Avarole

SETUP GUIDE

Connect WhatsApp to Avarole

Everything you need to know about the two ways to connect, Twilio and the Meta Cloud API, and what WhatsApp does for your team once it is connected.

INSIDE

- What WhatsApp gives your team
- Twilio: the easiest way to start
- Meta Cloud API: direct from Meta
- Alerts, the assistant and customer commands
- Costs, limits, security and fixes

Updated November 2026 | For Avarole account owners and administrators

WhatsApp in Avarole at a glance

Customers message your business on WhatsApp. Avarole turns each conversation into a ticket, your team answers from the Tickets screen, and you can let your assistant help. This guide covers both ways to connect your number and everything that comes with it.

Where to find it

Open **Build** > **your agent** and scroll to the **WhatsApp** card, just below Email. Everything in this guide happens in that card and in Tickets.

The two ways to connect

	Twilio	Meta Cloud API
Best for	Getting started in minutes, or if you already use Twilio	Going direct to Meta, with no middleman between you and WhatsApp
You enter	Account SID, Auth token and your WhatsApp number (3 details)	Phone number ID, WhatsApp Business Account ID, access token and app secret (4 details)
Setup effort	About 10 minutes. Webhooks are set up for you on a registered number	About an hour if your business is already verified, longer if not
Who bills you	Twilio, on your Twilio invoice	Meta, to the card on your WhatsApp account

Which one should I pick?

Just want to try it? Use Twilio with its sandbox number. You can be taking test messages in ten minutes.
Already have Twilio, or want the simplest setup for a live number? Use Twilio.
Want Meta's own pricing and are comfortable with Meta Business Manager? Use the Meta Cloud API.
You can switch later. Your alert numbers, assistant mode and other settings carry over.

1. What WhatsApp gives your team

Whichever way you connect, you get the same features.

Feature	What it does
Tickets from WhatsApp	Every customer message becomes a ticket, or joins the customer's open ticket. It gets the same triage, priority, routing, service-level clock and team notification as an email ticket.
Instant acknowledgement	The customer is told their ticket number, for example: "Hi Sam, thanks for contacting Acme. We have your message and it is now ticket AV-100012." You can switch this off.
Reply from Tickets	Your team answers from the ticket screen in plain text, with picture and document attachments. The customer sees it in their normal WhatsApp chat.
Resolve in the chat	When you resolve a ticket the customer is told in WhatsApp and can rate the help. They can also type **solved** to close their own ticket.

Feature	What it does
Your assistant	Off, Suggest or Answer. It replies from your own knowledge base, and steps back the moment a person replies or the customer asks for one.
Alerts on your own WhatsApp	Up to 5 of your numbers hear about new tickets, missed service targets and customer replies. Works for email and portal tickets too.
Pictures, voice notes, files	What customers send is saved on the ticket. You can send pictures and documents back.
Spam control	Mark a ticket as spam and block the sender. That phone number can no longer open tickets.
Plan allowance	WhatsApp messages from customers count towards the same monthly allowance as emails. If it runs out, messages pause and the owner is told.
Private by design	Your token and secrets are stored encrypted, and each account has its own webhook address that only your number can use.

2. How a conversation works

The path a message takes, and the one WhatsApp rule you need to know.

1. **A customer messages your WhatsApp number**

   They use the normal WhatsApp app. They do not need to install anything.

2. **WhatsApp passes it to Twilio or Meta, which sends it to your Avarole webhook**

   Each account has its own address. Avarole checks the message really came from your provider before doing anything with it.

3. **Avarole opens a ticket, or adds it to the open one**

   A new ticket is triaged, routed and given a service-level clock. Your team is notified.

4. **The customer gets the ticket number**

   Sent from your own number, so it looks like you.

5. **Your team or your assistant replies**

   Answers appear in the customer's WhatsApp chat. A resolved ticket tells the customer and asks how it went.

