

Do MultiLine users have to initiate chats with WhatsApp users? What happens if WhatsApp users message first?

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MultiLine users must initiate the messaging conversations with WhatsApp Users. This results in the [WhatsApp Business Messaging opt-in flow](https://moviuscorp.knowledgeowl.com/help/getting-consent-to-message-using-whatsapp-opt-in-flow) (<https://moviuscorp.knowledgeowl.com/help/getting-consent-to-message-using-whatsapp-opt-in-flow>).

If a WhatsApp user sends a message to the enterprise WA Business number first, that user will be notified that that they can't message that number. A [custom template](https://moviuscorp.knowledgeowl.com/help/requesting-custom-whatsapp-messaging-connector-templates) (<https://moviuscorp.knowledgeowl.com/help/requesting-custom-whatsapp-messaging-connector-templates>) can be created when the organization enables WhatsApp Business, that will send the user a message with a number the person can message using SMS.
