

Getting consent to message using WhatsApp Opt-In Flow

Last Modified on 11/14/2023 12:06 pm EST

Refer to this topic to learn what to expect when you initiate a new WhatsApp conversation.

Overview

WhatsApp Business Accounts are required to gain consent from WhatsApp users prior to messaging them. These opt-in messages are captured by the Movius platform for attestation purposes.

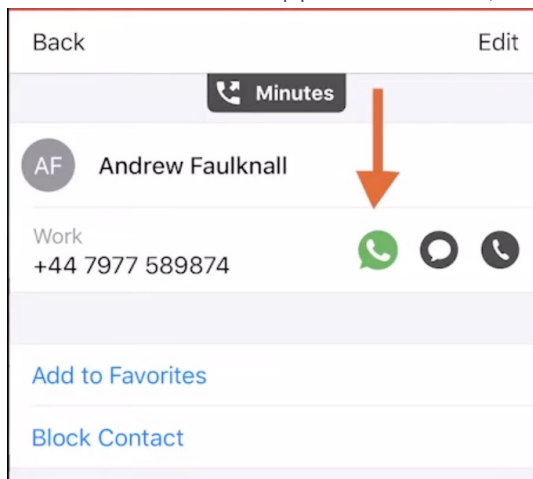
Before you start

- Your organization must enable WhatsApp messaging for this feature to be available.
- You can only send WhatsApp messages to users in your contacts. If you need help setting up your contacts, see [Get started with Contacts \(https://help.moviuscorp.com/help/get-started-with-contacts\)](https://help.moviuscorp.com/help/get-started-with-contacts).

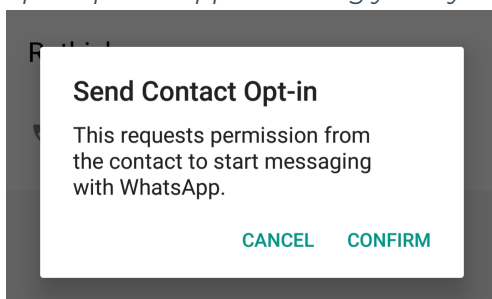
WhatsApp Opt-In Flow

When you try to send a message to a client with WhatsApp for the first time, you're required to get consent using an Opt In process.

1. To start a new WhatsApp conversation, find your contact and click the WhatsApp icon.



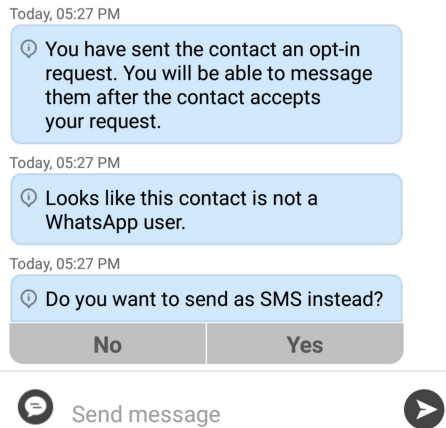
1. A prompt will appear asking you if you'd like to send the contact an Opt In message.



2. Click **Confirm** to send the Opt-In. There are four possible outcomes:

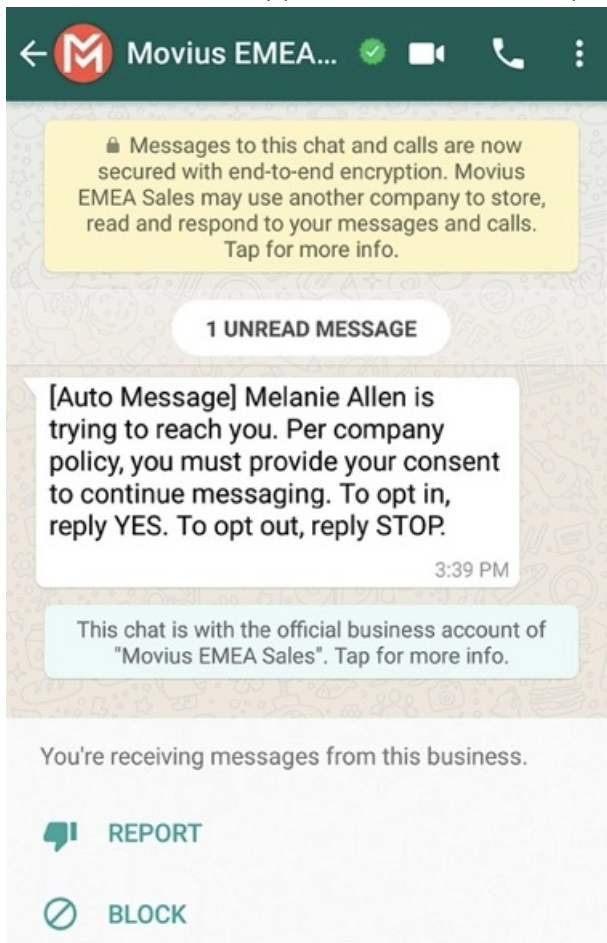
1. Contact doesn't have WhatsApp

1. You'll see a message letting you know your contact isn't a WhatsApp user, and ask if you'd like to send an SMS instead.



2. Select **Yes** to go to the SMS message screen. Select **No** to return to contacts.


2. Contact has WhatsApp- customer receives opt-in request




1. Contact accepts Opt-In request

1. You'll see a confirmation message letting you know the contact has chosen to opt-in.

Today, 03:39 PM

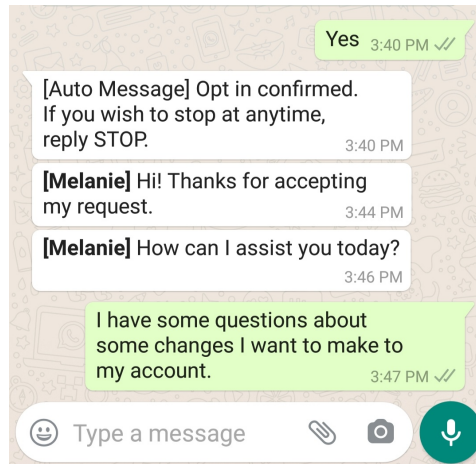
 You have sent the contact an opt-in request. You will be able to message them after the contact accepts your request.

Today, 03:40 PM

 Your Contact has opted in. You may continue to send/receive messages.


2. Your contact will see a message letting them know they've opted-in.




2. *Contact rejects Opt-In request*

1. If your contact rejects the Opt-In, you'll see a message letting you know. The message templates and send message field will be disabled for the contact.

Today, 06:03 PM

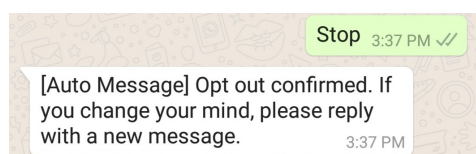
 You've sent the contact an opt-in request. You'll be able to start messaging after the contact accepts your request.

Today, 06:04 PM

 The contact has opted out. You can't send requests or messages to the contact anymore.


2. The customer will be informed of their Opt-Out status, and that it is possible to Opt-In at any time by replying "yes".



3. *Contact doesn't respond to Opt-In request*

1. If your contact doesn't respond to the Opt-In, you'll be able to send a new one

Today, 09:56 AM

 The contact hasn't responded to the opt-in request for more than 24 hours. You can try sending the request again.

Resend Opt-In Request

every 24 hours.



Send message

