

WhatsApp Templates

Without templates, you are not able to initiate conversations via WhatsApp. Templates need to be requested via CM.com. The WhatsApp team is validating each template, in every language you have requested, this can take up to 1 business week.

Please be aware that in order to send a template to a consumer you need to have an [opt-in permission](#) by this consumer. There are also [guidelines for the types of messages](#) that you are allowed to send, which we advice you to review before submitting your first template request. When your templates get rejected, please read these guidelines carefully and try to reword your template to comply with the guidelines.

Request Templates – Channels App:

Go to the CM.com – Channels portal. Under your business profile you can see which Templates you have available. Templates need to be requested per business profile as each profile has its own account. To request a template you access the [CM.com Channels app](#), and go to the Profile section under WhatsApp.

Channels >

WhatsApp

Business profiles

[Add business profile](#)

Here, you can view all your WhatsApp Business profiles. This is what your customers can see on their phone when they contact you via WhatsApp. Each account is linked to one phone number. If necessary, you can make changes to your account. You can add up to 5 business profiles, additional cost will be (Eur 99,- per month)

 **CM.com APAC**
0085269182910

Pending



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Templates

[Add template](#)

To send notifications to your customer via WhatsApp you need to make use of message templates. Those templates will be approved by the WhatsApp team. Templates can be used via API and also CM.com applications. The approval from WhatsApp takes about 3 business days per language. First step: add the languages in which you want to send messages.

Languages

Select a language

abc
Alert Update

incomplete



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Step 1 – Add a language

A template needs to be requested in a specific language. We assume that if you add a language to one template, it is applicable for each template. Each customer has at least 10 message templates available. When you request multiple languages for the same template, this still counts as one template. Adding languages is free of charge.

Ahead of adding a template, you first insert the language(s) you want to write templates in. The languages listed in the dropdown interface are all the languages that WhatsApp can validate and support, and thus can be applied for.

Templates

Add template

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Languages

Select a language

Afrikaans
Albanian
Arabic
Azerbaijani
Bengali

Once you have added your languages, you click on Add template.

Step 2 - Add template

Templates

Add template

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Languages

Dutch English French Select a language

We request you to enter the type of notification you want to build this template for. If you want to know what notifications are classified under which category, more information can be found [here](#).

Add template

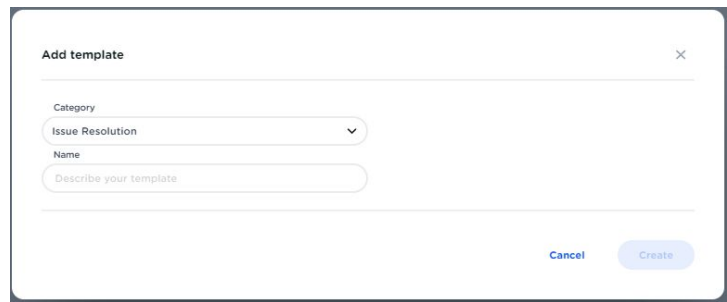
Category

Select a template category

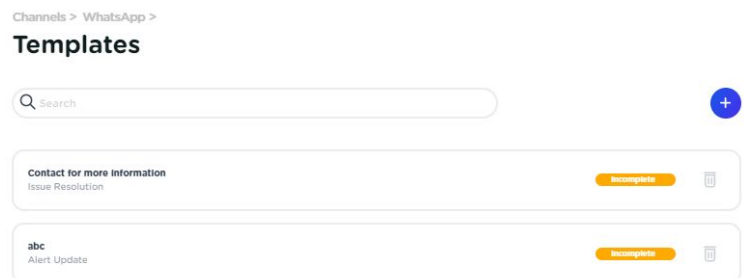
Account Update
Alert Update
Appointment Update
Issue Resolution
Payment Update

Cancel Create

Each template has a Name. Usually we use a descriptive name, which you will also recognize in your own systems. At a later stage a unique and permanent ID is generated from this name.

A dialog box titled "Add template" with a close button (X) in the top right corner. It contains a "Category" dropdown menu with "Issue Resolution" selected, a "Name" text input field with the placeholder "Describe your template", and "Cancel" and "Create" buttons at the bottom right.

