

## More Custom WhatsApp Follow Ups with Templates

2024-08-21 - Lily Shafiani - Comments (0) - Product (Admin)

We are excited to announce the launch of WhatsApp message templates! WhatsApp message templates can be sent via Deskpro to initiate and follow up on conversations with customers.

WhatsApp Business accounts can only send freeform messages within 24 hours of a user's last message, so message templates provide a way to follow up with customers and ensure an attentive customer experience without hitting those limits.



Once you have connected your WhatsApp Business account to Deskpro, you can create message templates in WhatsApp Business Manager and manage them in Deskpro.

For a personalized customer experience, you can include variables in your message template, which agents can populate for each customer.



Note: You must connect a payment method to your WhatsApp Business account to use message templates.

Pricing begins at \$0.004 per message template sent.