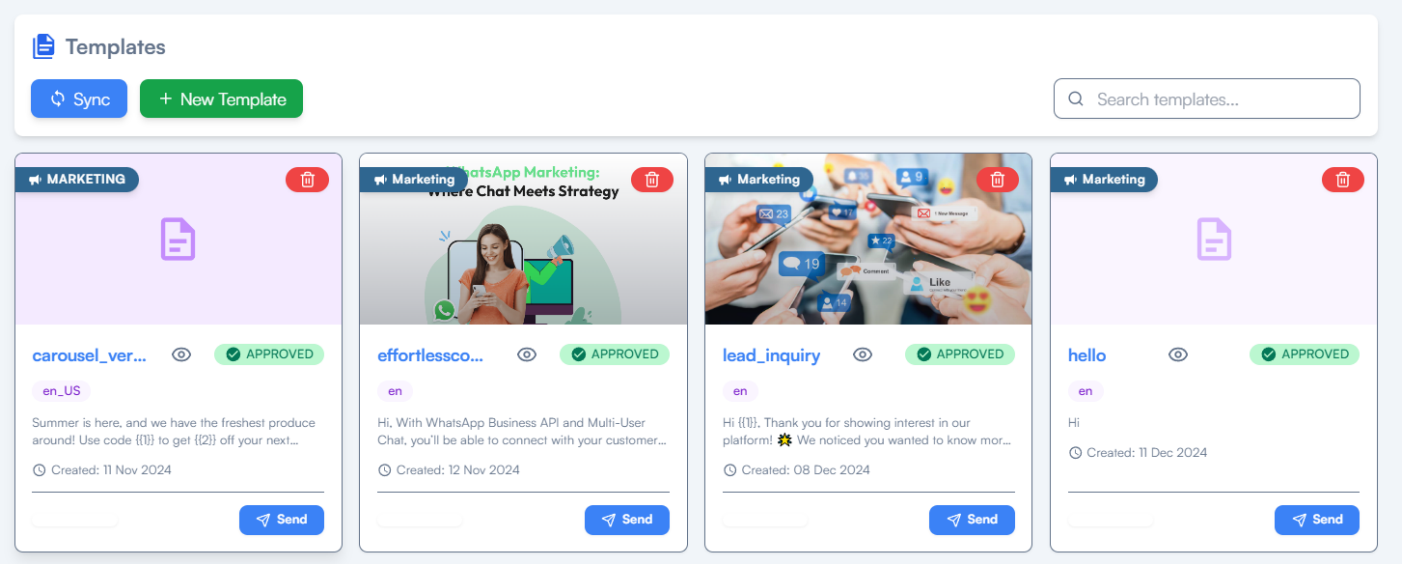
Template Management

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.

