

Broadcast

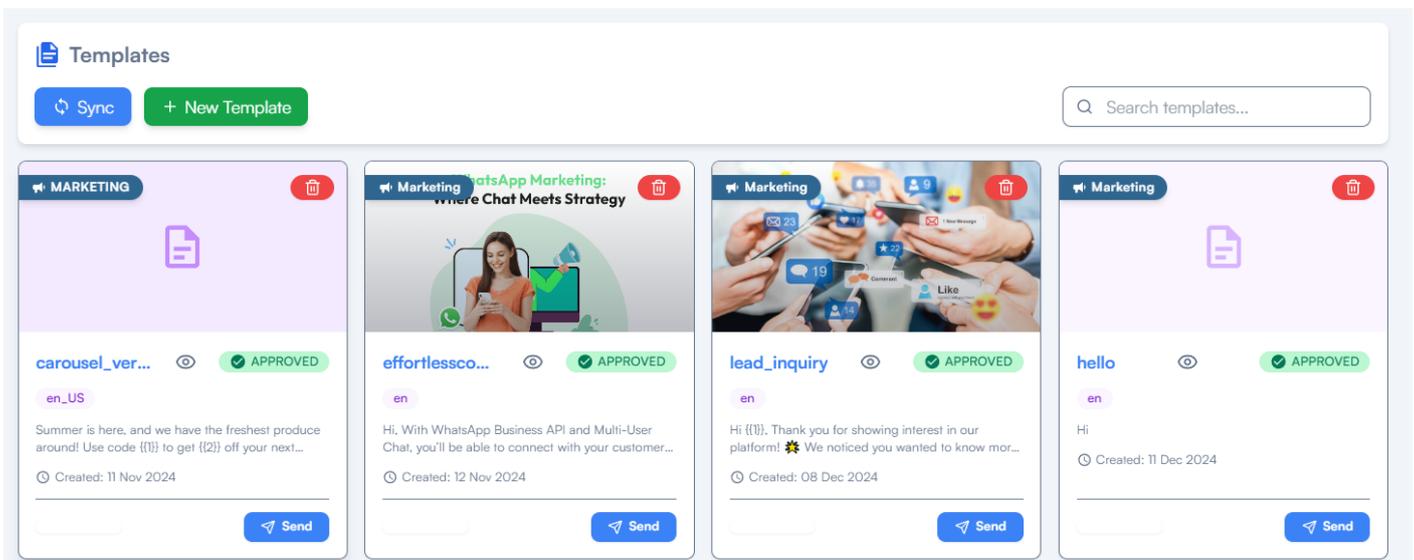
Broadcast takes communication with customers to a new level. This sections allows you to personalise your conversations, updates with meaningful templates from our "Template Library" and your own customized templates. Creating Campaigns is much easier with templates, contacts, products and orders

- [Template Management](#)
- [Create Template](#)
- [Campaigns](#)

Template Management

Templates Module

The **Templates Module** in vCX simplifies communication by enabling businesses to send predefined or customized messages quickly and effectively. Templates are powerful tools for initiating conversations, ensuring consistency, and saving time.



What are Templates?

Templates are **pre-approved message formats**, currently available for **WhatsApp**, that help businesses engage with customers seamlessly. Whether you're sending updates, offers, or reminders, templates make communication faster and more efficient.

Key Features

1. WhatsApp Templates

- Create templates for common communication needs like order updates, appointment reminders, or promotional offers.
- Use **pre-approved templates** to ensure compliance with WhatsApp Business API policies.

