction, but none of these gaps is significant at 5%.



G2 scores for 26 WhatsApp automation platforms, 1 October 2026 · overall rating multiplied by 2 to show it on a 10-point scale

5.5 H7: Indian versus global platforms

India-origin platforms show slightly higher satisfaction (4.55 vs 4.44) and support scores (8.96 vs 8.58) than global platforms, but neither difference is significant: U = 96.5, p = 0.478 for satisfaction. The null hypothesis is not rejected. This does not prove that origin is irrelevant, only that this sample does not reveal a difference.

5.6 Model diagnostics

For Model 1, the Durbin–Watson value of 1.98 indicates no autocorrelation, and the Shapiro–Wilk test (W = 0.962, p = 0.432) indicates normally distributed residuals. Model 2 has acceptable multicollinearity (VIF = 3.98). These checks support the regression estimates, though with 26 observations the coefficients should be read as indicative rather than precise.

5.7 Summary of hypothesis tests

Hypothesis	Test	Statistic	p-value	Decision
H1: Ease of Use ↔ satisfaction	Pearson r (+ Spearman)	r = 0.893	< 0.001	H_0 rejected
H2: Ease of Setup ↔ satisfaction	Pearson r (+ Spearman)	r = 0.872	< 0.001	H_0 rejected
H3: Quality of Support ↔ satisfaction	Pearson r (+ Spearman)	r = 0.917	< 0.001	H_0 rejected; strongest
H4: Product Direction ↔ satisfaction	Pearson r (+ Spearman)	r = 0.876	< 0.001	H_0 rejected
H5: Joint influence of four attributes	Multiple regression	F = 43.12; R^2 = 0.891	< 0.001	H_0 rejected; only support independent

H6: Ease of Use, no-code vs API	Mann–Whitney U (+ Welch t)	U = 93.0	0.047 (Welch 0.097)	H_0 rejected (moderate evidence)
H7: Satisfaction, India vs global	Mann–Whitney U (+ Welch t)	U = 96.5	0.478	H_0 not rejected

6. Discussion

The central insight is that, in a market of look-alike WhatsApp platforms, support is the tiebreaker. Every attribute moves with satisfaction, but support is the one that still explains satisfaction once the others are accounted for.

6.1 Support as the tiebreaker

The service-quality literature predicts that support should matter, and the data agree: Quality of Support has the strongest correlation with satisfaction and the only significant independent effect in the full model. It is also where platforms differ most (SD = 0.71), and satisfaction rises steadily across support bands.

Three explanations are possible, and the data cannot yet separate them.

1. **The job is support-heavy.** WhatsApp automation exposes users to Meta approvals, template rejections and changing pricing rules that no product can fully hide. When something goes wrong, the vendor's help decides the experience. This fits SERVQUAL's emphasis on responsiveness and assurance (Parasuraman et al., 1988).
2. **Support colours the overall judgement.** Users who receive good support may rate everything about a platform more generously, a halo effect that would inflate the support–satisfaction link. Review-level data would be needed to test this.
3. **Support signals vendor size and maturity.** Better-resourced vendors may offer both better support and better products. The sample cannot separate these, because it has no data on vendor size or price.

Whichever explanation holds, the practical message is the same. For a platform competing on similar features and prices, how well it helps customers is the most visible lever on satisfaction. This is consistent with the information-systems success model, where service quality sits alongside system quality as a direct driver of satisfaction (DeLone & McLean, 2003).

6.2 Usability and setup move together

Ease of Use remains significant in the reduced model, supporting TAM (Davis, 1989) and UTAUT's effort expectancy (Venkatesh et al., 2003). Ease of Setup and Product Direction are strongly correlated with satisfaction but add no independent explanatory power once usability and support are considered. Platforms that are easy to use tend also to be easy to set up and to be seen as improving; these attributes appear to move together as one overall impression of product quality.

The low mean for setup is still worth noting. It is the industry's weakest-rated stage, which makes it a natural point of differentiation for any platform that can make getting started easier.

6.3 No-code makes a difference to usability

No-code platforms are rated easier to use than API/CPaaS providers, supporting the democratising role of low-code tools described by Sahay et al. (2020). The gap is modest (about half a point) and the evidence is moderate, but the direction is consistent across every attribute. For SMBs without developers, this is the core reason to choose a no-code platform.

6.4 Why origin does not matter

The absence of a difference between Indian and global platforms indicates that origin alone confers neither an advantage nor a disadvantage. Indian platforms score slightly higher on support, but not significantly. What matters is the support and usability a platform actually delivers. For a local platform, being nearby is an opportunity to deliver better support, not an advantage in itself.

