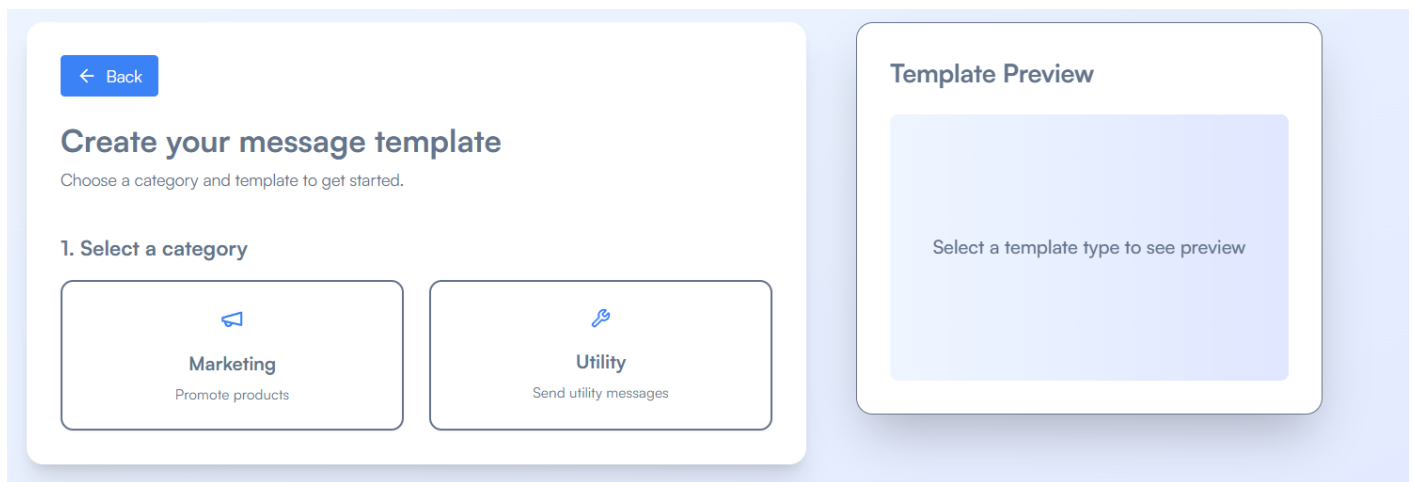


# Create Template

## 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

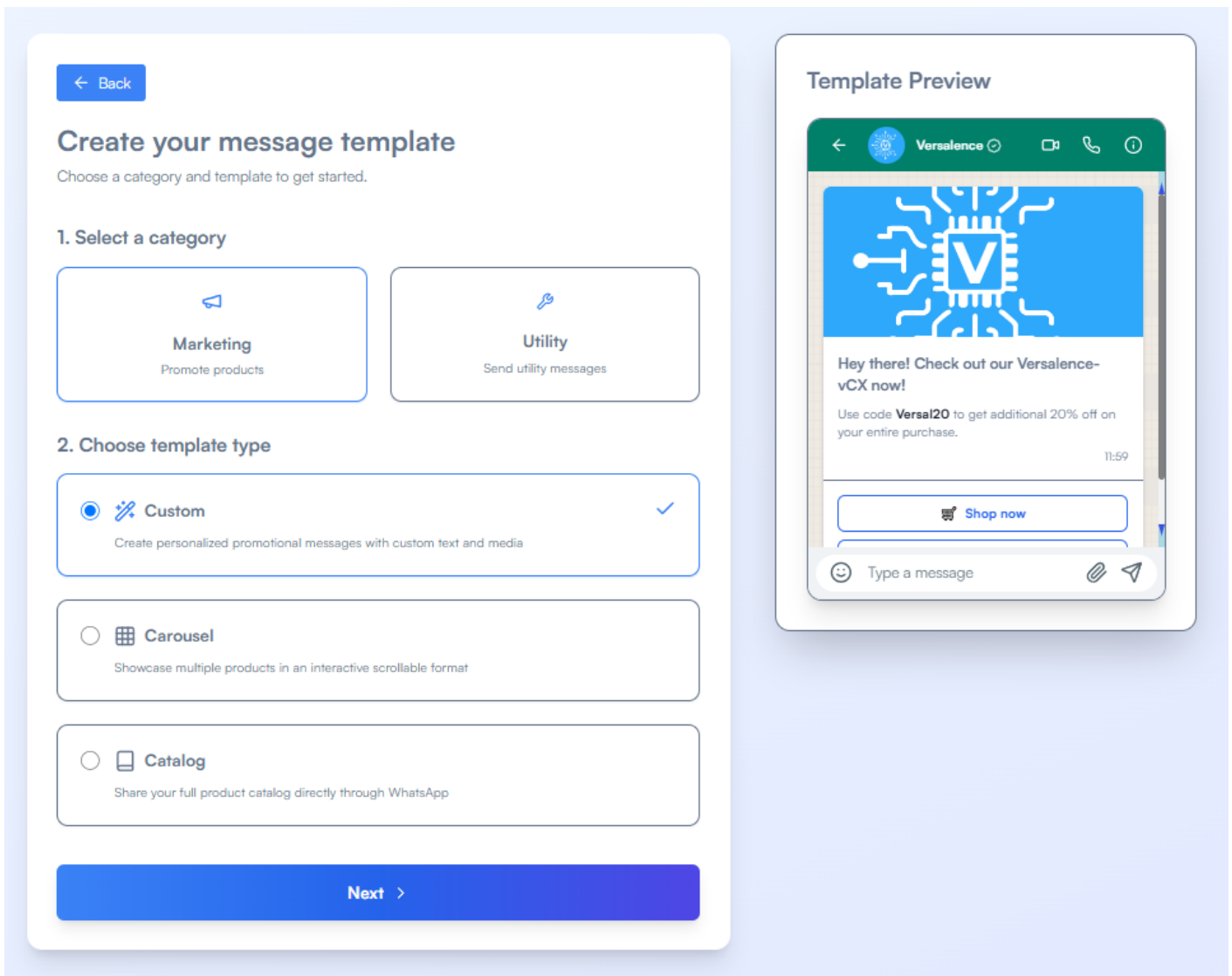
- Used for **promotional messages**, offers, or campaigns.
- Ideal for broadcasting and initiating customer engagement.
- Example: *"Hi [Name], enjoy 25% off on your next purchase! Offer valid until this weekend. Shop now!"*