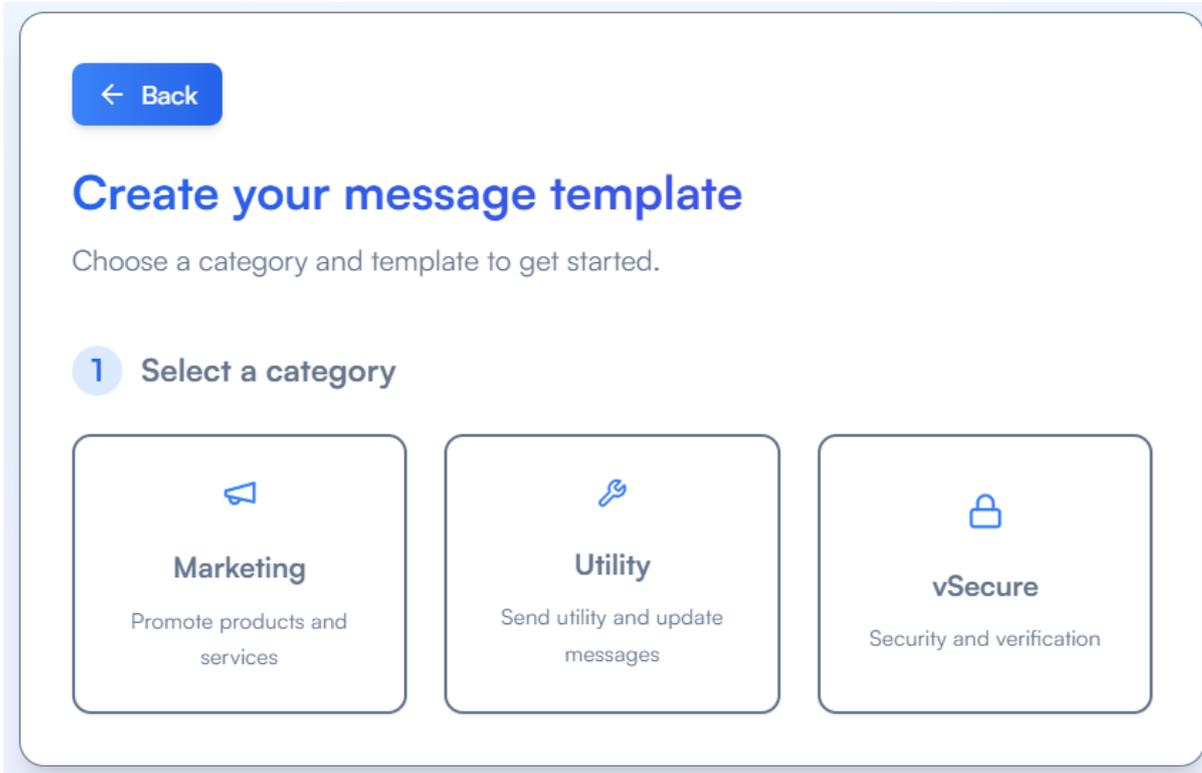
2. Template Library (Coming Soon!)

- Access a library of **predefined templates** created for various use cases.
- Pick a template, **customize it** to match your brand tone, or use it as-is.
- Save time by avoiding the need to draft messages from scratch.

3. Multi-Channel Integration (Future Scope)

- Templates will soon extend to other messaging channels beyond WhatsApp for omnichannel communication.

Templates Category



- **Marketing:** Templates that are used for Marketing your products and services.
- **Utility:** Templates that are part of a transaction e.g. order confirmation, payment receipt, booking confirmation etc.
- **vSecure:** vSecure is an alternative for passwords, it can be used as OTP (one time password) or can implement deeplink to login to applications with out entering a password.

Template type

1. Marketing Templates

2 Choose template type

 **Template Library**

Access our curated collection of high-performing marketing templates

 **Custom**

Create personalized promotional messages with custom text and media

 **Carousel**

Showcase multiple products in an interactive scrollable format

 **Catalog**

Share your full product catalog directly through WhatsApp

- **Library:** A collection of templates that are curated by industry and high performing. (coming soon)
- **Custom:** Create your own templates from scratch, control all elements of your template.
- **Carousel:** Carousel is a great way to display multiple cards as a slider and works as a great marketing message.
- **Catalog:** Catalog templates are a great way to share your products and services collection with your customers (coming soon)

2. Utility Templates

2 Choose template type



Template Library

Choose from our pre-built collection of proven utility message templates



Custom

Create personalized messages for existing orders or accounts



Order status

Keep customers informed about their order progress in real-time



Order details

Streamline payments with detailed order information messages

- **Library:** A collection of templates that are curated by industry and high performing. (coming soon)
- **Custom:** Create your own templates from scratch, control all elements of your template.
- **Order status:** Customize templates for order status.
- **Order details:** Customize templates for order details

3. vSecure Templates

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vSecure template



One-time passcode (OTP)

Send secure verification codes to authenticate users during login, account recovery.
Enhanced security with vSecure technology.

- **Library:** A collection of templates that are curated by industry and high performing. (coming soon)
 - **Custom:** Create your own templates from scratch, control all elements of your template.
-

Why Use Templates?

