

About WhatsApp Messaging Channel

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Read this for a description of the WhatsApp Messaging Channel product.

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.
- Picture messaging allows MultiLine users and WhatsApp users to share picture messages.
- Group messaging allows multiple MultiLine users to contact a single WhatsApp user. You can transfer the user to another MultiLine user, leave a conversation with that user, remove participant, or restart a conversation with that user.

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

- Message with WhatsApp Users using a WhatsApp Official Account directly from the MultiLine app, including iOS and Android mobile apps, desktop app, and Microsoft Teams MultiLine Messaging app.
- Shared messages inbox contains SMS, WhatsApp, and any other social messaging threads
- Supports one-to-one messaging between MultiLine App and external WhatsApp users
- Supports up to 11 participants in group chat message with single WhatsApp user.
- Supports multiple group chats with single WhatsApp user.
- Compliant with mandatory opt-in from WhatsApp user and queues messages until opt-in confirmed. *Note: queueing available on desktop/teams channel apps only.* [Learn more.](https://www.whatsapp.com/legal/business-policy/?lang=en) 
<https://www.whatsapp.com/legal/business-policy/?lang=en> 
- Compliant with mandatory 24-hour conversation session and queues messages until conversation resumed. *Note: queueing available on desktop/teams channel apps only.* [Learn more.](https://www.whatsapp.com/legal/business-policy/?lang=en) 
<https://www.whatsapp.com/legal/business-policy/?lang=en> 
- Detects if WhatsApp is not enabled for the receiving user and offers an option to send SMS instead.
- 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).
 - Different than others on the market:
 - *Background Recording Agents* snoop on all data and network traffic on the user phone. Our WhatsApp channel 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 channel is approved, and abides by all WhatsApp policies.
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