MOVIUS

Full E2E flow of MultiLine for WhatsApp Enablement

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Read on to learn some preliminary steps required for your enterprise to enable MultiLine for WhatsAp.

Our WhatsApp messaging channel for MultiLine is built on Twilio and the WhatsApp for Business API.

- Facebook provides WhatsApp for Business API to Business Service Providers (BSP), such as Twilio.
- The MultiLine application uses Twilio as BSP. Using a BSP lets Movius provide a reliable MultiLine to WhatsApp messaging experience to our customers.
- As BSP, Twilio can sell access to ISVs (Independent Service Vendors), such as Movius. As such, Movius works with Twilio on behalf of the Enterprise.

For a successful implementation and onboarding, the Enterprise, ISV, and BSP each have required activities they must complete and hand off to one another. In total there are 16 activities.

Process Overview

No.	Activity Description	Approx SLA (days)
1	Enterprise registers and verifies business with Facebook	3-4
2	Enterprise submits to Movius the brand information, Facebook Business Manager ID and other details	1
3	Movius and Twilio complete pre-validation of Enterprise	3-4
4	Movius submits to Twilio the Request Access form on behalf of Enterprise	1
5	Twilio submits WhatsApp request on behalf of Enterprise to WhatsApp for review	10-12
6	Upon approval by WhatsApp and acceptance of T&Cs by the Enterprise, Twilio sends pre-approval email to Movius	1

No.	Activity Description	Approx SLA (days)
7	Movius sends comms to Enterprise to approve Twilio's request (on Facebook business account) to send/receive WhatsApp messages.	1
8	Movius submits business profile including Message Templates, and sender profile (logo, display name) in Twilio Portal	1
9	Twilio submits business profile to WhatsApp for Facebook Approval	
10	Facebook approves the number(s) and message templates	3-5
11	Twilio sends confirmation email to Movius	
12	Movius completes display name verification	3
13	Movius provisions the number in Movius System Admin Portal and enables WhatsApp messaging at parent org for customer	
14	Movius notifies the reseller partner of WhatsApp enablement	
15	Enterprise MMP Admin verifies profile and message templates in MMP. Admin then enables WhatsApp for parent org or a sub-org as required	1
16	End-Users can begin using WhatsApp!	
Total number of days required to complete the process		33-41

Process Details

Activity 1: Enterprise registers and verifies business with Facebook

Activity 2: Enterprise submits to Movius the brand information, Facebook Business Manager ID and other details

The Enterprise is responsible for the following steps:

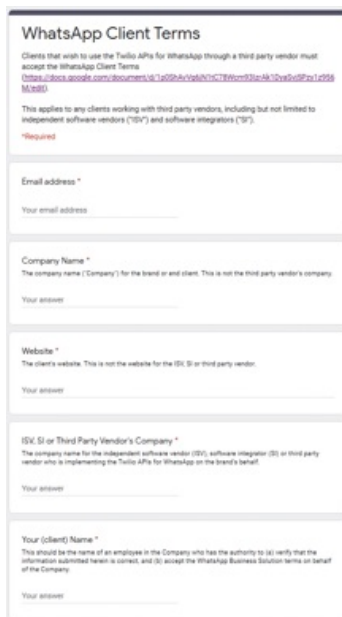## Activity 3: Movius and Twilio complete pre-validation of Enterprise

Movius and Twilio are responsible for the following steps:

1. Movius submits information acquired during Step 2 to Twilio.
2. Movius requests Enterprise to fill out the WhatsApp Terms of Services Google Form.
   1. [Google form [external link]](https://docs.google.com/forms/d/e/1FAIpQLScceCzMFF8zxIb5gfYAq2OPTCU4exRu3FXdeAWl7FW0THIVSg/viewform) ⧉
      (https://docs.google.com/forms/d/e/1FAIpQLScceCzMFF8zxIb5gfYAq2OPTCU4exRu3FXdeAWl7FW0THIVSg/viewform) ⧉
   2. WhatsApp Terms

NOTE: The Enterprise must acknowledge their approval for the process to proceed.

This process takes 3-4 days.

Activity 4: Movius submits to Twilio the Request Access form on behalf of Enterprise

The Request Access form is submitted in the Twilio portal.

This process takes 1 day, after which you'll receive an email from us.

