

Service Definition Document

Flowella: WhatsApp for Business Platform Integration and Automation

Supplier: Discover Digital Solutions Limited

Website: flowella.io | discoverdigital.com

Framework: G-Cloud 15

Lot: 2b - Software as a Service (SaaS)

1. Service Overview

Flowella is a no-code SaaS platform that converts existing forms (HubSpot, Google Forms, Typeform, SurveyMonkey) into interactive WhatsApp Flows. Buyers can engage customers via WhatsApp's 3 billion+ user base with 98% open rates, collecting structured data through guided chat conversations. Submissions sync directly to CRM/form tools as if completed on a web form.

The platform includes HubSpot workflow integration, WhatsApp message template management, conversation inbox, opt-in/opt-out compliance management, and Meta Business API connectivity. Flowella is developed and operated by Discover Digital Solutions Limited, a UK-based digital agency and HubSpot Gold Partner.

Service Features:

- Convert HubSpot, Google Forms, Typeform, SurveyMonkey forms to WhatsApp Flows
- No-code form-to-WhatsApp configuration with drag-and-drop interface
- Real-time field validation within WhatsApp chat
- Structured data sync back to source CRM/form tool
- HubSpot workflow action for automated WhatsApp messaging
- Meta-approved WhatsApp message template management
- Custom HubSpot inbox channel for WhatsApp conversations
- Opt-in/opt-out compliance management for GDPR
- WhatsApp Business API integration via Meta
- Multi-step guided chat flows with buttons, dropdowns, file uploads
- Conversation analytics and delivery tracking
- End-to-end encryption for WhatsApp data exchange

Service Benefits:

- 98% message open rates compared to 20% email average
- Higher form completion rates via conversational interface
- Meet customers on their preferred messaging channel
- Eliminate manual data entry with automated CRM sync
- Reduce landing page friction and form abandonment
- GDPR-compliant consent tracking built into the platform
- No custom backend development required
- Faster lead capture and response times
- Unified inbox for WhatsApp alongside email and chat

2. Service Scope and Constraints

Cloud Deployment Model: Public cloud (Microsoft Azure, UK South region)

Data Storage Location: United Kingdom

Service Constraints:

Flowella requires a Meta Business Account and WhatsApp Business API access. Meta charges WhatsApp conversation fees separately (not included in Flowella subscription). Message templates require Meta approval before use. Service requires buyer to have compatible form/CRM tool (HubSpot, Google Forms, Typeform, or SurveyMonkey). WhatsApp policies and rate limits apply. Support is remote, with hours and SLAs agreed at call-off.

System Requirements:

- Meta Business Account with WhatsApp Business API access
- Compatible form/CRM tool (HubSpot, Google Forms, Typeform, or SurveyMonkey)
- Valid payment method registered with Meta for WhatsApp conversation fees
- Supported browser: Chrome, Edge, Firefox, Safari
- Internet connection for web-based administration
- Phone number for WhatsApp Business registration

3. Onboarding and Getting Started

Flowella offers self-service onboarding with guided setup via the Flowella Knowledge Base at knowledge.flowella.io.

Onboarding includes:

- Connecting Meta Business Account and WhatsApp Business API
- Installing HubSpot integration (if applicable)
- Selecting and configuring Quick Start templates
- Creating and submitting message templates for Meta approval
- Configuring form-to-flow mappings and field validation

A 14-day free trial is available with full feature access. For complex deployments, Discover Digital provides consultancy services including requirements discovery, custom flow design, integration development, and user training (virtual or onsite at additional cost).

4. Offboarding and End of Contract

At contract end, Flowella access is disabled. All data submitted via WhatsApp Flows has already been synced to the buyer's connected systems (CRM/form tools) and remains accessible there.

Data retention: The buyer retains ownership of their Meta Business Account, WhatsApp Business number, and approved message templates. Conversation logs can be exported from the Flowella dashboard prior to termination.

Included in contract price:

- Confirmation of data sync completion
- Guidance on Meta account continuity
- Revoking Flowella platform access
- Export of conversation logs and analytics

Additional cost (if required):

- Migration to alternative platform
- Extended data extraction support
- Custom integration handover documentation

5. Support Levels

Flowella platform support is provided via the Flowella Knowledge Base and email. Buyers are assigned an Account Manager for onboarding and service coordination.

Support Channels:

- Knowledge Base: knowledge.flowella.io (24/7 self-service)
- Email support during UK business hours (Mon-Fri, 9am-5pm)
- Phone support available for triage

Standard Support covers platform access, configuration guidance, incident triage, and best-practice advice.

Enhanced Support packages with dedicated consultancy, custom integration development, and tighter SLAs are available at additional cost.

6. Availability and Resilience

Platform Availability: 99.9% target uptime. The service depends on Meta's WhatsApp Business API which has its own availability commitments.

Hosting: Microsoft Azure, UK South region, with built-in redundancy and automated failover.

Resilience Features: Geographically distributed hosting, automated backups, load balancing, real-time monitoring with alerting, and documented disaster recovery procedures.

Outage Reporting: Platform status displayed in Flowella dashboard; email alerts for service disruptions; Meta status page for WhatsApp API issues; post-incident reports on request.

7. Data and Security

Data Storage Location: United Kingdom (Azure UK South)

Data Protection in Transit: TLS 1.2 or above

Data Protection at Rest: AES-256 encryption

WhatsApp Messages: End-to-end encrypted by Meta's infrastructure

Security Standards:

- Cyber Essentials certification
- Named board-level person responsible for security
- Microsoft Defender for Cloud threat detection
- Annual penetration testing by external specialists
- Staff security screening (DBS checks)
- GDPR-compliant data processing

8. Identity and Access

User Authentication: Username/password with Multi-Factor Authentication (MFA) available

Administrative Access: Azure Active Directory with MFA enforced; role-based access controls; principle of least privilege; quarterly access reviews

HubSpot Integration: OAuth-based secure connection

9. API and Integration

Flowella integrates via the WhatsApp Business API (Meta) and provides webhook support for custom integrations. Native connectors are available for HubSpot, Google Forms, Typeform, and SurveyMonkey via OAuth/API.

API Documentation: Available at knowledge.flowella.io

Sandbox Environment: 14-day free trial provides full testing capability

10. Pricing Summary

Detailed pricing is provided in the separate Pricing Document. Summary:

- **Starter:** \$79/month - 2,000 conversations included
- **Pro:** \$199/month - 5,000 conversations included
- **Enterprise:** Custom pricing for high-volume requirements
- **Consultancy:** £124/hour for implementation and customisation

Note: Meta WhatsApp conversation fees are charged separately by Meta.

Free Trial: 14-day free trial with full feature access. No credit card required to start.

11. Contact Information

Discover Digital Solutions Limited

Platform: flowella.io

Knowledge Base: knowledge.flowella.io

Company Website: discoverdigital.com

Free Trial: flowella.io

This document is provided as part of the G-Cloud 15 framework application. Version 1.0 - January 2026