

Instant Messenger

WhatsApp Chat Bot & API

Automate WhatsApp for your business with 24/7 chatbots and seamless customer service.

Effortlessly create conversations using a no-code flow builder, run marketing campaigns, engage with customers, and deliver exceptional support - all within WhatsApp.

Easily send WhatsApp messages via API or use our simple sender tool on the online portal to broadcast messages effortlessly. If WhatsApp delivery isn't available, the system will automatically fall back to SMS, ensuring your message always reaches its destination.

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WhatsApp Offering



PRODUCT OPTIONS

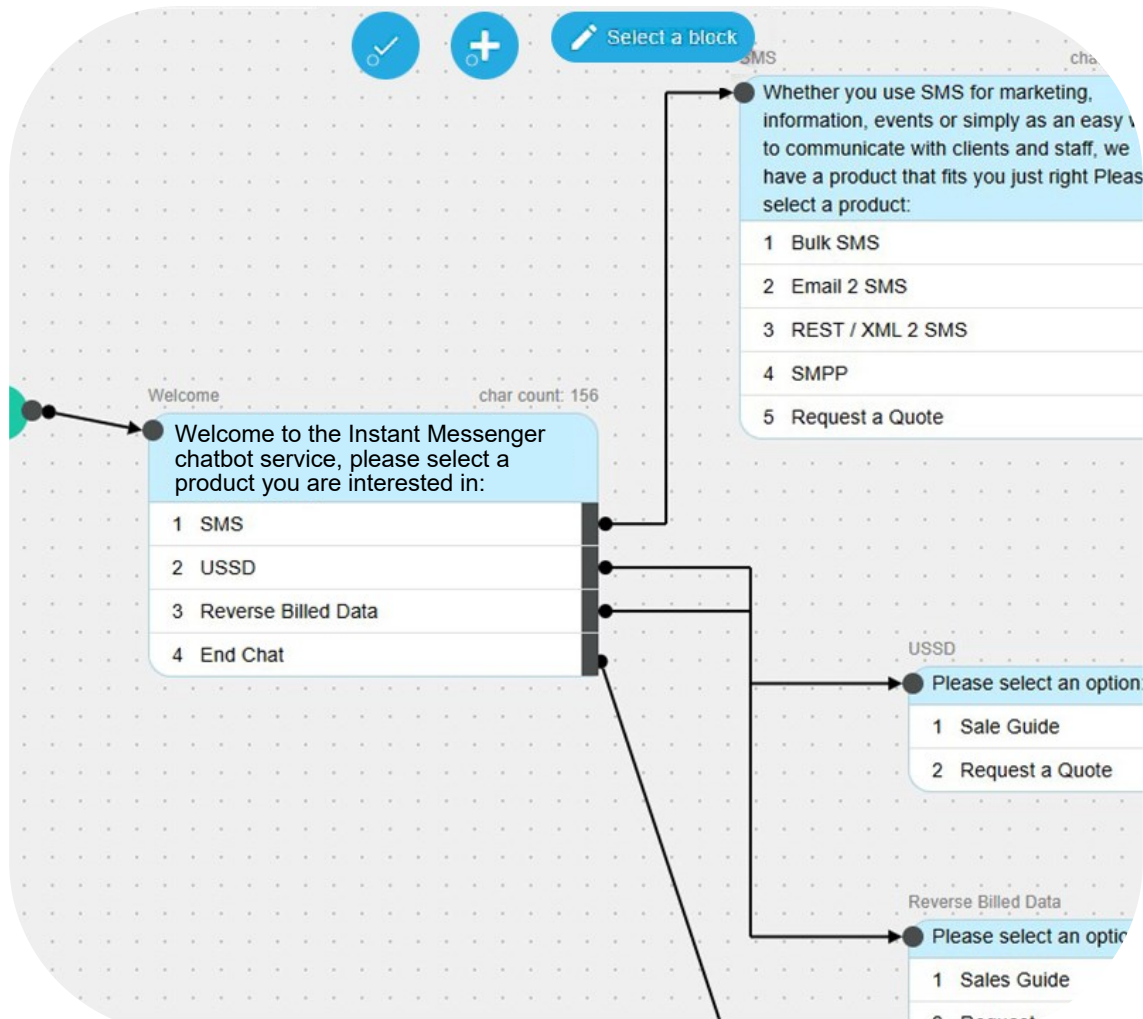
Chat Bot Flow Builder: Save time and increase customer satisfaction, our drag-and-drop chatbot building platform, to quickly and easily deploy your own chatbot without developers.