Activity 5: Twilio submits WhatsApp request on behalf of Enterprise to WhatsApp for review

This process can take 10-12 days.

Activity 6: Upon approval by WhatsApp and acceptance of T&Cs by the Enterprise, Twilio sends pre-approval email to Movius
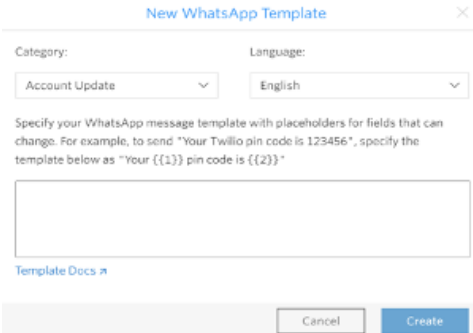
This process takes 1 day.

Activity 7: Twilio requests consent to send and receive WhatsApp messages for Enterprise

Activity 8: Movius submits Message Templates and Sender profile to Twilio Portal

1. Submits the Business Profile

2. Submits the WhatsApp Message Templates

Using our default templates will save time getting your organization started, because we have vetted them to comply with WhatsApp policies. However, we have a process for organizations that want to request custom Message Templates ↗ (https://help.moviuscorp.com/help/requesting-custom-whatsapp-messaging-connector-templates) ↗.

Activity 9: Twilio submits business profile to WhatsApp

Twilio replies to the email thread acknowledging receipt of the business verification process and begins the review process.

Steps 8 and 9 take approximately 1 day.

Activity 10: Facebook approves the numbers and Message Templates

The status is communicated in the Twilio portal.

Enabled Sender status:
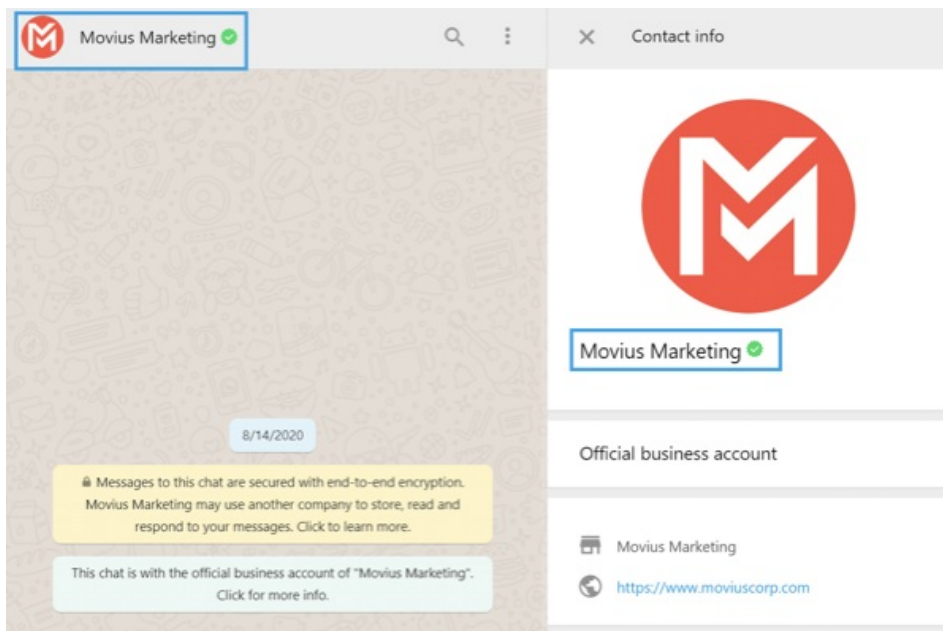
Message Template status:

Activity 11: Twilio sends confirmation email

When the sender profile and message templates are approved, Movius proceeds to the next steps.

Steps 10 and 11 take approximately 3-5 days.

Activity 12: Movius completes display name verification

Before enabling the WhatsApp, Movius completes display name verification.

Activity 13: Movius enables WhatsApp Messaging

1. Movius provisions the number in Movius System Admin Portal and enables WhatsApp messaging at parent org for customer
2. Movius emails the customer letting them know the numbers are ready and requesting you confirm the details are correct.

This process will take up to 3 days.

