Template Message Guideline

&

WATI Automated Reply Flow

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WhatsApp Template Message Guideline

Template Message criteria from WhatsApp

- Be specific and clear. Our reviewers may not know a customer's business and need more clarity
- Explicit promotional messages will not be approved. Upselling, cold-call messaging, sending a poll to collect data, and including certain phrases that sound promotional are all considered promotional
- Be careful with formatting. Check for spelling errors and use appropriate formatting (e.g., double curly brackets for parameters)
- Sensitive Content will not be approved. Do not include abusive content or threatening messages in your HSMs

In addition to the above, please consider the following to accelerate the approval process.

- Make your template name clearer. Instead of using a name like "template_014," use "bus_ticket_details"
- Remember that someone outside of your business will be reviewing your templates. Providing more clarity give reviewers more context around how the template will be used
- If you need to write a template to **re-open the 24-hour window,** we would suggest starting with some mention of the previous thread. Examples:
  - "I'm sorry that I wasn't able to respond to your concerns yesterday but I'm happy to assist you now. If you'd like to continue this discussion, please reply with 'yes'"
  - "I was able to do some follow-up based on our previous conversation, and I've found the answer to your question about our refund policy. If you'd like to continue our conversation, please say 'yes'

*If you have any questions, please do not hesitate to reach out to your respective partner manager who can escalate the issue.

WhatsApp Template message sample(Approved)

1. **Confirmation**
   a. Order

   ## English Content

   ● Approved

   ### Body

   Thanks for your ordering. Order ID is {{1}}

   b. Membership

   ## English (US) Content

   ● Approved

   ### Body

   Dear {{1}} , thank you for choosing us! It's demo. You'll receive a next step info to your number : {{2}}.

c. Follow-up message

English Content

● Approved

Body

Thank you for attending {{1}} event. You can click here for the presentation material during event : {{2}}.

Chinese (HKG) Content

● Approved

Body

我們已收到您的 {{1}} (合約編號 {{2}})保費的
十二個月分期指示，多謝選用███

Your policy will expire {{date}}. If you would like to renew, please reply Yes.

Thanks {{1}} for buying the policy {{2}}. We would like to confirm that you would like to opt in. Please reply Yes or No to this message.

d. Booking Confirmation

Chinese (HKG) Content

● Approved

Body

【免費████體驗'確認通知'】
Dear {{1}}，
多謝妳對{{2}}的支持☺👏 ，👍 妳已成功預約
{{3}}

⭐ 免費體驗"詳情如下⭐
日期及時間：{{4}}
地址：{{5}}

!?如有任何查詢，可致電客戶服務熱線📞 ：
{{6}}。
████████████████🥰
或按 1 字回覆獲取更多資訊

e. Customer Support

English (US) Content

● Approved

Body

hi {{1}}, how can I help you?

Chinese (HKG) Content

● Approved

Body

Dear {{1}}，

如有任何查詢，可致電客戶服務熱線：{{2}}

WhatsApp Template message sample(Rejected)

1. **Formatting is incorrect**
   a. Templates with spelling mistakes will be rejected.
   b. Make sure to use parameters like {{1}}, {{2}}, etc. and include the correct number of curly brackets: 2 on the left side of the number and 2 on the right side of the number. Find out more about formatting in the WhatsApp Business API Guidelines

English (US) Content

● Rejected

Message Content Format Is Incorrect

Body

Hello {{1}} {{LAST_NAME}}, thank you for choosing us :)

English (US) Content

● Rejected

Message Content Format Is Incorrect

Body

_This _is first ***test ***{{1}}

- Spelling mistake

English (US) Content

● Rejected

Message Content Format Is Incorrect

Body

hellow {{1}}

2. **Template(s) are considered promotional:**

   A. Survey

   ## English Content

   🔴 Rejected

   Message Content Not Approved

   ### Body

   Thank you for attending {{1}} event. Please fill out the event survey at {{2}}. You can click here for the presentation material during event : {{3}}.

   B. Free Gift

   ## Chinese (HKG) Content

   🔴 Rejected

   Message Content Not Approved

   ### Body

   親愛的%Name%生日快樂！祝您永遠年輕，免費送您逆齡生日禮物3份：██████████████████████████████████，請即登記，享受這份特別為您而設的生日禮物：%Landing%，查詢：%Phone No.%

C. Prize

Chinese (HKG) Content

● Rejected

Message Content Format Is Incorrect

Body

親愛的{{1}} 感謝你長期支持 恭喜你中獎了

請按此領取{{2}}

3) Templates contain potentially abusive or threatening content:

- Examples
  - Templates that threaten customers with a legal course of action will be rejected.
  - Templates that threaten to add customers to a WhatsApp group with their friends and family to shame them if they don't pay back their loans will be rejected.

WATI Automation

Usage:

WATI Automation is a module which allows Bot to automate customers inquiries by answering repetitive answer in certain conditions

E.g.

