

# What is my client's experience when we use the WhatsApp messaging channel?

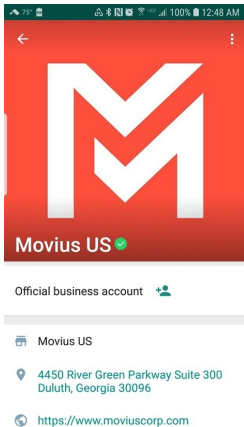
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The contact will receive the messages natively in their WhatsApp application.

- Your account will be associated with a branded business profile for the client to view.
  - The client can access the business profile by clicking the green check.



- The user profile appears



- Messages you send will include your name at the start, as set up by your administrator (Example: "Melanie"):