Activity 14: Movius notifies the reseller

partner of WhatsApp enablement

Activity 15: MultiLine Admin logs into the MMP and verifies profiles and message templates

After verifying, the Admin should enable WhatsApp messaging:

Read on to learn how an Admin can enable WhatsApp Messaging for users.
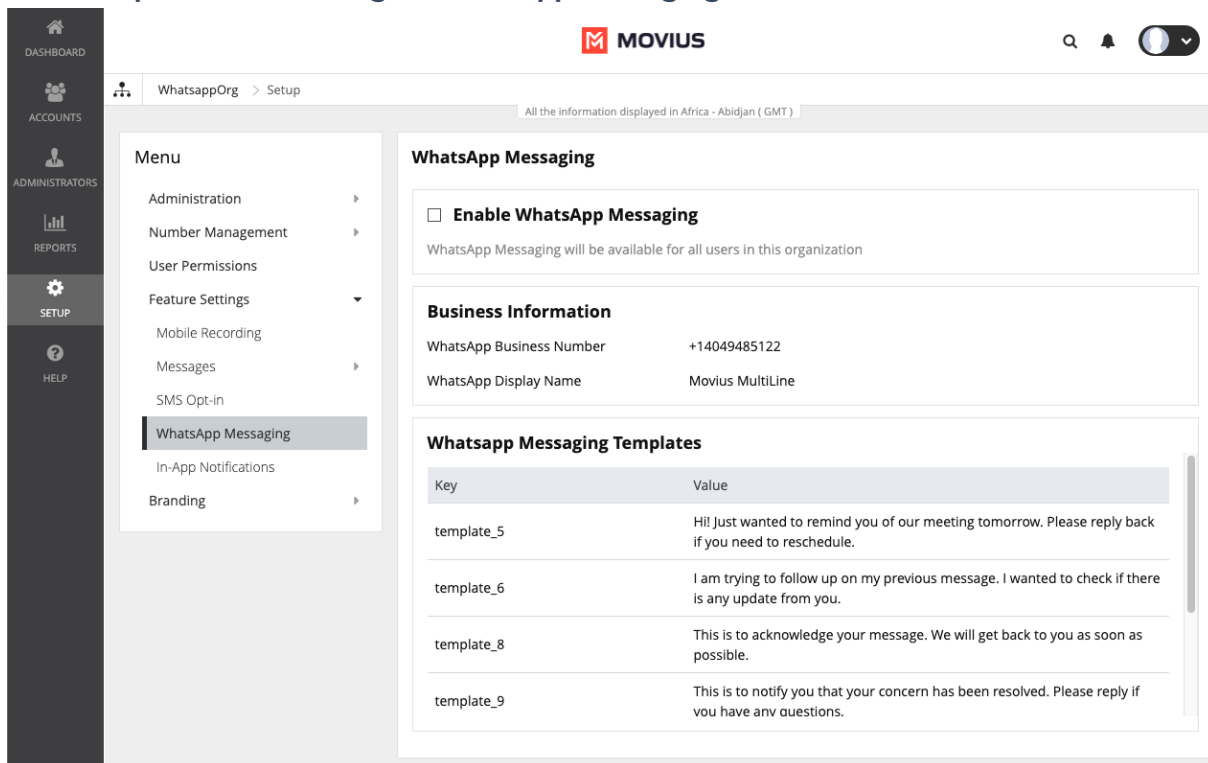
Overview

You can enable WhatsApp Messaging by Organization or by User Account.

Before you start

- An admin must have "Setup" Privilege in their Role in the organization to do these instructions.
  See [What Admin Privileges are in Management Portal?](https://help.moviuscorp.com/help/what-admin-roles-mmp) 🖸 (https://help.moviuscorp.com/help/what-admin-roles-mmp) 🖸.

Enable WhatsApp messaging for an Organization

1. Log into the MMP.
2. Navigate to the WhatsApp sub-organization.
3. Go to **Setup > Feature Settings > WhatsApp Messaging** .

4. Review the details and then check the box to **Enable WhatsApp Messaging**.

WhatsApp Messaging

☑ **Enable WhatsApp Messaging**

WhatsApp Messaging will be available for all users in this organization

Inherited Flag

If you see a yellow Inherited label, that means you are in a sub-organization of an organization which has WhatsApp Messaging enabled, and therefore WhatsApp Messaging was enabled its sub-organizations.

You can uncheck Enable WhatsApp Messaging to disable it for the sub-organization. This will disable its sub-organizations as well. Admins of those sub-organizations will then be able to enable it if needed.

