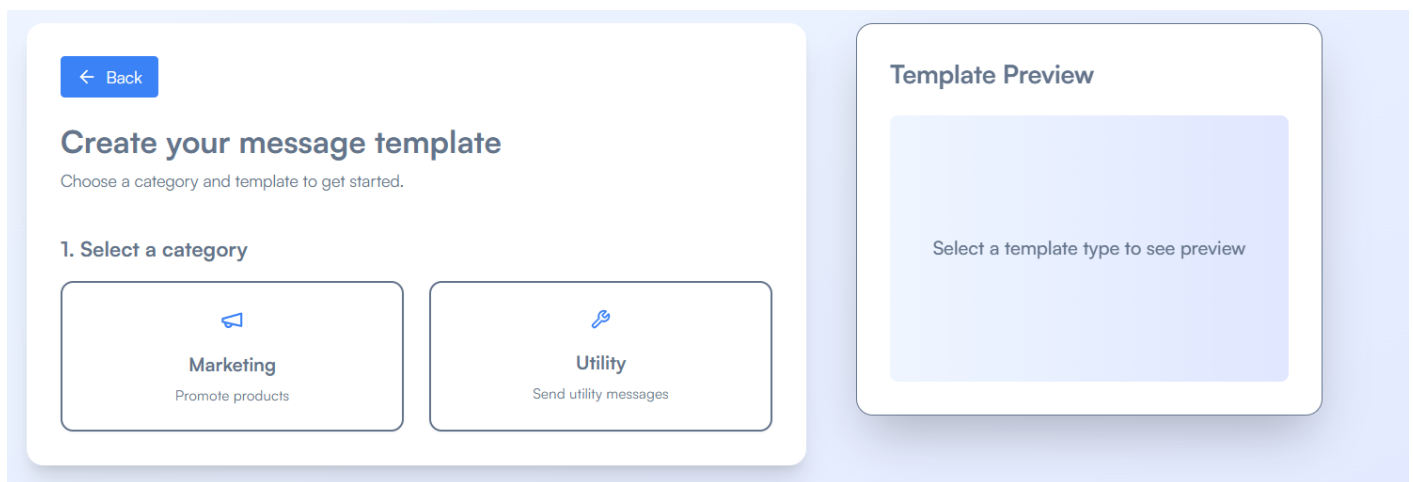# Create Template

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.*"
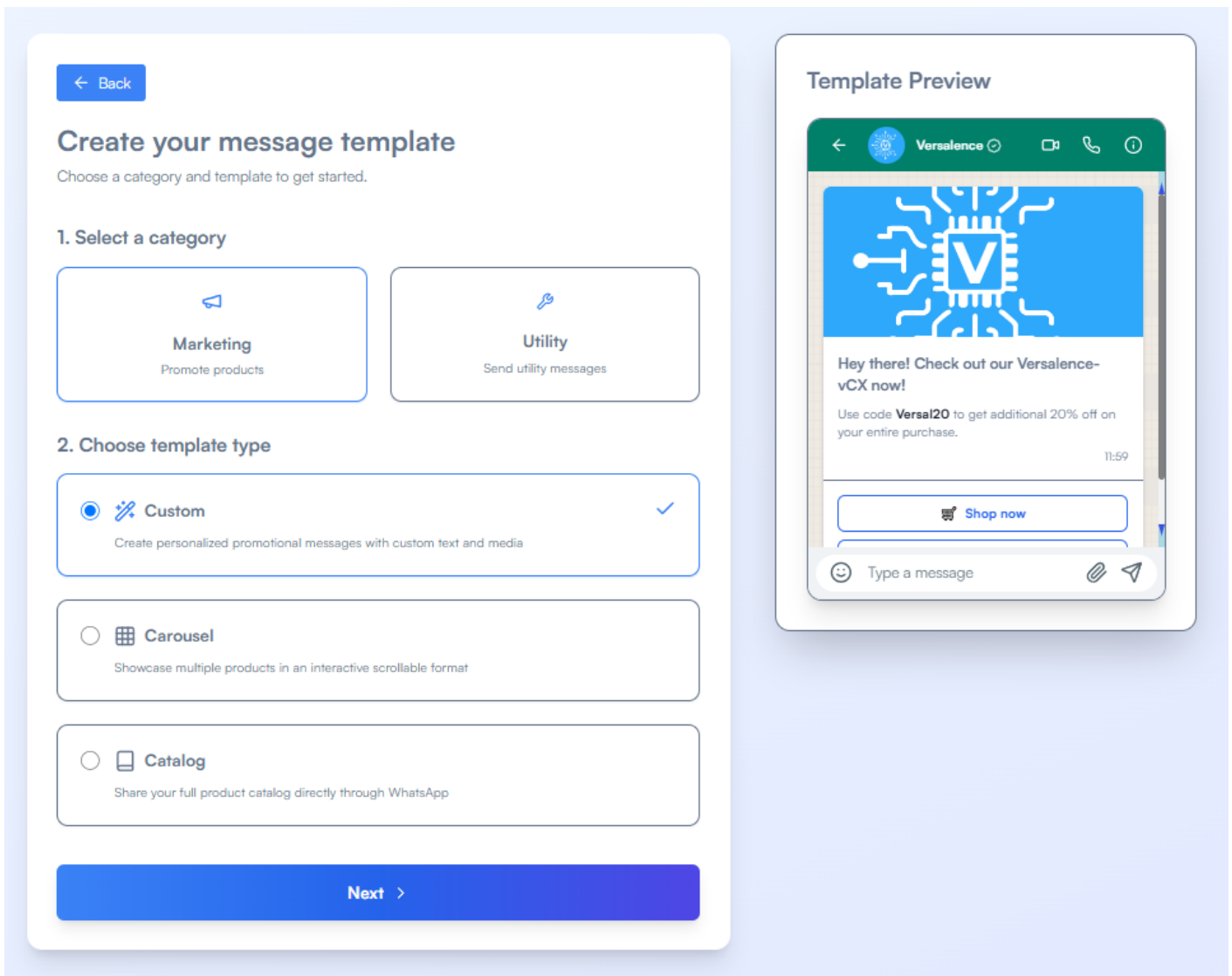
Key Uses for Templates