### 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.

← Back

Name:

Enter template name

Status:

Draft

Category:

Select

Type:

Custom

Language:

English (US)

Header Type (Optional):

Text

Header Text (Optional):

Enter header text

+ Add Variable

Body Text:

Enter your message here...

B I T ↺ ↻ 🌈

0/1032

+ Add Variable

Footer Text (Optional):

+ Add a Button

Submit For Review

Message Preview:

# How to Create a Template

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

Template Preview

Name:

effortlesscommunication

Status:

APPROVED

Category:

Marketing

Type:

Marketing

Language:

en

Header Type:

IMAGE

Header Image URL:

https://fs.versalence.online/media/53d1bcd3-asf0-45e1-9298-6395b6a27b61/template/7731405936387-608678870.PNG

Body Text:

Hi,

With WhatsApp Business API and Multi-User Chat, you'll be able to connect with your customers faster, build stronger relationships, and create a more personalized experience — all while saving time and boosting efficiency. Register today and watch your business grow with every conversation!

Footer Text:

vCX - the Social CRM

Quick Reply Buttons:

Know More

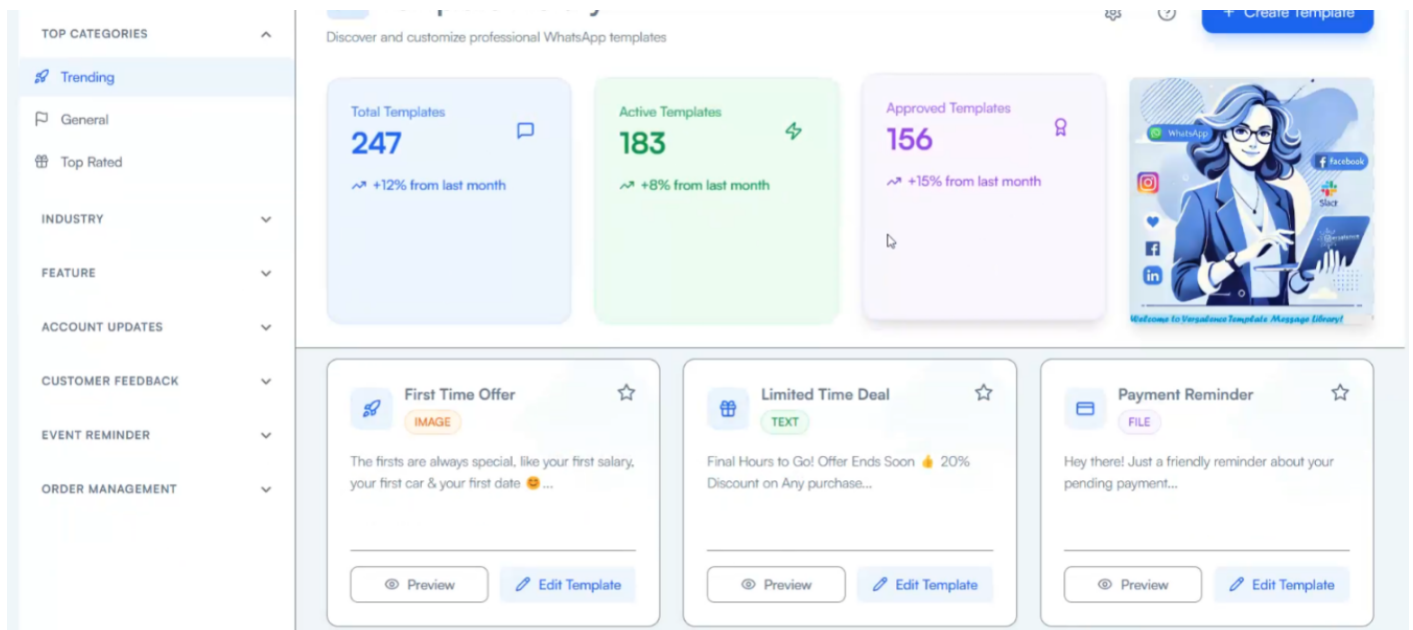
Call-to-Action Buttons:

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.

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