The 24-hour rule

WhatsApp lets a business send ordinary messages only during the **24 hours after the customer last wrote**. After that only a pre-approved template message is allowed. Avarole follows this for you:

- The ticket screen shows **WhatsApp chat open until** followed by the time.
- When the window has closed, the reply box is replaced by a note explaining why. The customer needs to write again.
- Automatic messages, such as the resolved notice, are skipped once the window closes. The ticket history records that they were not sent.

- Each new customer message opens a fresh 24 hours.

When a customer writes again

- If their last ticket was **resolved less than 2 days ago**, the ticket reopens.
- If it was resolved longer ago, they get a **new ticket**.
- A customer with an open ticket always continues the same ticket.

3. Comparing the two ways to connect

Both reach the same place. They differ in effort, who you pay and what you need to own.

	Twilio	Meta Cloud API
What you need	A Twilio account. For testing, nothing else. For a live number, a WhatsApp sender registered through Twilio.	A Meta business account that is verified, a Meta developer app, a phone number, a payment method and a permanent token.
Details you enter	Account SID, Auth token, WhatsApp number.	Phone number ID, WhatsApp Business Account ID, access token, app secret.
Webhook setup	Automatic for a registered sender. The shared sandbox needs two addresses pasted into Twilio.	You paste two values (callback URL and verify token) into your Meta app and subscribe to *messages*.
Trying it out	Twilio sandbox: any phone that sends a join message can test straight away.	Meta's free test number, which can only message numbers you add and verify first.
Going live	Register your own WhatsApp sender in Twilio.	Verify your business, add a payment method and publish your Meta app.
Who bills the messages	Twilio. It adds its own per-message fee on top of WhatsApp's charges.	Meta, to your own account. No fee from a middleman.
Outside the 24 hours	A Twilio content template. Enter its Content SID (starts with HX).	A template approved in WhatsApp Manager. Enter its name.
Sending files	Pictures, audio and PDFs, up to 16 MB.	Pictures and documents.
Setup time	About 10 minutes.	About an hour once your business is verified.

Avarole adds nothing to your WhatsApp costs

You pay your provider directly. Avarole does not take a cut of your messages. Message volume only counts against your Avarole plan's monthly allowance, the same as email.

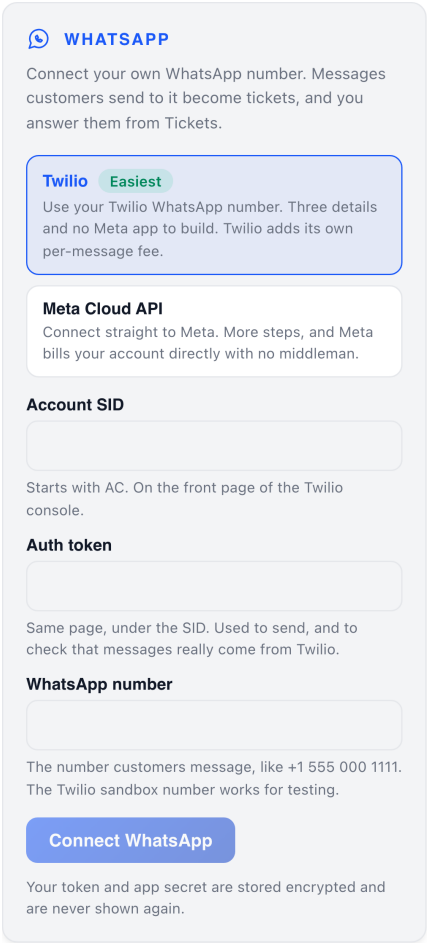
4. Method A: Twilio

The quickest way to get WhatsApp working. Try it with Twilio's sandbox first, then move to your own number.

What you need

- A Twilio account (twilio.com). A free trial account is enough to try the sandbox.
- Your **Account SID** and **Auth token**. Both are on the front page of the Twilio console.
- A WhatsApp number: Twilio's sandbox number to test, or your own registered number to go live.
- An Avarole agent to connect it to.