The template is created and added to your overview and has the status Incomplete. Now you can add the content.

A screenshot of the "Templates" overview page. At the top, it says "Channels > WhatsApp > Templates". Below this is a search bar and a blue plus button. There are two template cards: "Contact for more information" with the category "Issue Resolution" and "abc" with the category "Alert Update". Both cards have an "Incomplete" status label and a trash icon.

Step 3 – Your template view

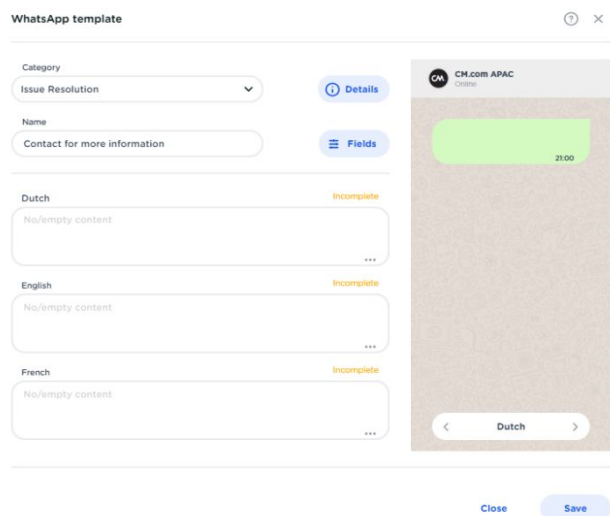
When creating a template you can see a preview, including your business profile on the right hand-side.

All languages you want your template to be created in, have a separate message box. You can scroll the languages through the preview via language button.

Step 4 – Filling in a template

You can save the template in various states, but you can only submit the template for verification and approval once you have completed the template in all languages.







There is a hard limit of 1024 characters for the template text (without parameters) and 4096 characters for template text + the content of the variables.

A screenshot of the "WhatsApp template" editing view. It shows a form with a "Category" dropdown (set to "Issue Resolution"), a "Name" text input (set to "Contact for more information"), and three language sections: "Dutch", "English", and "French". Each language section has a text input field and an "Incomplete" status label. To the right is a preview of a WhatsApp message bubble with a green header and a light green body. At the bottom right, there are "Close" and "Save" buttons.

NOTE: once you have requested a template in a particular language, this combination cannot be edited. You can only remove it and request a new one.

Step 5 - Personalizing messages

Obviously, a template does not only contain predefined text. You might want to personalize a message, including a first name, or add price or date. These values vary per message and can be set per template via fields, which you manage using the Fields button.

Manage template fields			
Name	Type	Index	+ Add field
First Name	Text	{{(1)}}	 
Last Name	Text	{{(2)}}	 
Price	Currency	{{(3)}}	 

Close

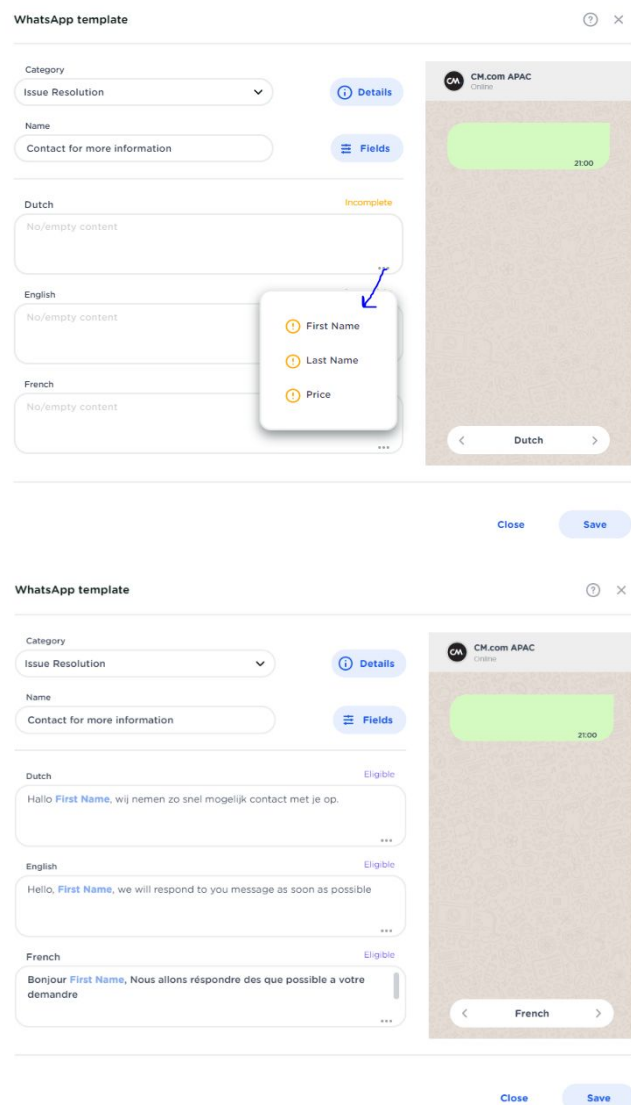
The combination of Date and Language determines what date format will be displayed on the user's mobile device. Some languages rather use mm-dd; while others are used to the dd-mm format, or other variants.