Campaign Send (Portal): With our portal, you can easily upload a file with cell numbers and messages to send bulk or individual WhatsApp messages effortlessly.

API Integration: Our API option allows you to directly integrate into your existing application allowing you to send your system notification, OTP's and much more.

The Campaign Send and API Integration features include an SMS fallback option, ensuring your message is always delivered.

Chat Bot Flow Builder



NO-CODE FLOW BUILDER

Create advanced workflows using conditional logic, formulas, and rich media, all with an intuitive drag-and-drop interface.

Key features:

Chat Audience Limits – Control access by allowing only pre-approved users.

Send & Receive Media – Display logos, product packs, special offers, and more.

Email Validation – Ensure email addresses are correctly formatted before submission.

Location Sharing – Enable users to upload their location.

Authentication – Secure sessions with SMS OTP verification.

API Calls – Trigger external applications (e.g., check account balance or application status) based on user inputs.

Campaign Send

Create Campaign

Campaign Name

Channel Name
None

Type of Campaign
Marketing

Message Category
General

Validity
2025/03/06 17:40

File Layout Type
Numbers & Messages

Example File Format

[CHOOSE CSV FILE](#)

Title

[NEXT](#)

[PREV](#)

[CHOOSE CSV FILE](#)

Our Campaign Send feature enables businesses to run large-scale, personalized WhatsApp campaigns directly from the portal – with built-in intelligence and fallback options to maximize reach and engagement.

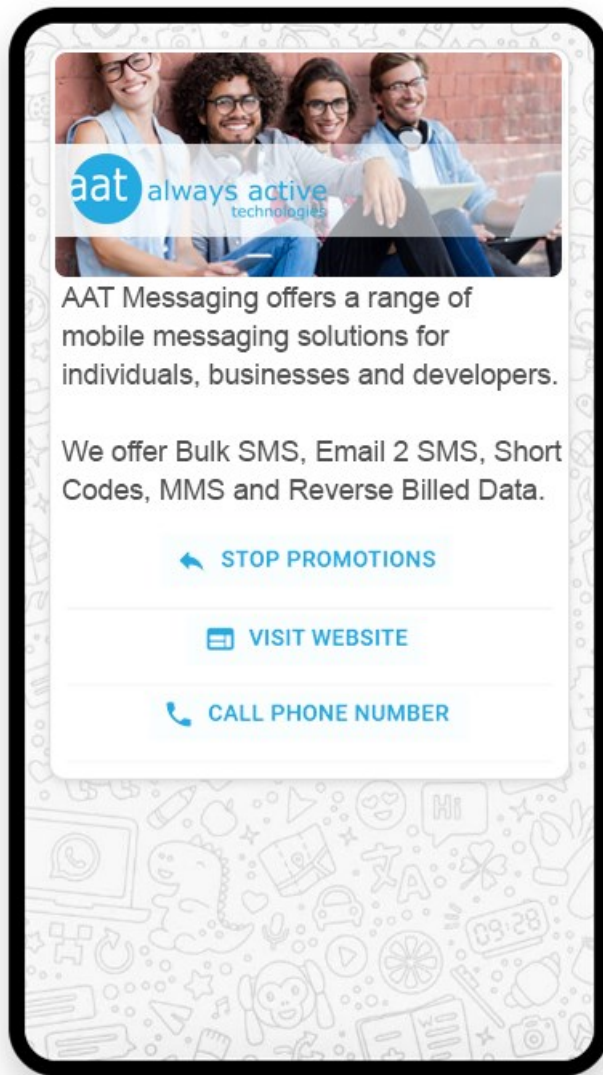
Template Selection - Choose from your approved WhatsApp templates – marketing, transactional, all managed within the portal.

Upload Target Audience - Simply upload a CSV file containing your recipient's mobile numbers. Our system automatically validates and prepares the list for delivery.