- **Conversation Starters:** Initiate meaningful interactions quickly and professionally.
 - **Save Time:** Predefined templates reduce the effort of crafting messages manually.
 - **Consistency:** Ensure uniform messaging across your team.
 - **Scalability:** Templates enable you to send personalized updates at scale.
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Use Cases for Templates

1. **Order Confirmation:** "Hi [Name], your order #[Order ID] has been confirmed and will be delivered soon!"
 2. **Appointment Reminder:** "Reminder: Your appointment with [Business Name] is scheduled for [Date & Time]. Reply 'Confirm' to confirm."
 3. **Promotional Offer:** "🎉 Special Offer! Get 20% off on all products this weekend. Use code SAVE20 at checkout!"
 4. **Feedback Request:** "Thank you for your recent order! We'd love your feedback. Click here: [Link]."
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Future Enhancements

With the upcoming **Template Library**, businesses will be able to:

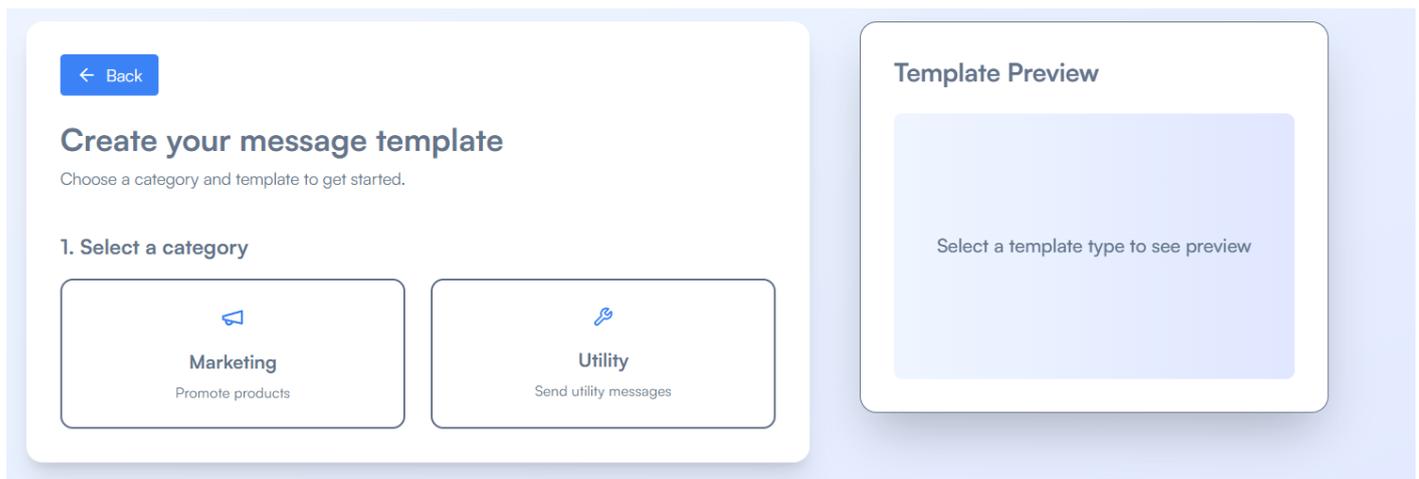
- Choose from a variety of professionally designed templates.
 - Easily customize templates to match branding and tone.
 - Deploy templates across **campaigns, chats, and multiple messaging channels.**
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The Templates Module ensures you are always **one step ahead** in customer communication, making every interaction seamless, quick, and impactful.

Create Template

Template Creation

The **Template Creation** feature in vCX enables businesses to design and submit message templates for WhatsApp that serve as powerful tools for customer engagement, updates, and secure communication.