In Avarole you choose **Twilio**, enter the three details and press **Connect WhatsApp**. Avarole checks them with Twilio before saving anything.



Choose Twilio and enter your three details.

Part 1. Try it with the sandbox

The sandbox is a shared Twilio test number. It is for testing only, never for real customers.

1 Turn on the sandbox in Twilio

In the Twilio console open **Messaging** > **Try it out** > **Send a WhatsApp message**. Note the sandbox number, **+1 415 523 8886**, and your join code.

2 Join the sandbox from your phone

From WhatsApp, send **join your-code** to the sandbox number. Each phone that wants to test must do this, and must do it again after 3 days.

3 Connect it in Avarole

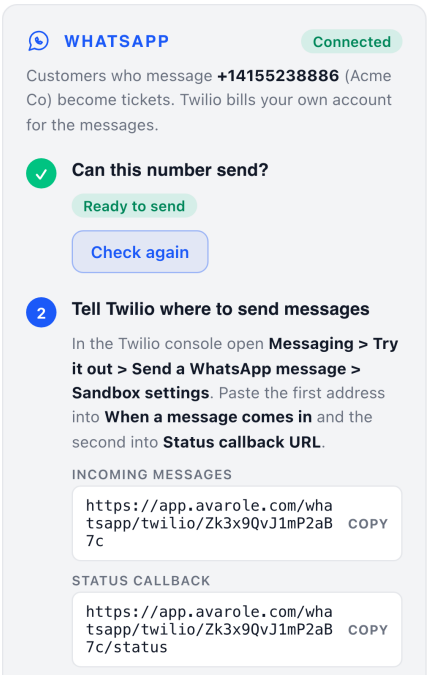
Open **Build** > **your agent**, find the WhatsApp card and choose **Twilio**. Enter your Account SID, Auth token and **+14155238886**, then press **Connect WhatsApp**.

4 Paste two addresses into Twilio

The card now shows **Incoming messages** and **Status callback** (the picture). In Twilio, open **Sandbox settings**. Paste the first into **When a message comes in** and the second into **Status callback URL**, then save.

5 Send a test message

Message the sandbox number from your joined phone. A ticket appears in Tickets within a few seconds, and your phone receives the acknowledgement.



After connecting: the send check and the two addresses to paste into Twilio.

Sandbox limits

Only phones that joined can message it. Joins expire after 3 days. Messaging a phone that has not joined fails (Twilio error 63015). Only a few Twilio sample templates can be used outside the 24-hour window, and the sandbox sends about one message every three seconds. It is for testing, not for customers.

Part 2. Go live with your own number

1 Register your WhatsApp number with Twilio

Use Twilio's WhatsApp sender sign-up in the console. You will link your Meta business, verify the number and give it a display name. Twilio's own pages walk you through this and set the timing, not Avarole.

2 Connect it in Avarole

In the WhatsApp card choose **Twilio** and enter your Account SID, Auth token and your registered number. Avarole checks the details with Twilio and, when the number is a registered sender, sets the webhooks for you. The card then shows **Set up automatically in Twilio**.

3 If the card shows two addresses instead

Automatic setup was not possible. In Twilio, open your WhatsApp sender's settings and paste **Incoming messages** as the incoming webhook and **Status callback** as the status callback.

4 Check and test

Press **Check again** in the card. It should say **Ready to send**. Then message the number from a phone that is not on your alert list.

Good to know

- **One Auth token does two jobs.** It lets Avarole send, and it is how Twilio signs each message so Avarole knows it is real. If you change the token in Twilio, press **Update details** in the card and enter the new one.
- **Alerts outside the 24 hours.** Create a content template in Twilio with two variables, the ticket number and the subject. Enter its Content SID (it starts with HX) in the card, under the alert settings.
- **Files you send.** Twilio fetches each file from a private link Avarole creates, valid for one hour. Twilio accepts pictures, audio and PDFs up to 16 MB.
- **Costs.** Twilio bills its own per-message fee plus WhatsApp's charges. See Twilio's pricing page for current rates.

