Sending notifications on WhatsApp

To send a notification to a customer on WhatsApp, you must have:

- An explicit opt-in from that customer indicating his consent to receive messages from your business on WhatsApp (Read more about WhatsApp's opt-in requirements below)
- The notification message must be in the form of a message template that has been pre-approved by WhatsApp.
    - Message Templates are transactional message templates that your business will send to customers over WhatsApp.
    - Good examples of Message Templates are credit card payment reminders, e-commerce order delivery status updates, loan approval status changes, policy change notice, etc.
    - Message Templates cannot have any promotional or remarketing content, such as cross-selling or up-selling products. This is strictly against WhatsApp policy and will be rejected during the approval process.
    - WhatsApp has an upper limit of 250 message templates per WhatsApp Business account (WABA). It can be extended by raising a special request to WhatsApp with valid justification to a maximum of 1500 templates.
    - Currently WhatsApp support text and rich media (image, document, and video) and location message templates

WhatsApp Template creation guidelines

- Always adhere to the WhatsApp Business policy and commerce policy.
- The template must be simplistic and clearly non-promotional. Make it sound like you are notifying / alerting someone about a recent action.
- The template CANNOT be a message that of type - 1:100. WhatsApp rejects promotional templates that they think will cause a spam-like experience.
- The template verbiage must be such that the variable values can be easily determined such as, "Dear {{1}} This is to inform you that, your insurance policy with policy number {{2}} has a premium amount {{3}} which is due for payment on date {{4}} "
- Media Templates must have a clear caption part that speaks for the' media' attachment. WhatsApp must be able to understand what the contents of the media from the message / caption would be.
- If you need to write a message template to reopen the 24-hour window, it is suggested that the templates start with some reference to the previous conversation.
- In case dispute needs to be raised with WhatsApp, the business use case of the template along with sample values must be shared.
- Avoid floating variable {{1}} {{2}} i.e., consecutive variables specified immediately as these do not give WhatsApp clarity on the possible values.
- Make it a point to always stick to the content languages as per specified in the 'language' while creating a template.
- CTA Button templates must have genuine website links (static part) that must be accessible for