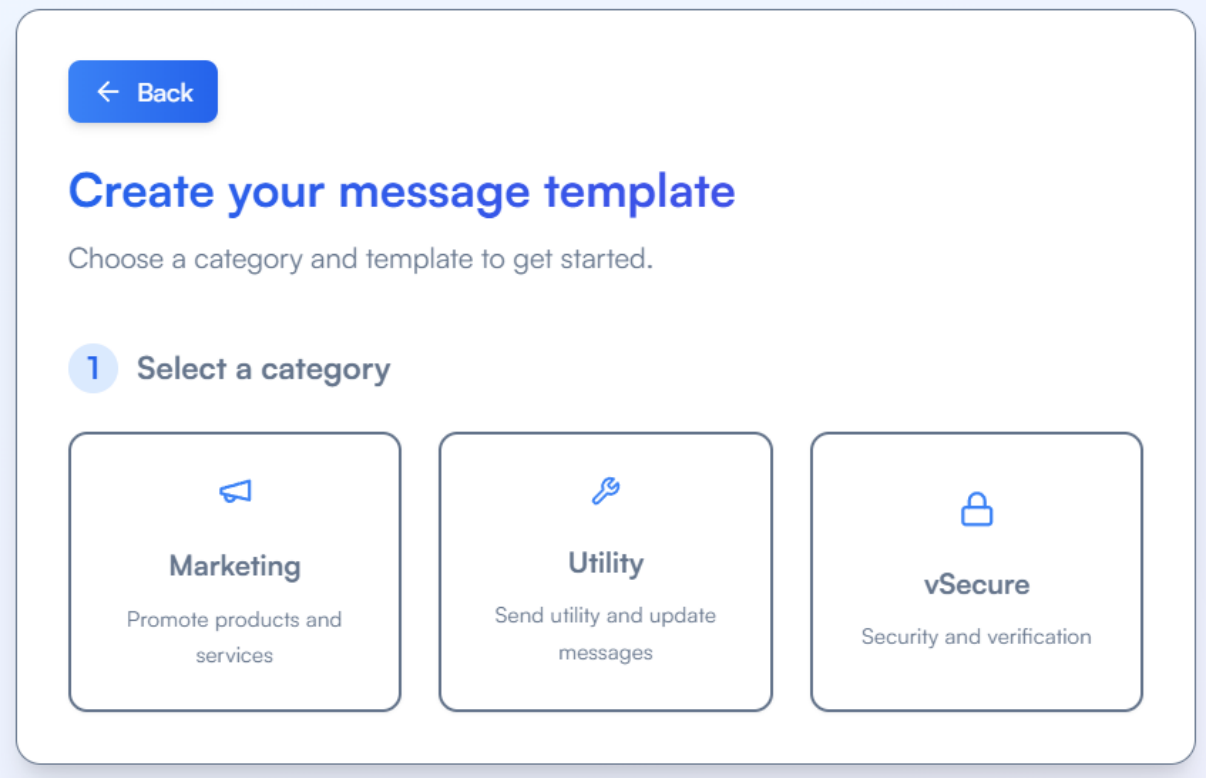
Key Features

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.