Set Validity Period - Define a validity window (date and time) for the message. If the WhatsApp message is not delivered or read within this time frame, our system will automatically trigger a fallback SMS to ensure the message still reaches your customer.

Send & Track - Launch the campaign with a click. Real-time dashboards let you track delivery, read status, and fallback activity.

Template Creation



End-to-End Template Management – Full control to create, edit, and delete WhatsApp message templates directly in the portal. See template statuses (e.g., Pending, Approved, Rejected) directly in the portal.

No need to access Meta's interface – everything is managed in one place.

Meta-Compliant Design – Templates created through the portal are automatically structured to meet Meta's formatting and policy requirements, ensuring faster approval turnaround.

Multi-Category Support – Supports all Meta template categories:

- Utility (reminders, updates)
- Marketing (promotions, product launches)
- Authentication (OTP, account verification)

Custom Variables & Personalization

Use placeholders (e.g., {{1}}, {{2}}) for personalized messaging at scale.

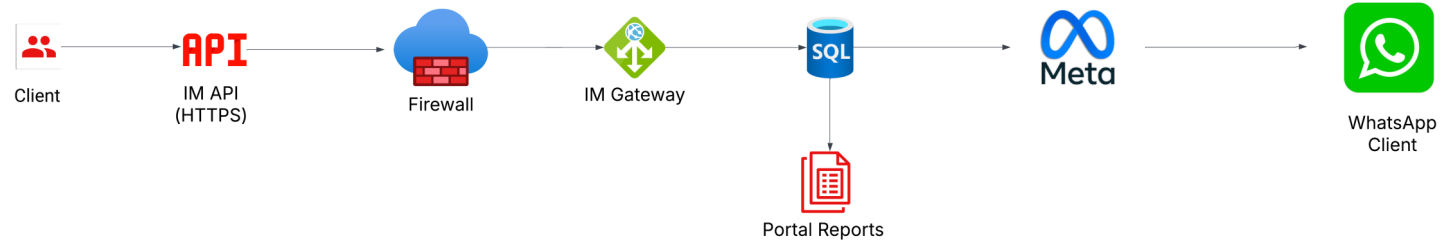
Perfect for dynamic campaigns like billing reminders, order updates, or loyalty programs.

Built-In Preview and Testing

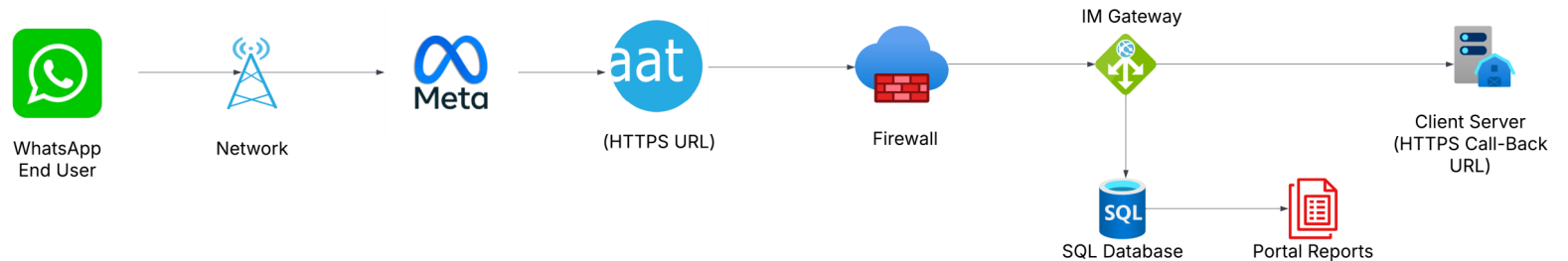
Preview how your message will look on a phone before submission. Send test messages to yourself or colleagues to validate formatting and flow.

API Traffic Flow

Mobile Terminating (MT)



Mobile Originating (MO)



Our API allows seamless integration with your existing application, enabling you to send system notifications, OTPs, and more. You can send individual WhatsApp messages or run campaigns, with the added option to create and use templates approved by Meta.

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sales@aat.co.za
www.aat.co.za

Monday - Friday 8am - 5pm
031 764 7085

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