6.5 Theoretical implications

The study adds three points to the literature.

- **The business customer is a distinct unit of analysis.** Satisfaction with a conversational platform depends on operating it, not only on the chats it produces. Studies that measure only consumer reactions miss the support and setup burden carried by the business.
- **Service quality can outrank usability.** In technology acceptance research, ease of use is often the headline variable. Here, support has the larger independent effect, suggesting that where tasks involve third-party rules (Meta's), facilitating conditions matter more than interface design alone.
- **Experience attributes cluster.** Ease of use, setup and product direction are perceived together. Models that treat them as independent predictors should expect multicollinearity and consider composite measures.

6.6 Managerial implications for Yeti

Yeti could not be included in the statistical sample because it does not yet have public G2 reviews, but the industry-level results translate into five practical recommendations.

1. **Make support the brand promise.** A named onboarding manager for each account, Gujarati and Hindi support, a published response time and in-person help for Ahmedabad clients would convert Yeti's local presence into the attribute that matters most.
2. **Offer guided, time-bound setup.** Since setup is the industry's weakest-rated stage, a "done-with-you" package covering API approval, initial templates and a first chatbot can turn a common pain point into a reason to choose Yeti.
3. **Build public proof.** Competing platforms carry 100 to 500 reviews each. Inviting satisfied customers to review Yeti on G2, GetApp and Google, and publishing Gujarat case studies, would make its strengths visible to buyers who compare platforms online.
4. **Keep the product simple and cost-aware.** Industry-specific templates and message-cost dashboards that encourage use of the free service window respond both to usability and to Meta's rising per-message charges.
5. **Measure on the same scale.** Tracking Yeti's own customers on the same four attributes would let it benchmark itself against the 26 platforms here and see early where it falls short.

For SMB buyers, the findings suggest that when comparing platforms with similar features and prices, the support score and the vendor's onboarding process are the best guides to future satisfaction.

7. Limitations and Future Research

The findings are exploratory and should be read as hypotheses for larger studies rather than settled conclusions.

7.1 Limitations

- **Sample size and power.** With 26 platforms, the study can detect only large effects. The API/CPaaS group (6 platforms) is too small for firm conclusions.

- **Self-selected reviews.** G2 scores come from users who chose to write reviews, which may introduce self-selection bias toward very satisfied or very dissatisfied customers.
- **Global, not local, scores.** The scores are global rather than specific to India or Gujarat, so they may not reflect the experience of Gujarat SMBs.
- **Collinear attributes.** Ease of Use and Ease of Setup are highly correlated, which makes their separate effects difficult to isolate.
- **Platform-level data.** The unit of analysis is the platform, not the individual customer, so the results describe differences between platforms, not why a given customer is satisfied.
- **Yeti not in the sample.** Yeti has no public reviews yet, so the implications for it are drawn from industry patterns rather than its own data.
- **Cross-sectional design.** Ratings and prices change frequently; the data reflect the position on 1 October 2026 and show associations, not causation.

7.2 Future research

Four extensions would turn these exploratory findings into stronger evidence.

1. **Collect primary data.** A survey of SMB users in Gujarat, including Yeti's own customers, would measure satisfaction at the customer level and in the local context.
2. **Test a fuller model.** Structural equation modelling could treat usability, setup and product direction as one latent construct and add price perception and trust as further variables.
3. **Track over time.** Capturing G2 scores at regular intervals would show whether improvements in support are followed by improvements in overall rating.
4. **Benchmark Yeti.** Once Yeti has enough public reviews, adding it to the sample would show directly where it stands against competitors.

8. Conclusion

Customer satisfaction with WhatsApp business automation platforms is driven most by the quality of support, with ease of use second. Across 26 platforms and 4,512 verified reviews, Ease of Use, Ease of Setup, Quality of Support and Product Direction together explained nearly 89% of the variation in satisfaction, but only support remained independently significant when all four were considered. No-code platforms were rated easier to use than API-based providers, and Indian platforms performed on par with global ones.

Taken together, these results support a simple working model for practitioners: in a market where features and prices have converged, satisfaction is decided less by what the software can do than by how easily customers can use it and how well they are supported. That is precisely where a no-code platform with a local base, such as Yeti, can compete, by leading with support, simplifying setup and building visible public proof.

The study's main contribution is to bring the business customer and the competing platform into a literature that has studied conversational marketing mostly from the consumer's side. Its main limitation is scale. A larger, customer-level study in Gujarat that models usability as one construct and adds price and trust would show how far these early findings hold, and would give platforms and SMB buyers a firmer basis for their decisions.

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