

KiyoWap

Helps businesses send and manage WhatsApp messages easily. It lets you send bulk messages, set auto-replies, chat with customers, and keep track of messages—all in one place. It's useful for marketing, customer support, and sales.

- [Campaigns](#)
- [Contacts](#)
- [Templates](#)
- [Bot Replies](#)
- [WhatsApp Chat](#)
- [Team Members](#)
- [Dashboard](#)

Campaigns

To send personalized WhatsApp messages to selected contact groups using pre-approved templates and scheduled timing.

Access Campaigns from the side menu and click on **Create Campaign**.

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?Step 1: Choose Template & Personalize Message

Template

- Choose the Template or you can click **Change** to select a pre-approved WhatsApp template.
- Displays template name, language, and category.

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Header

- Select a document (e.g., invoice or receipt) to attach.
- Fill in the value for `{{Header Document Name}}` if required.

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Body

- Fill out dynamic variables like `{{1}}`, `{{2}}`, etc.
- Use the dropdowns or manually type values to personalize.

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Message Preview

- Shows a live preview of the message based on variable inputs.

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? Step 2: Contacts and Schedule

Campaign Title

- Enter a name for internal tracking (e.g., “Order Receipt – June”).

Target Contacts

- Select a contact group from saved lists.
- Optional: Toggle to restrict by **Language Code** (sends only to users matching the template’s language).

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Schedule

- Choose **Now** to send immediately or toggle for future scheduling.
- Scheduling disables immediate send and opens date/time selectors.

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Send using Phone Number

- Pick the sending WhatsApp number (useful for multi-number setups).

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? Final Step

Click **Schedule Campaign** to confirm and send/schedule your campaign.

On the **Create Campaign** page in Kiyowap:

- **Manage Campaigns:** Redirects you to view, edit, or monitor all your previously created WhatsApp campaigns.
- **Sync WhatsApp Templates:** Updates your template list by syncing with approved templates from WhatsApp Business Manager, ensuring the latest versions are available for use.'

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Campaigns List View

In List view page, there are two main tabs: **Active** and **Archive**. The **Active** tab displays currently running or completed campaigns, while the **Archive** tab holds older campaigns that have been manually archived for record-keeping.

Each campaign is listed in a table format showing key details including the **campaign title**, **associated message template**, **number of contacts targeted**, **creation time**, and **scheduled send time**. The **status** column indicates whether the campaign has been executed or is pending.

Two main actions are available for each campaign:

- **Campaign Dashboard**: Opens a detailed view with performance metrics and analytics.
- **Archive**: Moves the campaign to the archive tab for future reference without cluttering the active list.

Additional features include a **search box** to quickly locate campaigns by title or keyword, and an **entries dropdown** to control how many campaigns are shown per page. A **“Create New Campaign”** button is also provided in the top-right corner, allowing users to easily initiate new WhatsApp marketing campaigns.

This dashboard ensures efficient tracking, management, and analysis of WhatsApp outreach efforts from a single interface.

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Contacts

A module to manage individual users, organize them into groups, and define custom fields—enabling targeted and personalized WhatsApp campaign messaging.

You can access the Contacts from Side menu.

List

The Contacts module in KiyowAP offers a complete toolkit for managing customer data efficiently. Below are the key features:

1. Create Contact

Manually add individual contacts by entering the **name, phone number, and optional tags or group assignments**. This is ideal for adding specific customers or leads without using bulk upload tools.

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2. Import & Export

- **Import Contacts:** Upload multiple contacts at once via an Excel or CSV file. The system supports mapping of columns to ensure correct data entry (name, phone number, group, etc.).

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- **Export Contacts:** Download your entire contact list or filtered segments into Excel or CSV format for offline use, backup, or integration with other tools.

You can export blank template for import purpose or excel with data template

[image.png](#)

3. Search & Filter

Quickly locate specific contacts using powerful search functionality. You can:

- Search by **name, phone number, or tag**

- Filter by **group, status, or creation date**
This helps in managing large contact lists without hassle.

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4. Bulk Actions

Perform actions on multiple contacts at once:

- **Delete Selected Contacts:** Remove selected contacts in one go to keep your database clean.
- **Assign Group to Selected Contacts:** Tag or categorize selected contacts by assigning them to custom groups (e.g., "VIP Customers", "New Leads").

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These features make the Contacts module in KiyowAP highly flexible and efficient, ensuring that businesses can **easily manage and segment their customer data for precise and personalized WhatsApp campaigns.**

Action Panel

The **Action** section in the Contacts list view provides quick access to essential tools for managing each individual contact efficiently. Users can take the following actions directly from the list:

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Available Actions:

-  **Details:** View full contact information and assigned groups in a detailed popup.
-  **Edit:** Update the contact's information such as name, number, email, or group assignment.
-  **Send Template Message:** Instantly send a pre-approved WhatsApp template message to the contact.
-  **Chat:** Open the live chat interface to start a manual conversation with the contact.
-  **Delete:** Permanently remove the contact from your database after confirmation.

These one-click actions help users **engage, manage, and update contacts quickly** without needing to navigate away from the main list.