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.

Message Preview:

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 S ⟨⟩ 😊   0/1032

+ Add Variable

Footer Text (Optional):
[   ]

+ Add a Button

Submit For Review

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

Message Preview:

Name:
[effortlesscommunication]

Status:
[APPROVED]

Category:
[Marketing]

Type:
[Marketing]

Language:
[en]

Header Type:
[IMAGE]

Header Image URL:
[https://fs.versalence.online/media/53d1bcd3-aaf0-45e1-9298-5395b6a27b61/template/1731405936387-608678870.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!
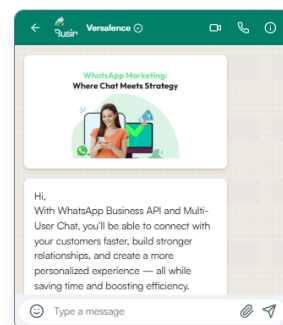
Footer Text:
[vCX - the Social CRM]
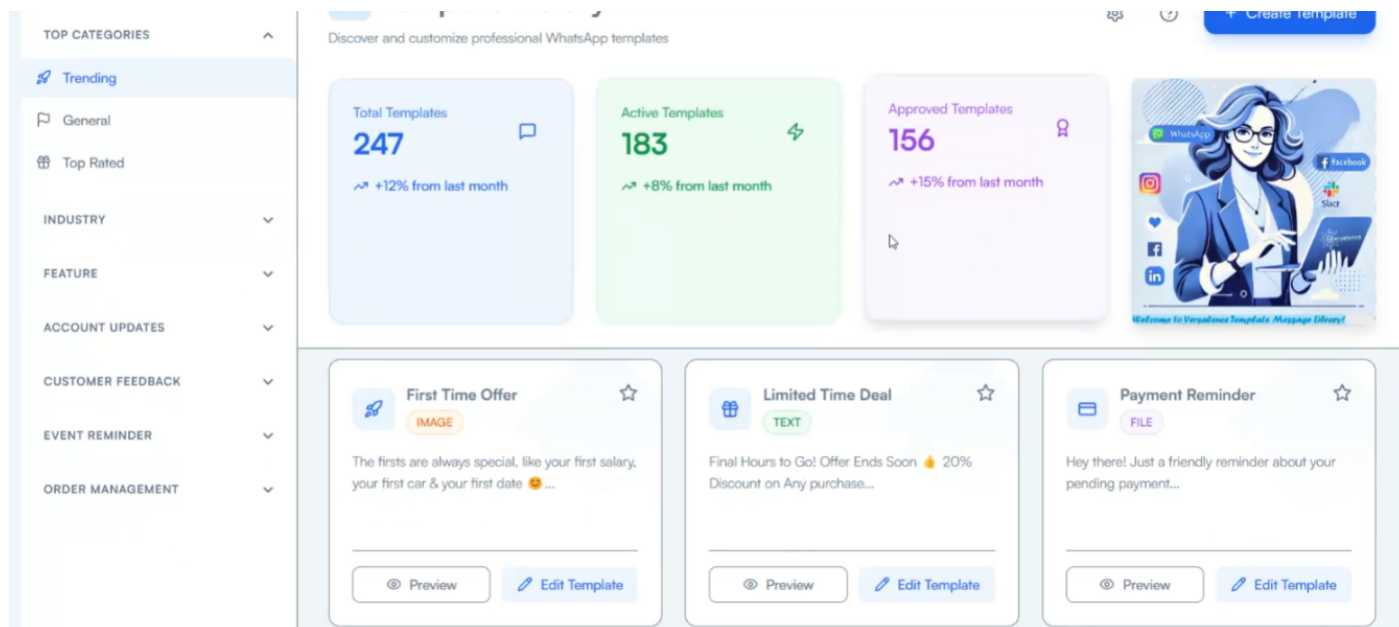
Quick Reply Buttons:
🔁 Know More

Call-to-Action Buttons:

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.

Revision #1
Created 17 December 2024 10:05:34 by Admin
Updated 17 December 2024 10:15:41 by Admin