Twilio problems and fixes

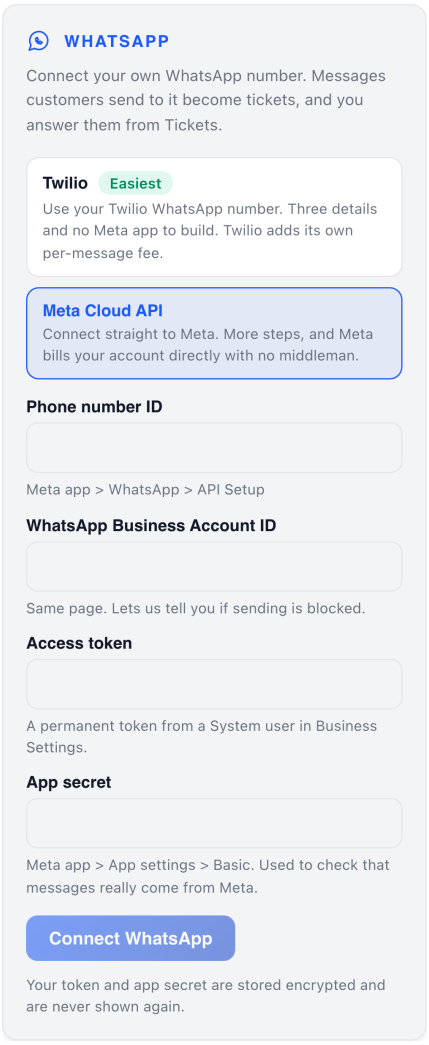
What you see	What to do
"Twilio did not accept those details"	Check that the Account SID starts with **AC**, that the Auth token is the current one and has not been rotated, and that you copied it without spaces. An API key secret will not work.
The card shows two addresses, not "Set up automatically"	Your number is the sandbox or not a registered sender. Paste the addresses into Twilio by hand (Part 1, step 4).
Messages never arrive in Tickets	Open Twilio's message log. If Twilio shows an error calling the webhook, re-paste the address exactly. In the sandbox, make sure your phone joined in the last 3 days.
Replies fail with Twilio error 63015	That phone has not joined the sandbox. Send the join message again.
The card says Twilio is not letting the number send	The text under the heading says why, for example a suspended Twilio account or a sender that is not online. Fix it in Twilio, then press **Check again**.

5. Method B: the Meta Cloud API

Connect straight to WhatsApp. More steps than Twilio, but Meta bills your own account with no middleman.

What you need

- A **Meta business portfolio** (business.facebook.com) that has completed **Business Verification**. Meta will not let an unverified business send messages. It needs your company's official documents and takes Meta from a few days to a couple of weeks.
- A **Meta developer app** with the WhatsApp product (free).
- A **phone number** that can receive a verification call or text, and is not already registered in the WhatsApp app.
- A **payment method** on the WhatsApp account. Without one Meta blocks sending.
- A **permanent access token** from a System user, and the app's **App secret**.



Choose Meta Cloud API and enter your four details.

Step by step

1 Create the app

Go to developers.facebook.com/apps and choose **Create App**. Pick the use case **Connect with customers through WhatsApp** and select your business portfolio.

2 Find your two IDs

Open the app's **WhatsApp > API Setup** page. Copy the **Phone number ID** and the **WhatsApp Business Account ID** (Meta may call it the Messaging account ID). Meta gives you a free test number here to try things first.

3 Add your real number

In **Production setup** choose **Add phone number** and verify it by call or text.

4 Verify your business

If Meta shows **This account cannot message on WhatsApp yet**, open **Business settings** > **Security Center** and complete **Business Verification**.