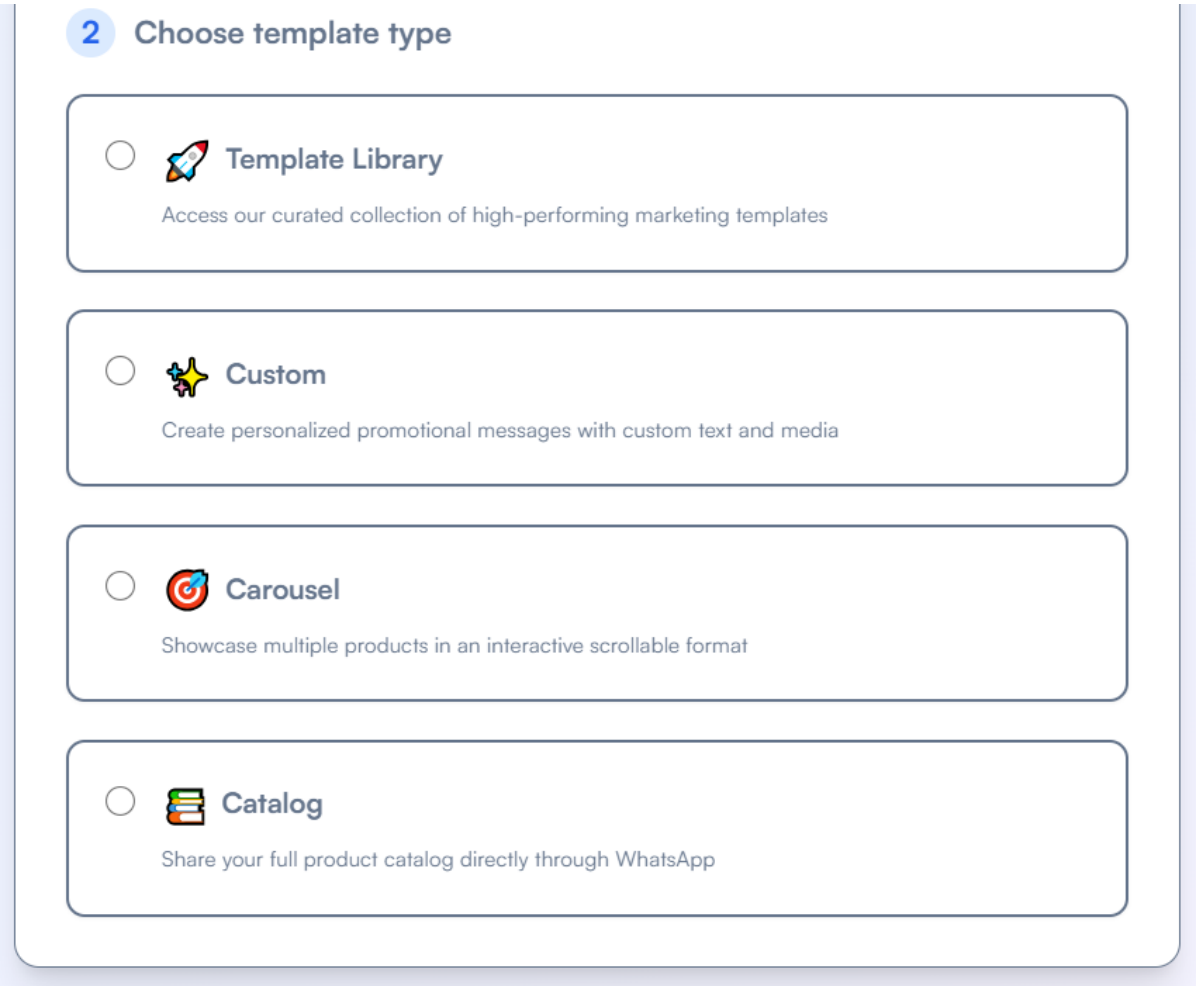
Templates Category



- **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

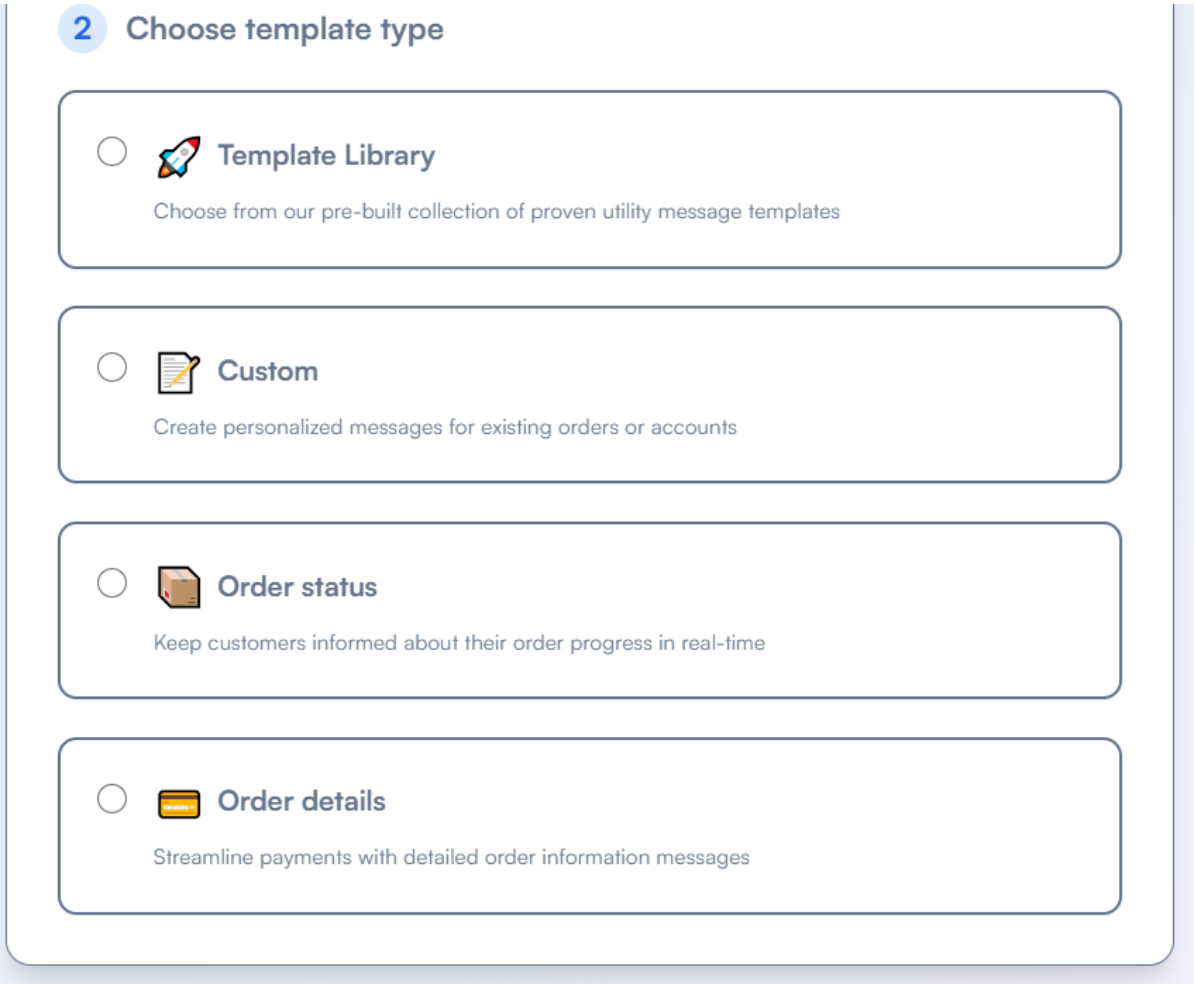
1. Marketing Templates



- **Library**: A collection of templates that are curated by industry and high performing. (coming soon)
- **Custom**: Create your own templates from scratch, controll 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 great way to share your products and services collection with your customers (coming soon)

---

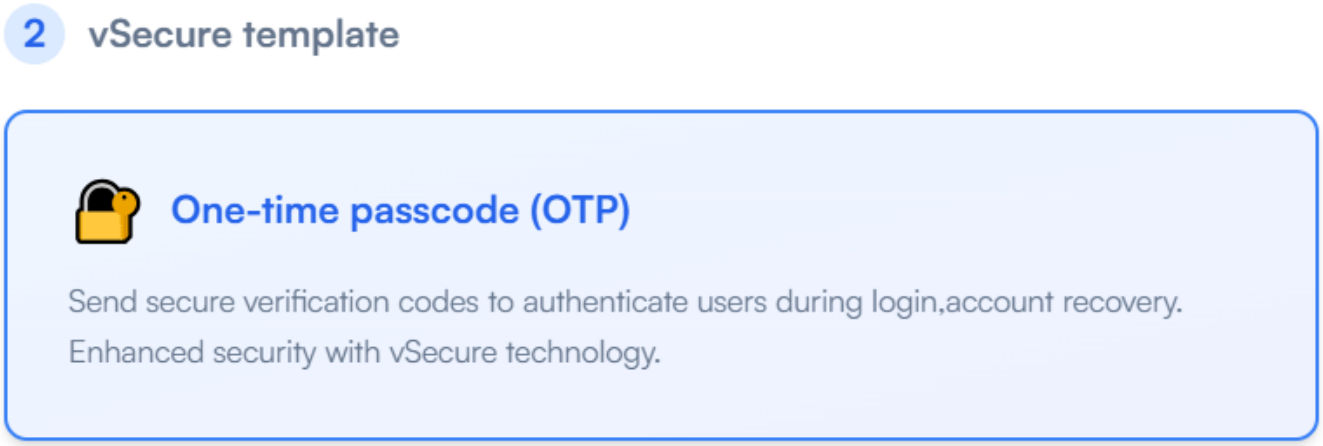
2. Utility Templates



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

---

3. vSecure Templates



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

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]."

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**.

The Templates Module ensures you are always **one step ahead** in customer communication, making every interaction seamless, quick, and impactful.

Revision #2
Created 2024-12-17 03:12:36 UTC by Admin
Updated 2025-01-02 02:31:01 UTC by Admin