Types of Templates Supported

1. Marketing Templates

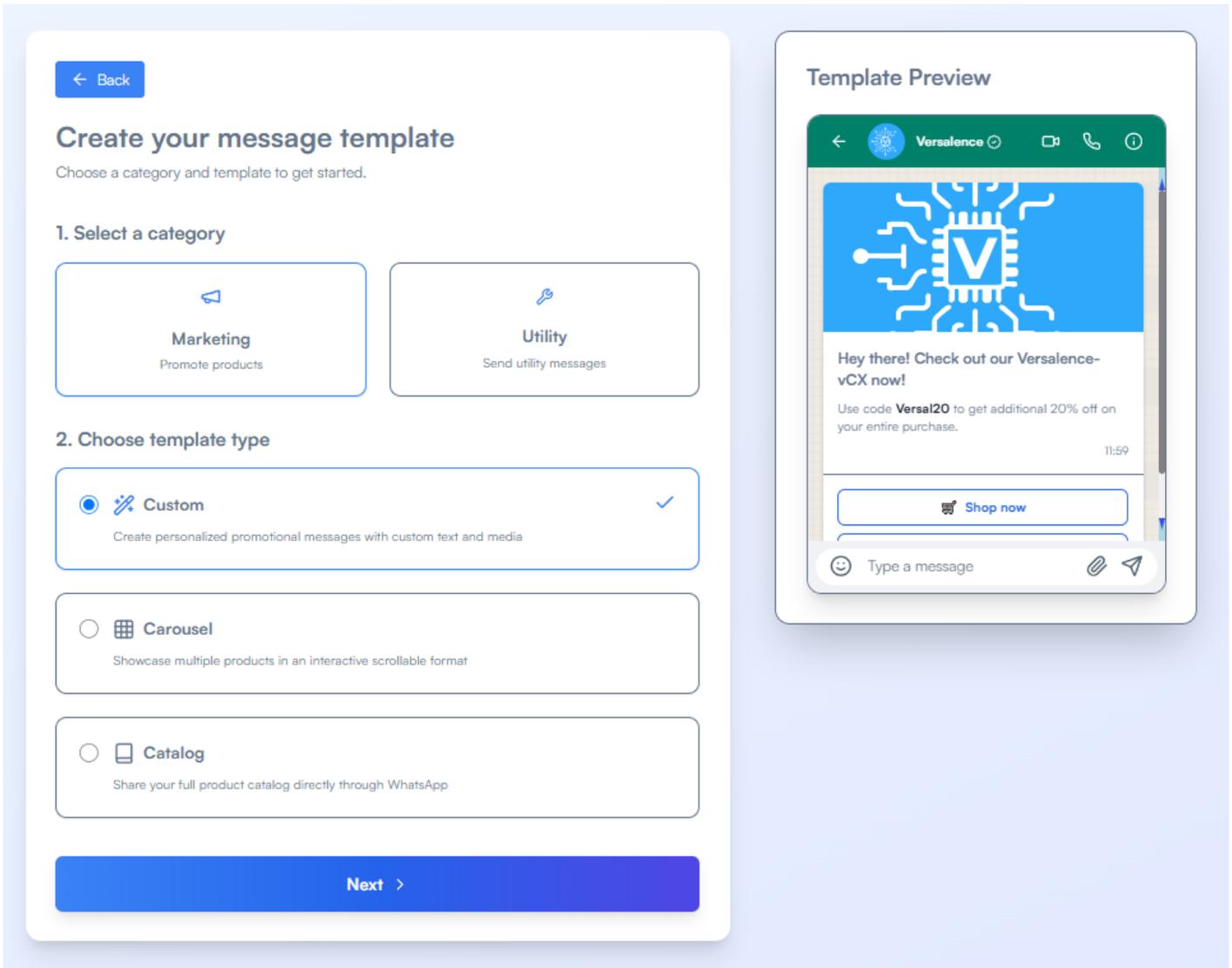
- Used for **promotional messages**, offers, or campaigns.
- Ideal for broadcasting and initiating customer engagement.
- Example: "Hi [Name], enjoy 25% off on your next purchase! Offer valid until this weekend. Shop now!"

2. Utility Templates

- Designed for **informational or transactional updates**.
- Perfect for sending order confirmations, appointment reminders, or status updates.
- Example: "Your order #[Order ID] has been shipped. Track it here: [Link]."

3. vSecure Templates (Add-on)

- A specialized **authentication template** used for secure customer verification.
- Designed to send OTPs (One-Time Passwords) or secure access messages.
- Ensures security in communication for sensitive processes like login verification or order confirmation.
- Example: "Your vSecure OTP is 123456. Do not share this code with anyone."



Key Uses for Templates

Templates are versatile and can be used across the vCX platform:

- **Conversation Starters:** Initiate chats with customers in a professional and compliant manner.
- **Broadcast Campaigns:** Target dynamic groups with promotional, informational, or utility messages.
- **Secure Communication:** Use **vSecure** templates to ensure safe and reliable authentication.

Template Editor

← Back

Name:

Type:

Header Type (Optional):

Header Text (Optional):

Body Text:

Footer Text (Optional):

Status:

Language:

Category:

Body Text:

Enter your message here...