5 Add a payment method

In **Production setup** choose **Add payment** (or use Billing & payments in Business settings). Until you do, Meta refuses to send and reports error **141006**.

6 Create a permanent token

In Business settings open **Users** > **System users** and add one. Assign your app with **Full control** and your WhatsApp account with **Full control**. Choose **Generate token** with the permissions **business_management**, **whatsapp_business_messaging** and **whatsapp_business_management**. Copy it now, you cannot see it again. The temporary token on the API Setup page expires within hours, so do not use it for live customers.

7 Copy the App secret

In your app open **App settings** > **Basic** and choose **Show** next to **App secret**.

8 Connect it in Avarole

In the WhatsApp card choose **Meta Cloud API**. Enter the Phone number ID, the account ID, the access token and the app secret, then press **Connect WhatsApp**. Avarole checks the token with Meta before saving.

9 Tell Meta where to send messages

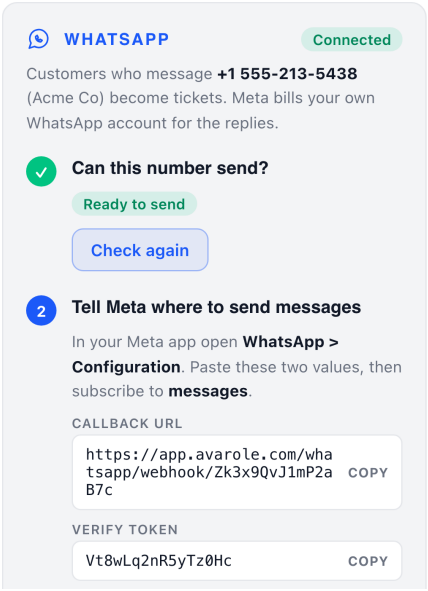
In your Meta app open **WhatsApp > Configuration**. Paste the **Callback URL** and **Verify token** shown in the card (the picture) and choose **Verify and save**. Then subscribe to the **messages** field.

10 Publish the app

While the app is unpublished Meta only sends test webhooks from its dashboard and no real customer messages. Press **Publish**. Meta may ask for details such as a privacy policy address first.

11 Test it

Message your number from a phone that is not on your alert list. A ticket should appear in Tickets, and the phone should receive the acknowledgement. Press **Check again** in the card: it should say **Ready to send**.



After connecting: the send check and the two values to paste into your Meta app.

What Meta charges

Meta bills per delivered message to the payment method on your WhatsApp account. Replies you send inside the 24 hours after a customer wrote are service messages. Meta's published pricing gives each business number a free monthly allowance of service messages (1,000 at the time of writing) and charges after that. Template messages are charged by category and country. Rates change, so check Meta's current rate card before you plan volumes.

Meta problems and fixes

What you see	What to do
Error 141006, or "error with the payment method"	Add a payment method to the WhatsApp account (step 5). Press **Check again** afterwards.
Error 131031, "Business account locked", or the red banner "cannot message on WhatsApp yet"	Complete Business Verification (step 4). Meta reports a verification problem this way.
"WhatsApp did not accept those details"	The Phone number ID or token is wrong, or the token expired. Generate a permanent System user token (step 6).
Verify and save fails in Meta	Check you copied the Callback URL and Verify token exactly, and that Avarole is deployed and reachable on the internet.
Real customer messages never arrive	Check that the app is **published** (step 10) and subscribed to **messages** (step 9).
The test number will not message a phone	Meta's free test number can only message phones you add and verify in API Setup.