- When customers ask questions matching certain keywords
- When customers ask questions during working hours but not reply after some minutes
- When customers ask questions during out of office hours
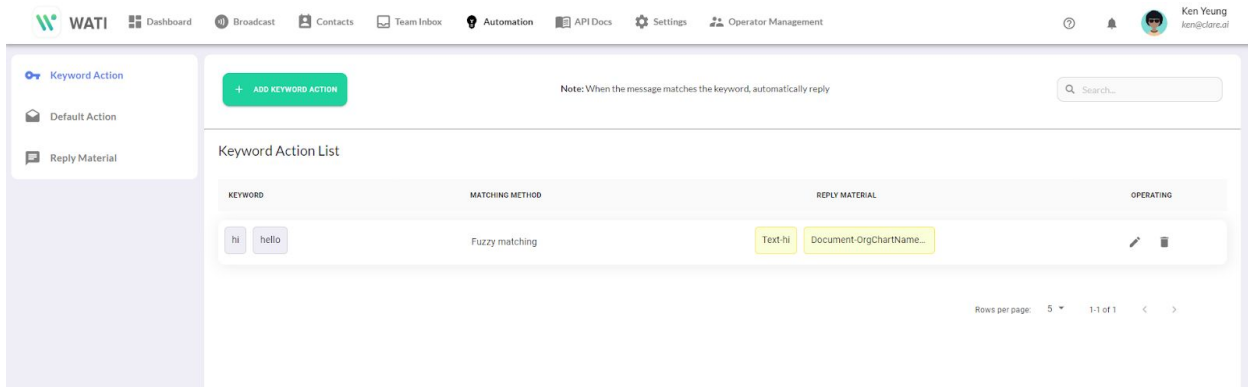
In TeamInbox, it shows Bot would take over for conversations if no agent is assigned to the chat and certain conditions are matched.
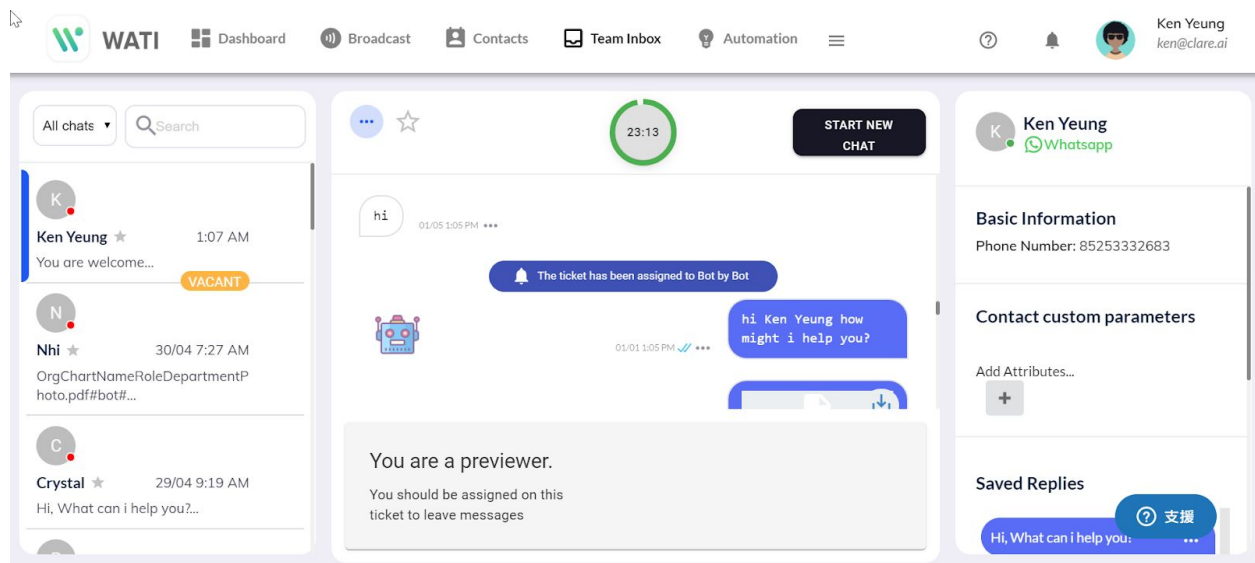
Keywords Matching