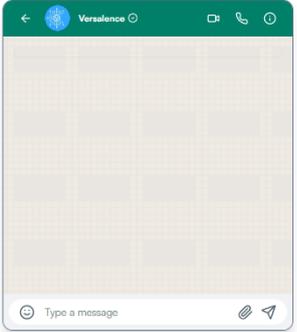
B I T ↵ ☺ 0/1032

+ Add Variable

+ Add a Button

Submit For Review

Message Preview:



How to Create a Template

1. **Choose Template Category:**
 - Select from **Marketing**, **Utility**, or **vSecure**.
2. **Draft Content:**
 - Follow WhatsApp's content guidelines for clarity and compliance.
 - Include placeholders (e.g., `[Name]`, `[Order ID]`) to personalize messages.
3. **Submit for Approval:**
 - Templates must be approved by WhatsApp before use.
 - Track approval status directly in the **Templates Module**.
4. **Deploy Templates:**
 - Use approved templates in **conversations**, **broadcast campaigns**, or **workflows**.

Template Preview

← Back

Name:

Type:

Header Type:

Header Image URL:

Body Text:

Footer Text:

Quick Reply Buttons:

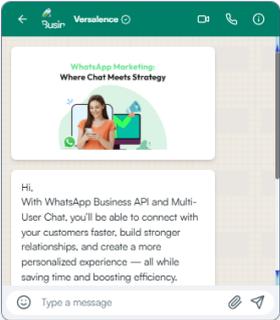
Call-to-Action Buttons:

Status:

Language:

Category:

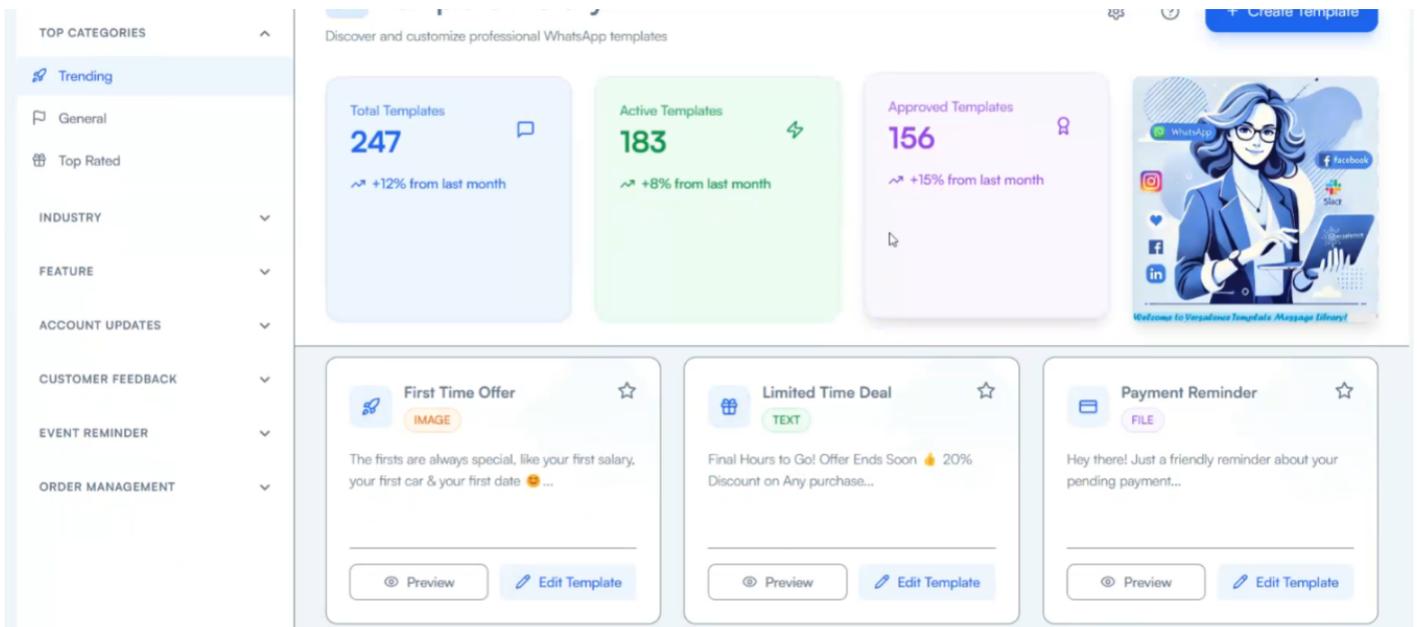
Message Preview:



Coming Soon: Template Library

We are excited to announce the upcoming **Template Library** feature!

- Access a library of **predefined templates** for various use cases.
- Easily customize templates to match your brand's voice.
- Save time and effort with ready-to-use templates for campaigns, chats, and broadcasts.