6. After you connect

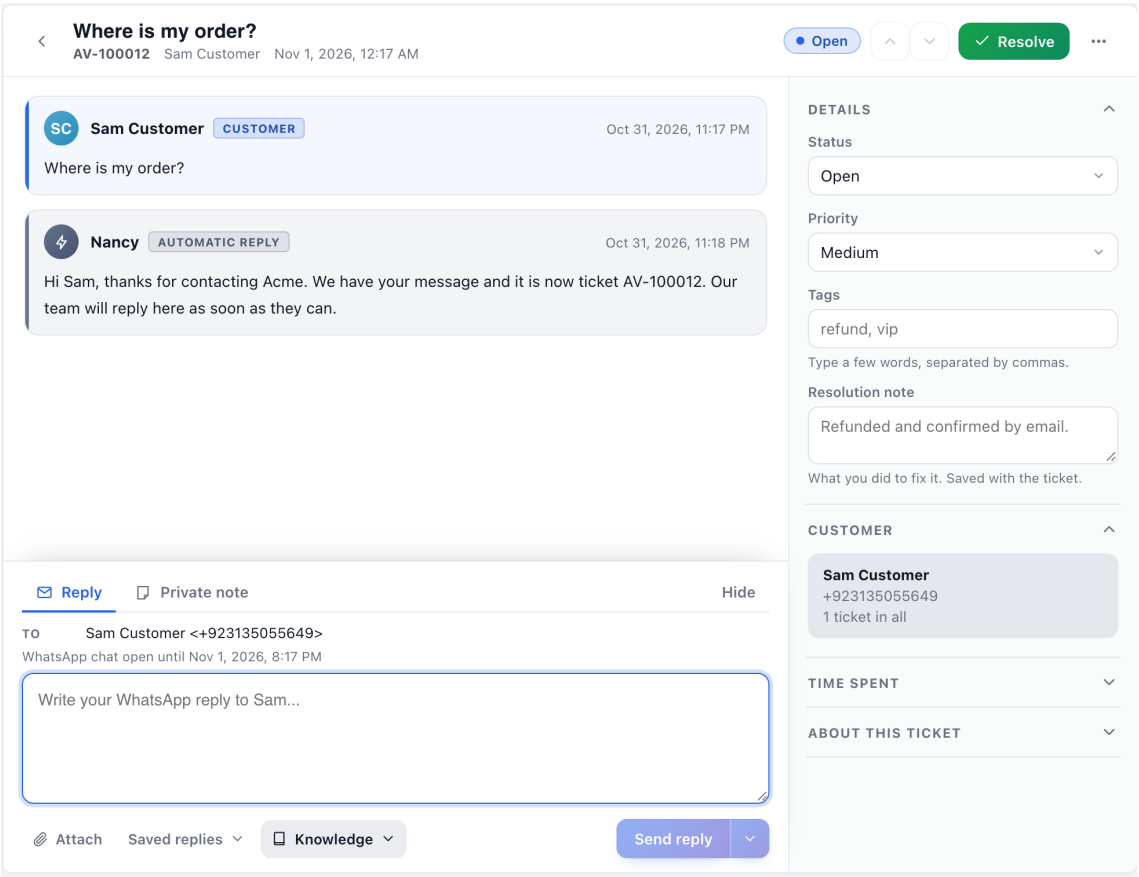
Everything in this section works the same way on Twilio and on Meta.

Can this number send?

The first step in the card shows whether your provider will let the number send. **Ready to send** means yes. Anything else lists the reason, for example an unpaid balance or an account that is not verified. Press **Check again** after you fix it.

Answering from Tickets

WhatsApp tickets carry a **WhatsApp** label in the ticket list. Open one and answer in the box at the bottom. WhatsApp replies are plain text, so there is no Cc, Bcc or formatting, and you can attach pictures and documents. Press **Resolve** to finish. Forward and Split are email-only and are hidden.



A WhatsApp ticket: the conversation, the reply box with the chat window shown, and the customer's phone number.

Customer commands

Customers can steer the conversation by typing a single word. Only the exact words work, so a sentence that merely contains one never does anything by accident.

The customer types	What happens
solved (or resolved, it's solved, issue solved, problem solved, mark as solved, close, close ticket)	Their open ticket is marked resolved and they get a confirmation.

