

# What is WhatsApp Messaging Connector?

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Read on to learn about WhatsApp Messaging Connector

## Overview

The WhatsApp Messaging Connector allows compliant WhatsApp messaging directly inside MultiLine.

- MultiLine users can send WhatsApp messages to contacts, and they can read and reply to WhatsApp messages on the MultiLine messages screen alongside SMS and Voicemail messages.
- WhatsApp users receive messages from the MultiLine user as coming from an official WhatsApp business account.

## Benefits

- Engage with clients on their preferred consumer messaging channel
- Help unify and bring together mobile voice and multiple messaging channels in a single, convenient user experience
- Ability to record and archive all conversations over voice, SMS, and WhatsApp within MultiLine for surveillance and compliance
- All conversations are captured and can be automatically be sent to existing compliance archive and logged inside CRM

## Features

- Call, SMS and WhatsApp – all within MultiLine app
- Shared messages inbox containing SMS and WhatsApp messages threads
- Supports one-to-one messaging between MultiLine App and external WhatsApp users
- Enforce mandatory opt-in from WhatsApp user
- MultiLine app detects if WhatsApp is not enabled for the receiving user and offers an option to send SMS
- Supports data loss prevention feature with ability to redact or block WhatsApp messages as per business defined policy
- Optional recording of all WhatsApp messages (with recording add-on)
- Support for iOS and Android

## Before you start

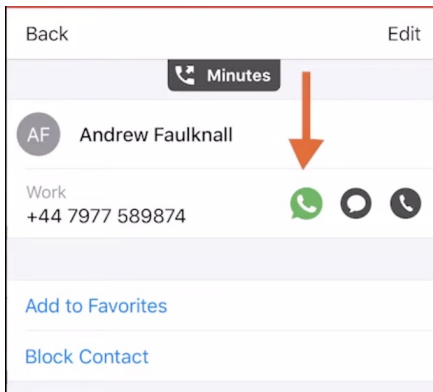
- Your organization has to enable WhatsApp Messaging Connector for it to be available in

MultiLine. If not, you won't see the green WhatsApp messaging icon.

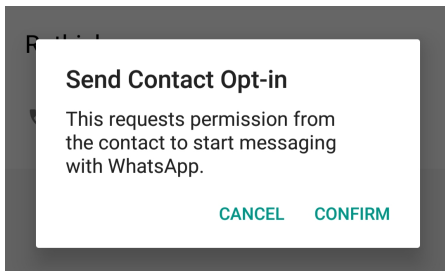
## How it works

Step 1: MultiLine user sends the first message to WhatsApp user from MultiLine.

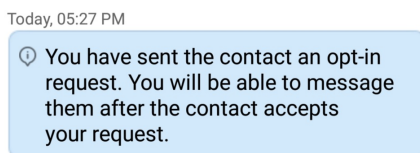
User clicks WhatsApp message icon:



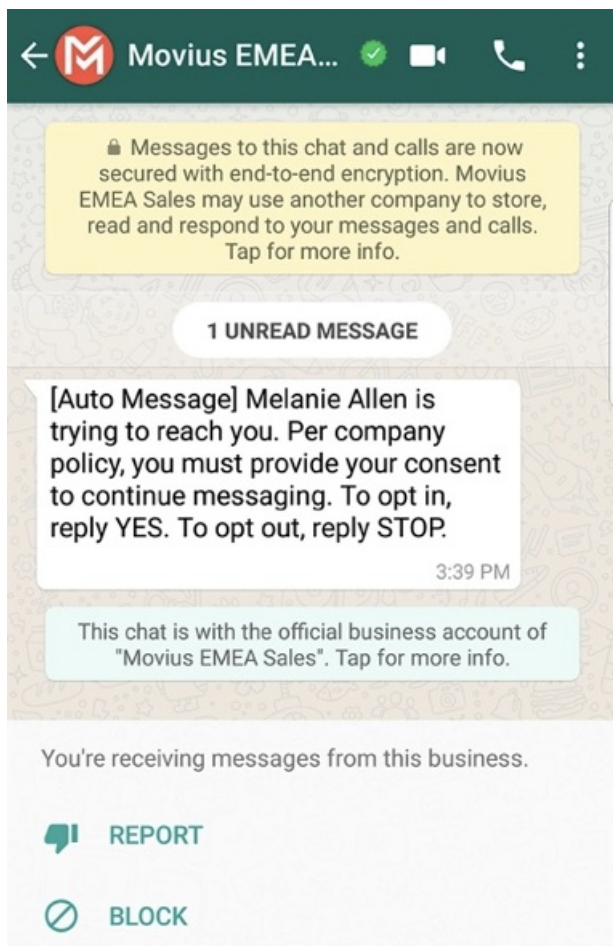
MultiLine asks if the user would like to send the opt-in message:



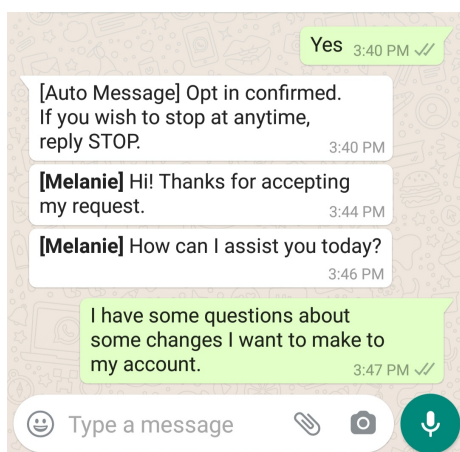
MultiLine sends the opt-in message:



Step 2: WhatsApp user receives a mandatory opt-in message that lets them know the MultiLine user wants to chat.



Step 3: If accepted, a 24 hour conversation session begins. The users can freely message each other.



## Step 4: Starting a new conversation session

WhatsApp users may always start new conversation sessions by sending a message. To prevent spam, after a 24 hour lapse of conversation, as a WhatsApp business account user, the MultiLine user must re-initiate conversations using pre-approved template messages. These messages are evaluated ahead of time to make sure they abide by WhatsApp Business policies.

Today, 10:13 AM

🔔 The contact hasn't responded for more than 24 hours. Please use the template button in the bottom-left to select a message to send.

✕ Send message ▶

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

I've emailed you the documents to complete. Please fill them out and send back to us as soon as you can. Let me know if you see it, or need me to rese

Just wanted to let you know to check your email for some important documents. Please fill them out and send back to us as soon as

## Comparison to other available options

- *Background Recording Agents* snoop on all data and network traffic on the user phone. Our WhatsApp Connector respects the user phone privacy and never accesses private use of the phone.
  - *Modified WhatsApp apps* are unapproved clones that add the recording feature. Our WhatsApp connector is approved, and abides by all WhatsApp policies.
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