Why Use vCX Templates?

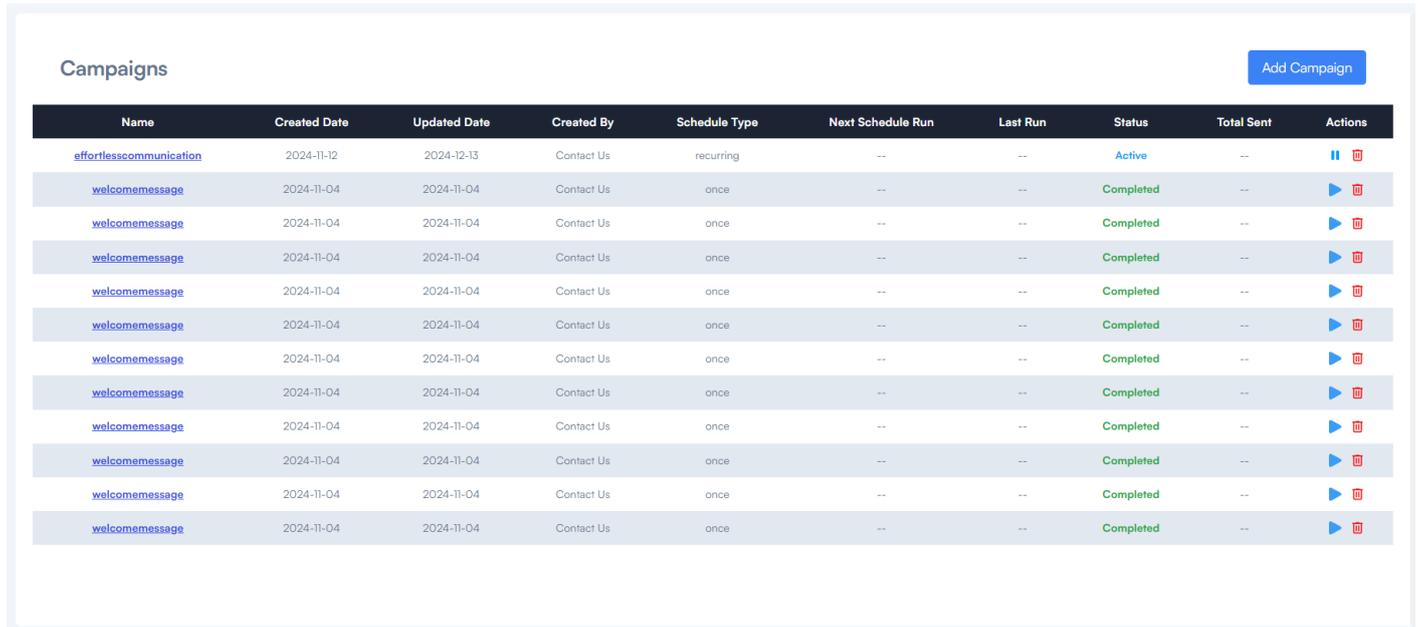
- **Speed and Efficiency:** Preapproved templates enable quick, compliant messaging.
- **Versatile Usage:** Use templates for marketing, customer support, and secure communication.
- **Enhanced Personalization:** Add dynamic fields to tailor messages to each recipient.
- **Secure Add-on:** Ensure customer trust with vSecure authentication templates.
- **Future-Proof:** The **Template Library** will further simplify and scale your messaging efforts.

The **Template Creation** feature in vCX ensures you always have the right message ready—whether it's for promotions, customer updates, or secure verifications—helping you drive engagement and build trust at scale.

Campaigns

Campaigns

The **Campaigns Module** in vCX allows businesses to send targeted broadcast messages to groups of users, making it an essential tool for scaling customer engagement and communication.