The customer types	What happens
agent (or human, person, representative, talk to a person, speak to an agent, real person)	The assistant stops for that conversation. They are told a person will reply, and your team is notified.

Alerts on your own WhatsApp

Add up to **5 of your own numbers** and choose what each should hear about. It works for tickets from any channel, not just WhatsApp.

1 **Add your number**

Type it with the country code, for example +92 300 1234567, and press **Add**, then **Save settings**.

2 **Open the window**

From that phone, send any message to your business WhatsApp number. The number's status changes to **Ready**.

3 **Choose the events**

A new ticket is created and **A response or resolution target is missed** are on by default. **A customer replies on a ticket** is off by default.

4 **Keep it open**

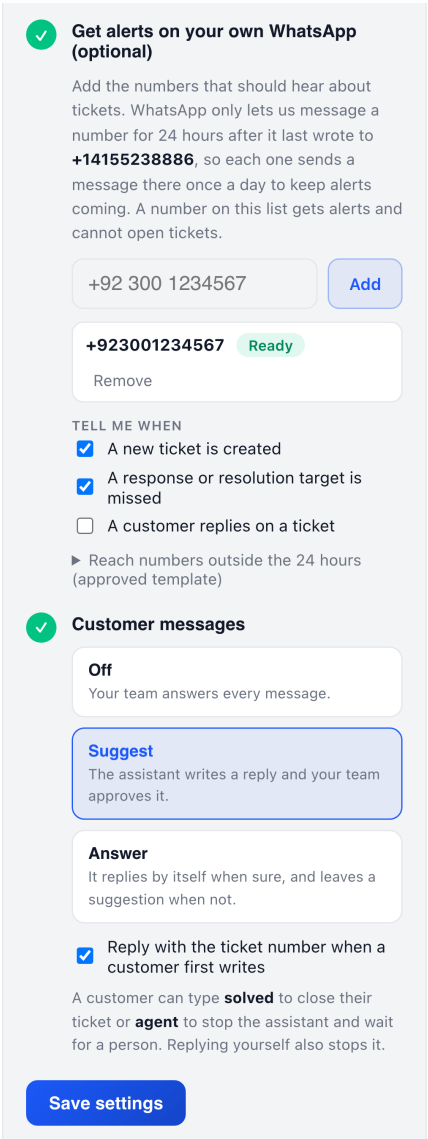
WhatsApp allows free alerts for 24 hours after your last message, so send a message once a day. Send **STOP** to pause alerts and any other message to resume.

Test tickets from a different phone

A number on your alert list is treated as you, not as a customer. Its messages never open tickets. To test the customer experience, message your business number from a phone that is not on the list.

Reaching you outside the 24 hours

If you would rather not send a daily message, create an approved template with two variables, the ticket number and the subject, and enter its name (Meta) or Content SID (Twilio) under **Reach numbers outside the 24 hours**. WhatsApp charges a small fee for each template message sent.



The alert numbers, events and assistant mode, all in the WhatsApp card.

Your assistant on WhatsApp

The assistant answers from your own knowledge base, the documents and website content you add under Build. Choose how much freedom it has:

Mode	What it does
Off	Your team answers every message. This is the default.
Suggest	The assistant writes a reply and holds it as a suggestion on the ticket. A person reviews, edits if needed and sends it.
Answer	It sends the reply itself when it is confident. When it is not sure, it leaves a suggestion for your team instead.

- Replies are kept to a few short sentences of plain text, written for a chat.
- The assistant never invents prices, dates or policies. When it does not know, it says a colleague will follow up.
- It stops as soon as a person replies on the ticket, or the customer types **agent**.
- Under the assistant setting you can also switch off the opening acknowledgement: **Reply with the ticket number when a customer first writes**.

7. Security and privacy

What Avarole stores and how it protects it.