You can add, edit and remove fields for each language from the dropdown menu at the lower right corner of a language. Each field should be used exactly once in the message.

An example of a template in various languages can be found below. On the right hand-side you can see what your message looks like on a mobile device.

Good to know:

- URL's are supported by WhatsApp in message templates, but rich content like images and locations are not.
- When you make use of our API solution, those placeholders the template values need to be filled by passing the variable values in the order as they are defined in the template.
- When you make use of the Customer Contact app the field values will be request from you when you make use of the template.
- Variable fields make your messages more personal, but the technical implementation is a bit more difficult.



The screenshot displays the 'WhatsApp template' configuration interface. It includes a 'Category' dropdown set to 'Issue Resolution', a 'Name' field with the value 'Contact for more information', and buttons for 'Details' and 'Fields'. Below this, three language versions are shown: Dutch, English, and French. Each language version has a text input field. A dropdown menu is open for the Dutch version, showing three options: 'First Name', 'Last Name', and 'Price'. To the right, a mobile device preview shows the message as it would appear on a screen, with a green bubble containing the text '21:00' and a language selector at the bottom.

Once you have entered all required information, the status per language and the status of the overall template changes from Incomplete to Eligible. You can save your templates during this process. Once all templates have been created and are in status Eligible, you can submit them for approval to WhatsApp/Facebook.

Would you like to start template validation? ✕

This template is now eligible for validation.

When validation is started, the template and to be validated languages will reside "pending" until rejection/fulfillment.

During this process the template and languages are read-only.

Skipping validation now will save the template.

☐ Confirm

Cancel

Validate

Usually it takes the WhatsApp/Facebook team 2-3 working days to review your message. You will receive a notification from the status change.

For API Users:

When you make use of our API solution, this TEMPLATE NAME, is used in the template field. Please make sure you copy and use this correctly to your own systems. When you make use of our API from your own software, the language parameter is also used in your API. You can find the Template name and Facebook namespace ID, which you need to submit by using the (i) Details button in the template view. These values are what you need to enter in your template messages, when submitting them.

Technical details ? ✕

Facebook template name

contact_for_more_information

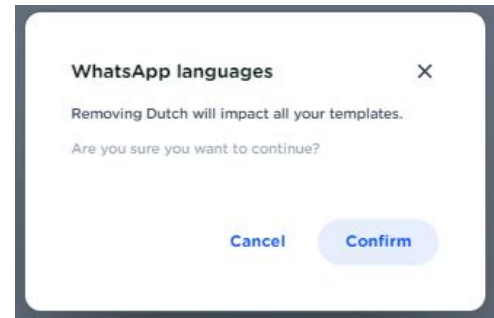
Facebook namespace Id

Close

NOTE: When sending a template message using the API, values for all defined variables must be passed.

Adding a language

When you have already requested templates and conclude you need an additional language this is possible. Though we will give you a warning that this language should be added and requested for each template. It is not mandatory, though advised to avoid operational issues. Same applies for removing a language.



Error Resolution:

1. **All fields tags need to be used.** When you have added a field, it needs to be present in the template message. If you do not use the field, then delete it.
2. **I cannot add text to my template.** Check the Language, if you haven't added a language you can not add any text to your template.