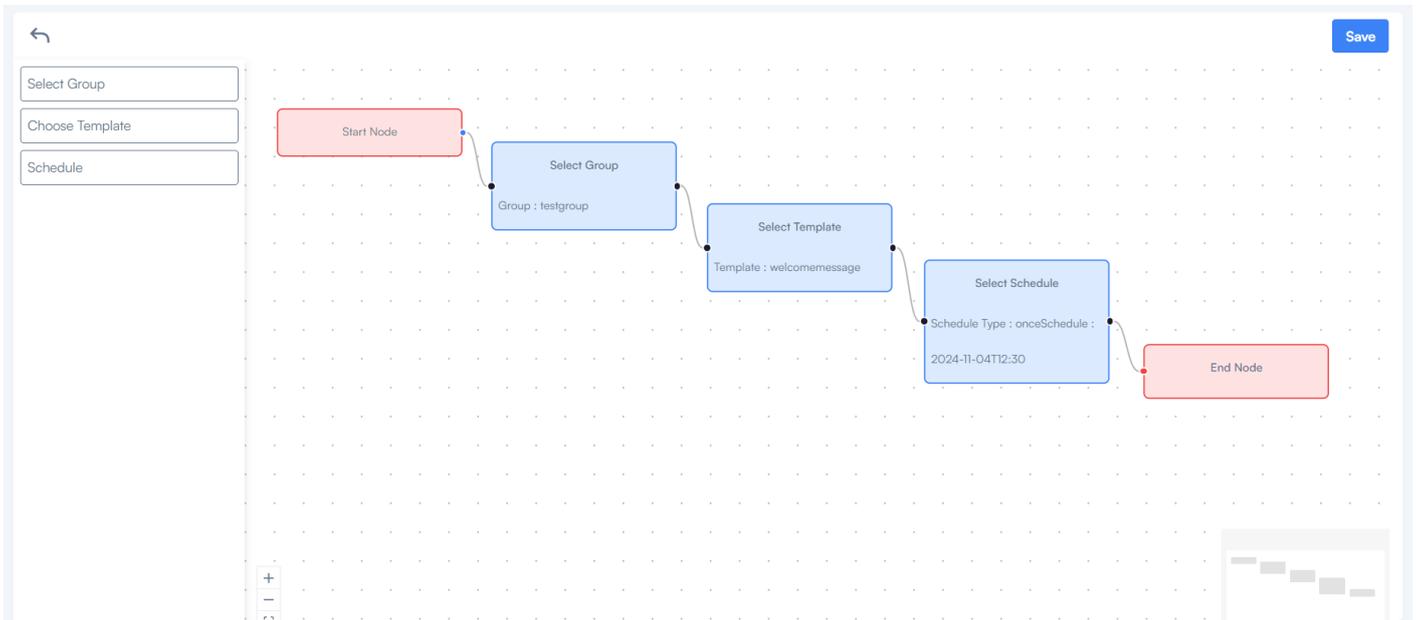
The screenshot displays the 'Campaigns' interface. At the top right, there is a blue button labeled 'Add Campaign'. Below it is a table with the following columns: Name, Created Date, Updated Date, Created By, Schedule Type, Next Schedule Run, Last Run, Status, Total Sent, and Actions. The table contains 11 rows of campaign data.

Name	Created Date	Updated Date	Created By	Schedule Type	Next Schedule Run	Last Run	Status	Total Sent	Actions
effortlesscommunication	2024-11-12	2024-12-13	Contact Us	recurring	--	--	Active	--	
welcomemessage	2024-11-04	2024-11-04	Contact Us	once	--	--	Completed	--	
welcomemessage	2024-11-04	2024-11-04	Contact Us	once	--	--	Completed	--	
welcomemessage	2024-11-04	2024-11-04	Contact Us	once	--	--	Completed	--	
welcomemessage	2024-11-04	2024-11-04	Contact Us	once	--	--	Completed	--	
welcomemessage	2024-11-04	2024-11-04	Contact Us	once	--	--	Completed	--	
welcomemessage	2024-11-04	2024-11-04	Contact Us	once	--	--	Completed	--	
welcomemessage	2024-11-04	2024-11-04	Contact Us	once	--	--	Completed	--	
welcomemessage	2024-11-04	2024-11-04	Contact Us	once	--	--	Completed	--	
welcomemessage	2024-11-04	2024-11-04	Contact Us	once	--	--	Completed	--	
welcomemessage	2024-11-04	2024-11-04	Contact Us	once	--	--	Completed	--	