- **Your token and secrets are encrypted** before they are stored, and are never shown again. Avarole cannot show them back to you.
- **Each account has its own webhook address** with a long random key. One customer's address cannot receive another's messages.
- **Every message is checked.** Twilio signs with your Auth token and Meta with your app secret. A message that fails the check is rejected and creates nothing.
- **Only your number counts.** A message addressed to any other number on your webhook is ignored.
- **Your costs stay with your provider.** Avarole never holds your WhatsApp balance.
- **Disconnecting stops everything.** Press **Disconnect** in the card. Existing tickets and conversations are kept.

8. Limits and good to know

Topic	What to know
One number per agent	Each agent connects to one WhatsApp number, and a number can belong to only one agent.
Changing provider	Choose the other provider in the card and connect. Your alert numbers, assistant mode and other settings are kept. The old provider's secrets are removed.
Files customers send	Saved on the ticket. Files over 10 MB are skipped, and the message is kept with a note such as [Image]. Voice notes are saved, not transcribed.

Topic	What to know
Files your team sends	Up to 10 files, 20 MB in all, per reply. WhatsApp itself accepts only some file types and sizes.
Message length	Meta allows 4,096 characters in one message, Twilio 1,600. Longer text is trimmed.
Customers list	A customer who only has a phone number gets a customer card with their ticket count, but does not appear in the Customers list.
Alert numbers	Up to 5, with the country code. They cannot open tickets.
Plan allowance	Customer messages count like emails towards your monthly allowance. When it is used up, new messages pause and the owner is notified in the app.

9. Questions people ask

Can I use the WhatsApp Business app on my phone as well?

With Twilio your number lives with Twilio. With Meta, a number normally cannot be in the regular WhatsApp app and the API at once. Meta offers a feature called coexistence for some numbers. Avarole does not set that up for you, so ask Meta about it first.

Does the customer know they are talking to an assistant?

Replies come from your business number. You decide the assistant's mode and can keep it Off or on Suggest so a person always sends.

Does Meta allow an AI assistant?

Meta's terms bar general-purpose AI assistants from its business platform. A customer-support assistant that answers from your own business knowledge, like this one, is a normal use. Keep it to your business.

Do I have to pay Avarole per WhatsApp message?

No. You pay your provider for messages. Customer messages count towards your plan's monthly allowance, the same as email.

What if a customer sends a picture or a voice note?

It is saved on the ticket and shown with the message. Voice notes are not turned into text, so listen to them from the ticket.

Can two of my agents share one number?

No. A WhatsApp number belongs to one agent. Connect each agent to its own number.

I disconnected by mistake. Do I lose my tickets?

No. Tickets and conversations stay. Connect again and new messages flow in again.

Glossary

Term	Meaning
Webhook	An address Avarole gives your provider. The provider sends every customer message there.
Account SID / Auth token	Twilio's username and password for your account. The token also signs the messages Twilio sends us.
Phone number ID	Meta's identifier for your WhatsApp number. It is not the phone number itself.
WhatsApp Business Account ID	Meta's identifier for your WhatsApp account. Avarole uses it to check whether you can send.
Access token	A long secret that lets Avarole send through Meta on your behalf. Use a permanent System user token.
App secret	A secret from your Meta app. Meta uses it to sign messages so Avarole can prove they are real.
Verify token	A word Avarole generates. You paste it into Meta once so Meta can confirm the webhook address is yours.
Sandbox	Twilio's shared test number. For trying things, never for customers.
24-hour window	The 24 hours after a customer writes, during which you may send ordinary messages.
Template	A message WhatsApp has approved in advance. The only kind allowed outside the 24-hour window.
Content SID	Twilio's identifier for a template. It starts with HX.

Need more help?

Open **Build** > **your agent** > **WhatsApp** and press **Check again**. The text under **Can this number send?** names the most common causes. For anything else, contact Avarole support and include the error you see.