WhatsApp Messaging

☑ **Enable WhatsApp Messaging** INHERITED

WhatsApp Messaging will be available for all users in this organization

Business Information INHERITED

WhatsApp Business Number   +14049485122

WhatsApp Display Name   Movius MultiLine

Onboarding users in the enabled organization will automatically have the WhatsApp messaging feature when they complete their onboarding.

Existing users will see a pop-up in-app letting them know the WhatsApp messaging feature is available for use.

Enable or disable WhatsApp messaging for individual user

1. Log into MMP.
2. Go to **Accounts**.
3. Find the user and click the **Edit** pencil.
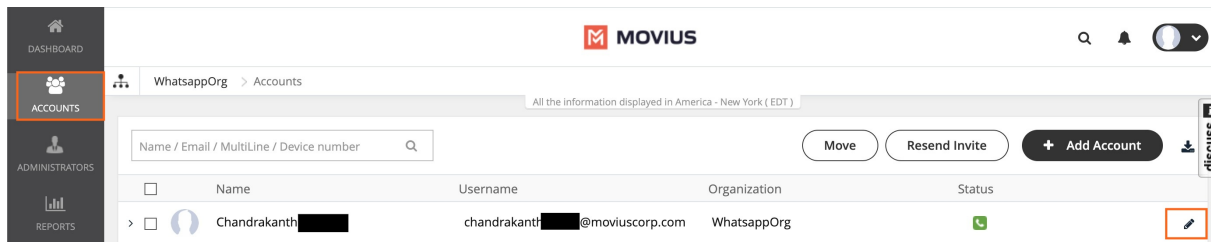
4. To enable WhatsApp Messaging, switch the **Social Messaging** toggle to on (green checkmark). To disable, switch the toggle to off (grey 'x' mark).
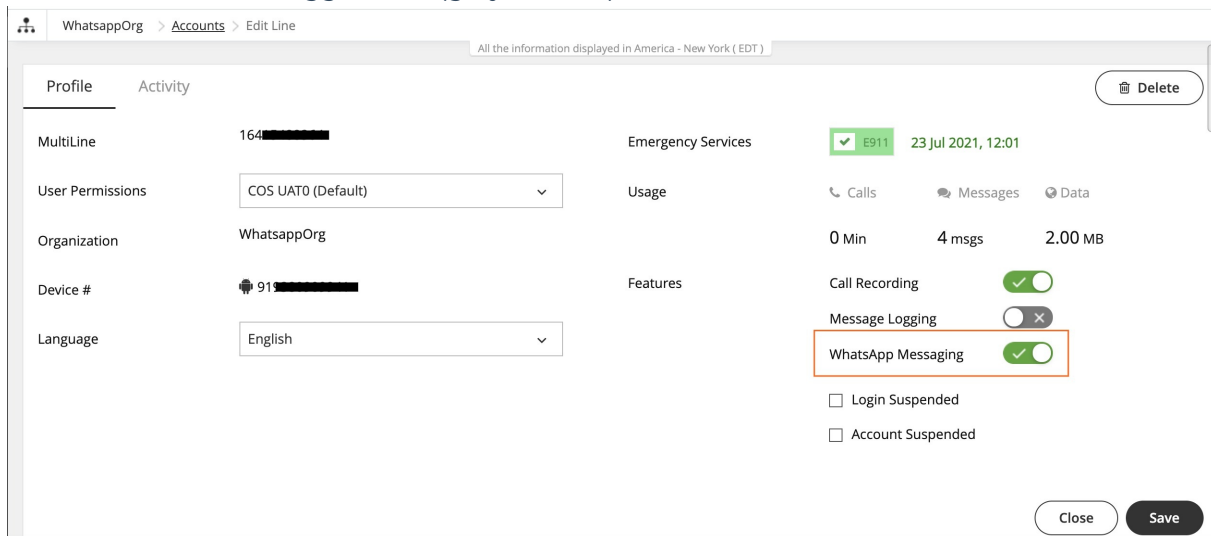
5. Click **Save**.

Activity 16: End-Users can begin using WhatsApp!

End Users will get pop-ups in the MultiLine app letting them know WhatsApp messaging is available for use.

Users can navigate to their contacts to find the Whatsapp messaging icon and get started!