Types of Campaigns

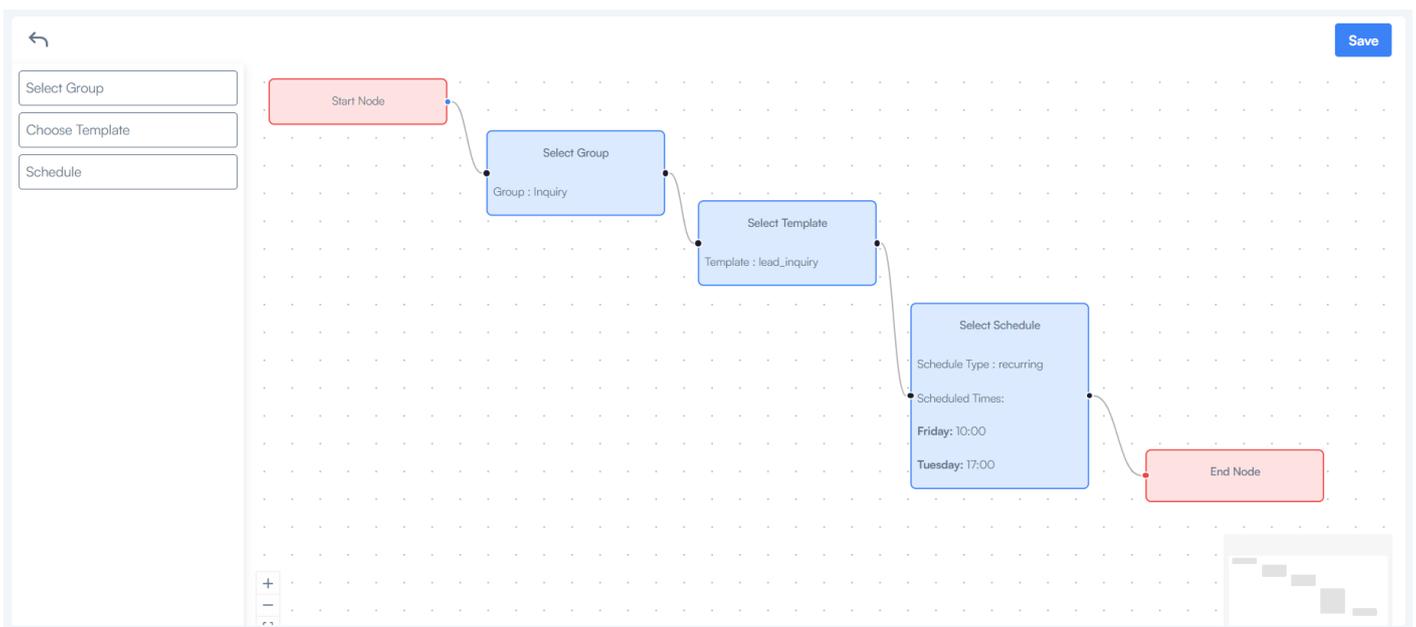
1. Single Send Campaign

- Used to send a one-time broadcast message to a selected group.
- Ideal for promotions, announcements, or immediate updates.



1. Multi-Send Campaign

- Designed to **schedule campaigns** that run repeatedly based on a defined schedule.
- Perfect for regular updates, reminders, or periodic promotional messages.



Key Features

1. Drag-and-Drop Campaign Designer

- Build and customize campaigns easily with an intuitive drag-and-drop interface.
- No coding skills required—anyone can design and launch a campaign in minutes.

2. Template Integration

- Attach **pre-approved templates** to campaigns for fast and compliant messaging.
- Choose from **Marketing, Utility, or vSecure** templates depending on the campaign goal.

3. **Dynamic Group Targeting**

- Send messages to **specific groups** created in the Contacts Module.
- Leverage **dynamic segmentation** to ensure targeted and relevant broadcasts.

4. **Scheduling Flexibility**

- Schedule campaigns to run **once** (Single Send) or **repeatedly** (Multi-Send) based on your business needs.
 - Automate recurring campaigns to save time and maintain consistency.
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How to Launch a Campaign

1. **Design the Campaign:**

- Use the drag-and-drop interface to create your campaign flow.

2. **Attach a Template:**

- Select a pre-approved template to use as the message content.

3. **Choose the Target Group:**

- Select the group of users to whom the broadcast will be sent.

4. **Set the Schedule:**

- For **Single Send**, define the date and time for a one-time broadcast.
- For **Multi-Send**, set up a schedule for recurring broadcasts.

5. **Launch and Monitor:**

- Launch the campaign and track its delivery and engagement metrics.
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Benefits of vCX Campaigns

- **Scalable Outreach:** Send messages to a large number of users with ease.
 - **Targeted Messaging:** Leverage group segmentation to ensure relevance and higher engagement.
 - **Efficiency:** Automate recurring broadcasts with Multi-Send campaigns.
 - **Quick Deployment:** Attach pre-approved templates for fast and compliant communication.
 - **User-Friendly Design:** Create campaigns effortlessly with the drag-and-drop interface.
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The **Campaigns Module** in vCX empowers businesses to reach the right audience at the right time with the right message, ensuring seamless and scalable communication.