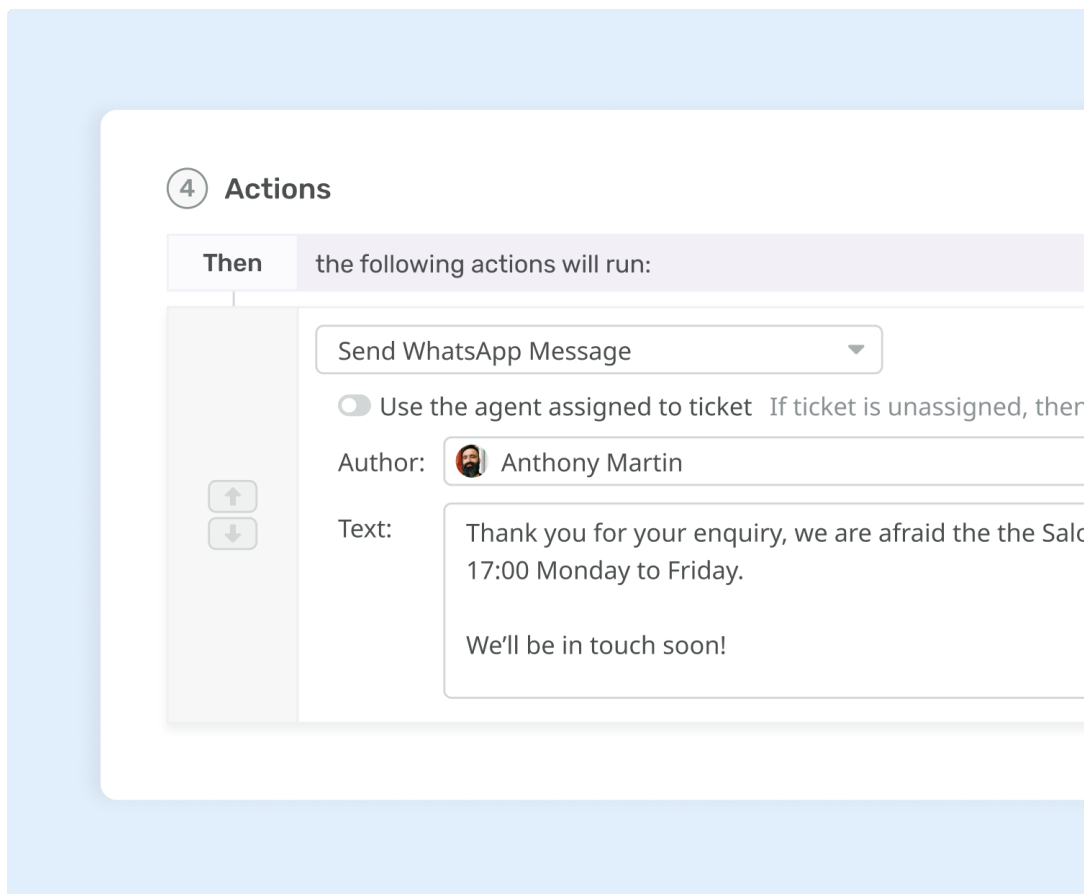# WhatsApp Reply Trigger for New Tickets

(Lara Proud - Comment (1) - Product (Admin) - 2024-07-24)

Admins can now create a Trigger to automatically send a personalized WhatsApp message to a user whenever a new ticket is created from an incoming WhatsApp message.

• **Automated Communication:** Streamlines the process of acknowledging new tickets - giving end users immediate feedback.

• **Personalization:** Enables customized messages, enhancing the overall user experience.

• **Transparency:** Allows agents to see when automated messages have been sent, ensuring consistent and informed customer support.

To learn more about creating a new WhatsApp Trigger, you can read [this article](#).