You can define keywords which trigger a specific response from the bot. These do not need to match the user's message exactly (Fuzzy match mode).
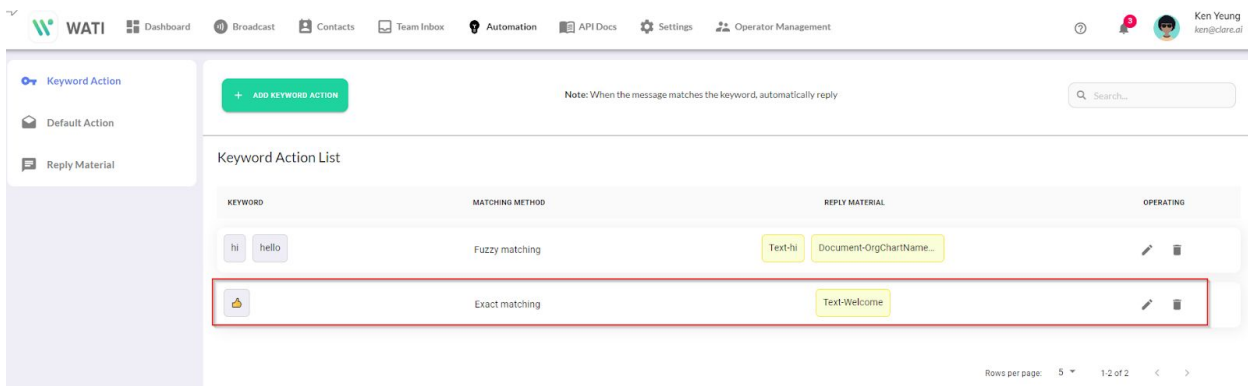
E.g. if you enter the "show lunch menu" the AI will also trigger that rule if the user asks "Can you show me your lunch menu?". This comes in very handy because you definitely don't want to enter every single possibility of a sentence there is.

You can also define how to respond Stickers as below.

Reply Material

Reply material is where you could define the response when certain conditions are met either in Keywords or Default Action.

Reply material could be
- Text
- Image
- Document (e.g. PDF)
- Or a combination of multiple reply material
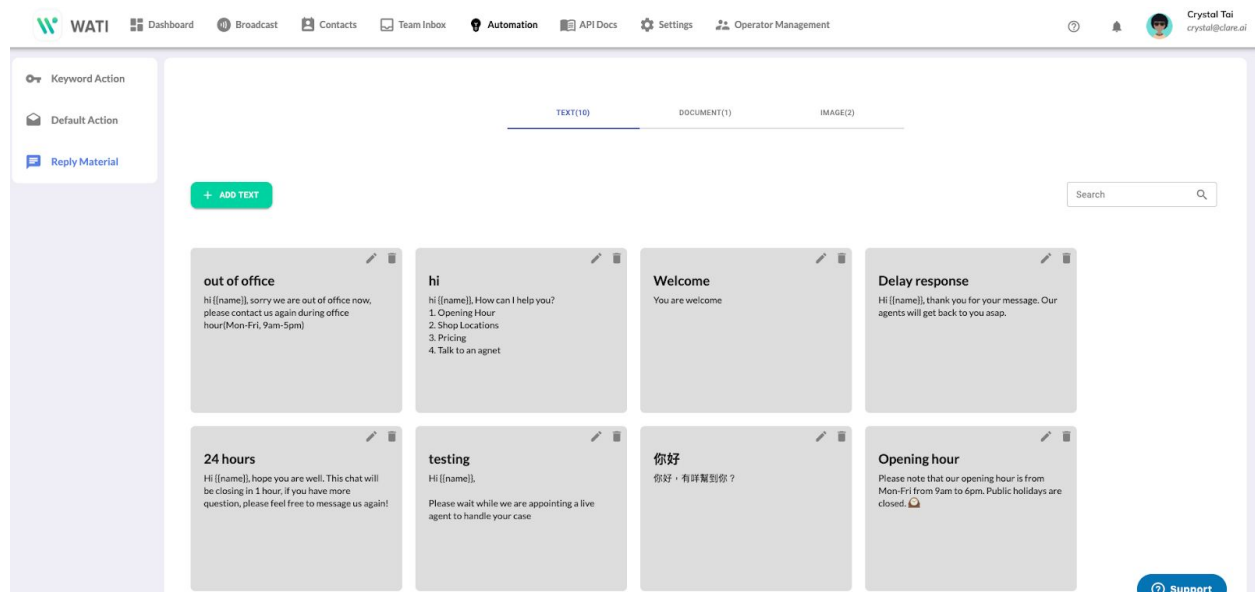
WATI Automation sample reply materials

Welcoming Message:

hi {{name}}, How can I help you?
1. Opening Hour
2. Shop Locations
3. Pricing
4. Talk to an agent

1. Opening Hour

Please note that our opening hour is from Mon-Fri from 9am to 6pm. Public holidays are closed. 🕰️

2. Shop Locations

We have 2 shops in Hong Kong:
- 1 Star Street, Central
- 3 Moon Street, Kowloon

Come visit us, we look forward to seeing you! 😇

3. Pricing

Thank you for your interest! Please see the attachment below to understand more our products. 👇🏻
[[Can choose an image / PDF file]]

4. Talk to an agent

Hi {{name}},

Please wait while we are appointing a live agent to handle your case

Out of office:

Hii {{name}}, sorry we are out of office now, please contact us again during office hour(Mon-Fri, 9am-5pm)

24 hours:

Hi {{name}}, hope you are well. This chat will be closing in 1 hour, if you have more question, please feel free to message us again!

Slower response during working hours:

Hi {{name}}, thank you for your message. Our agents will get back to you asap.