

How WhatsApp Automation Works

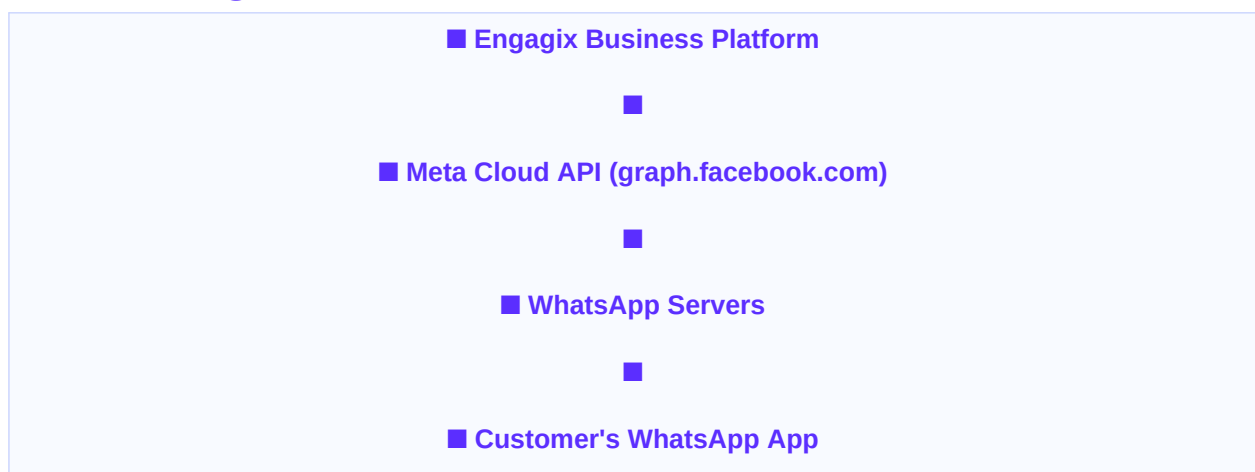
A simple guide to understand how WhatsApp Business automation works and how Engagix connects to it.

What is WhatsApp Business API?

WhatsApp Business API (also called WhatsApp Cloud API) is Meta's official way for businesses to send and receive WhatsApp messages at scale. Unlike the regular WhatsApp app, the API allows:

- Sending messages to thousands of customers
- Automating replies and chatbot flows
- Running marketing campaigns
- Integrating with CRMs and business tools

How Messages Flow



Every message — whether sent manually or via automation — travels through Meta's Cloud API before reaching your customer.

Key Concepts

1. WhatsApp Business Account (WABA)

- Business name and verification status
- Phone number(s)
- Message templates
- Quality rating

2. Message Templates

Category	Purpose	Example
Marketing	Promotions, offers, announcements	Hi {name}, we have a 20% off sale this weekend!
Utility	Order updates, confirmations, reminders	Your order #{order_id} has been shipped.
Authentication	OTPs and verification codes	Your verification code is {code}

3. Conversation Window

- When a customer messages you first, a 24-hour conversation window opens.
- Reply freely within that window without templates.
- After 24 hours of inactivity, use an approved template to re-initiate contact.

4. Messaging Tiers

Messaging Tier	Unique Contacts / Day
Tier 1	1,000
Tier 2	10,000
Tier 3	100,000
Tier 4	Unlimited

How Engagix Automates WhatsApp

Campaigns

- Send one approved template to thousands of contacts.
- Use cases: Product launches, Festival greetings, Abandoned cart reminders, Re-engagement campaigns.

Flows (Chatbots)

- Welcome messages
- FAQ bots
- Order tracking
- Lead qualification
- Appointment booking

Auto Replies

- Keyword-based automatic responses.
- Instant replies when customers send configured keywords.

Live Chat

- Human agents take over conversations when automation is not enough.

How Billing Works

Self-Managed (Default)	Managed (Coming Soon)
You pay Meta directly for message delivery costs.	Engagix handles Meta billing on your behalf.
You pay Engagix only for the platform subscription.	Buy platform credits covering both platform and messaging.
You own your WhatsApp Business Account.	Simpler billing with a single invoice.
Full control over Meta billing dashboard.	Coming soon in Engagix.

Quality & Compliance

Best Practices

- Only message opted-in contacts.
- Maintain low block/report rates.
- Use templates correctly.
- Respect unsubscribe and opt-out requests immediately.

Summary

Component	What it does
WABA	Your business identity on WhatsApp.
Templates	Pre-approved message formats for outbound messaging.
Campaigns	Bulk template sends to contact lists.
Flows	Automated chatbot conversations.
Live Chat	Real-time human conversations.
Quality Rating	Meta's score of your messaging behavior.

Final Takeaway

WhatsApp automation through **Engagix** gives your business the power to reach customers at scale while staying compliant with Meta's messaging policies. Use campaigns, templates, chatbots, and live chat together for a complete customer communication workflow.