Getting consent to message using WhatsApp Opt-In Flow

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 has to enable the WhatsApp Messaging channel for it to be available in MultiLine. If not, you won't see the green WhatsApp messaging icon.
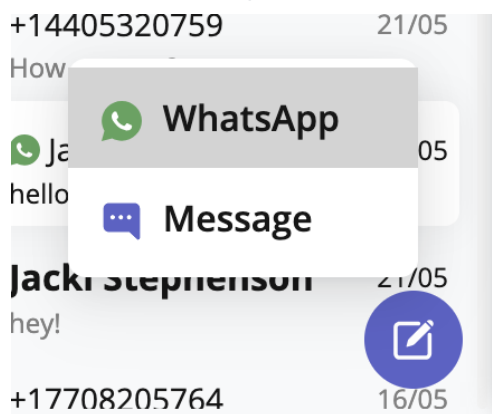
WhatsApp Opt-In Flow

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:
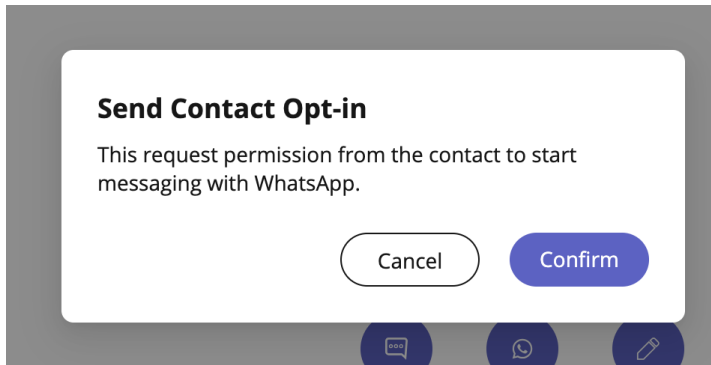   1. Select the **WhatsApp** icon for a contact.

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Message   whatsapp   WeChat   Edit   Delete
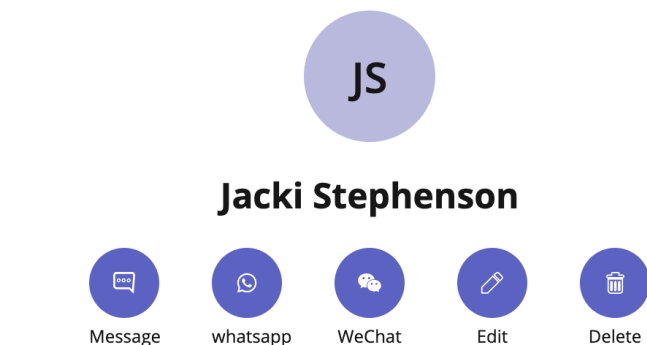
2. Select New Message, select WhatsApp, and enter the name or number of your contact.


   *A prompt will appear asking you if you'd like to send the contact an Opt In message*
2. Select **Confirm** to send the Opt-In.

3. After opting in, you can send messages that will be paused and only sent after the user accepts the opt-in.
4. There are four possible outcomes:
    1. *Contact doesn't have WhatsApp* 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. Select **Yes** to go to the SMS message screen.
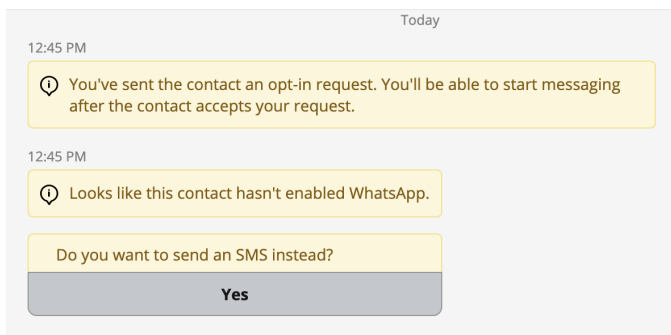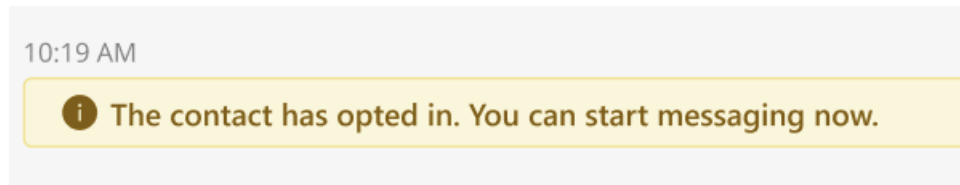

    2. *Contact has WhatsApp- customer receives opt-in*
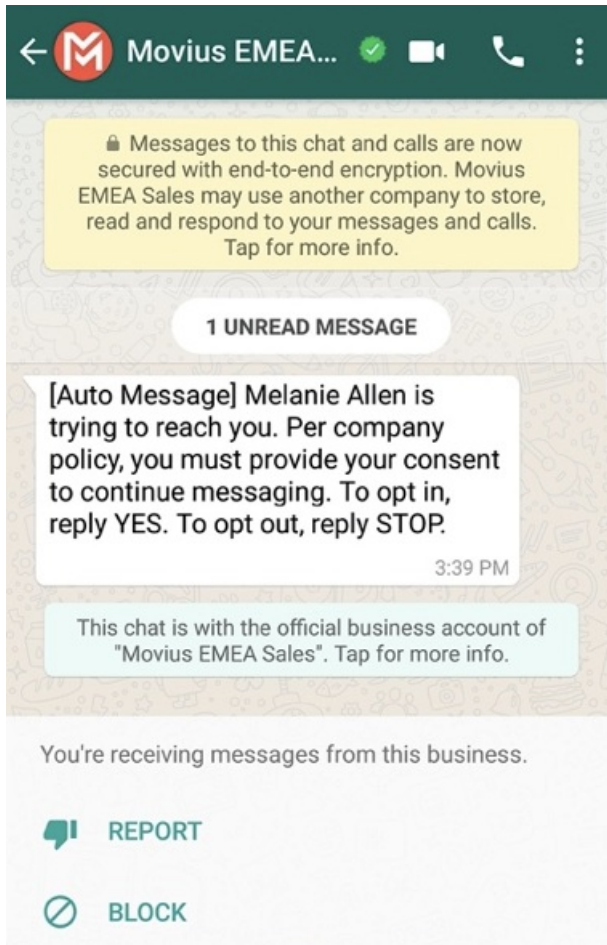
1. Contact accepts Opt-In request
   1. You'll see a confirmation message letting you know the contact has chosen to opt-in.

   2. Your contact will see a message letting them know they've opted-in.
   - Contact rejects Opt-In request
     1. If your contact rejects the Opt-In, you'll see a message letting you know. The send message field will be disabled for the contact.
     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".
   - 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 every 24 hours by selecting **Resend Opt-In Request**.