Groups

The **Contact Groups** module in KiyowAP allows users to organize contacts into custom groups for easier segmentation, targeted campaigns, and streamlined contact management. Below are the key features available in this section:

1. Active & Archived Tabs

- **Active Tab:** Displays all currently usable contact groups that can be assigned to new or existing contacts.
- **Archived Tab:** Stores groups that are no longer actively used. Archiving helps declutter the active list without permanent deletion, and archived groups can be restored when needed.

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2. Add Group

Users can create new contact groups by providing a **group name**. These groups can later be assigned to one or more contacts to enable **tag-based filtering and targeted messaging**.

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3. Bulk Actions

- **Delete Selected:** Permanently removes selected groups from the system. This action is irreversible.
- **Archive Selected:** Moves selected groups to the archived tab, helping maintain a clean and relevant group list without losing historical data.

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4. Search

A search bar allows users to **quickly locate groups** by name, making it easier to manage large numbers of contact groups.

These features help users **organize, filter, and maintain contact groups efficiently**, making it easier to run focused WhatsApp campaigns and maintain contact hygiene.

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Actions

Each contact group in the list view comes with a set of **action buttons** to help manage and modify group-related data efficiently:

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1. ? Group Contacts

View and manage all contacts assigned to the selected group. This lets you see who is included, add or remove contacts, and perform contact-level actions directly from within the group.

2. ?? Edit

Modify the group's name or details. Useful for correcting typos or updating naming conventions.

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3. ?? Delete

Permanently remove the group from the system. Once deleted, it cannot be recovered, and contacts will be unassigned from that group.

4. ?? Archive

Move the group to the **Archived** tab. This removes the group from active use while keeping its data intact for future reference or reactivation.

Custom Fields

KiyoWAP provides the flexibility to add **Custom Fields** to contact records, allowing businesses to capture and manage additional information beyond default fields.

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Templates

Templates in Kiyowap are pre-approved WhatsApp message formats used for sending consistent and compliant communication to customers. They support text, media, headers, footers, and interactive buttons, and are required for messaging users.

Create New Templates

The **Templates** section in KiyowAP allows users to manage WhatsApp Business-approved message templates for bulk campaigns and automated responses.

This page allows users to design and configure new WhatsApp message templates for use in marketing or communication workflows. Users can:

- **Enter Template Name** and **Language Code**
- Select a **Category** (e.g., Marketing)
- Add an optional **Header** (text, image, video, or document)
- Write the **Body Text** (main message content with optional variables)
- Add an optional **Footer**
- Include **Interactive Buttons** (Quick Reply, Phone Number, Copy Code, URL, etc.)
- **Preview** the template live on the right panel
- Finalize the setup by clicking the **Submit** button

It also includes a link to manage templates on Meta and guidance for formatting and template compliance.

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List view Page

Pre-designed WhatsApp messages that require Meta approval before use. Once approved, their status is shown as **Approved**, allowing you to send them to customers.

In List view page, there are some links below:

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Sync WhatsApp Templates

This feature allows you to fetch and update the latest approved WhatsApp templates from Meta into Kiyowap, ensuring your template list is always up-to-date.

Manage Templates on Meta

Redirects you to the Meta Business Manager where you can create, edit, and submit WhatsApp message templates for approval before using them in Kiyowap.

Actions

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You can **create a campaign** using a selected template, **preview** the content before sending, **edit** the template if changes are needed, or **delete** it if no longer required.

Bot Replies

Bot Flows in Kiyowap are automated conversation paths designed to interact with users based on their responses. They help streamline customer support, lead generation, and engagement by guiding users through predefined steps using WhatsApp.

There are two types of **Bot Flows**:

1. List

These present users with a list of selectable options, making navigation and response easier.

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Simple Bot Reply

This interface allows you to create a custom automated reply for a bot. Here's a breakdown of the fields and features:

- **Name:** Enter a unique name for the bot reply to identify it easily.
- **Reply Message:** Compose the message that will be sent in response. You can use dynamic variables like `{first_name}`, `{email}`, `{country}` to personalize replies based on the contact's information.
- **Trigger Type:** Choose how this reply should be triggered (e.g., keyword-based, event-based).
- **Reply Trigger Subject:** Define one or more keywords (comma-separated) that will activate this reply when received from a user.
- **Status Toggle:** Turn the bot reply ON or OFF.
- **Validate Bot Reply by Sending Test Message:** Option to test your bot reply by sending a trial message before saving.
- **Submit/Close Buttons:** Submit to save the bot reply or close to cancel without saving.

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Media Bot Reply

Allows you to create a bot reply that includes media content (image, video, document, or text with media). Here's an overview of the key fields:

- **Name:** Assign a name to identify this bot reply.
- **Reply Message Section:**

- **Header Type:** Choose the type of media header to include (e.g., Image, Video, Document, or None).
- This allows the reply to be more engaging by adding rich media.
- **Trigger Type:** Define how the bot should be activated (e.g., based on specific events or user input).
- **Reply Trigger Subject:** Enter one or more keywords (comma-separated) that will trigger the bot reply.
- **Status Toggle:** Enable or disable this bot reply.
- **Validate Bot Reply by Sending Test Message:** Option to test the reply before publishing it.

This setup is ideal for sending visually rich, automated responses in WhatsApp campaigns or support flows.

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Advance Interactive Bot Reply

This interface is used to create rich, interactive bot replies with buttons and optional media, enhancing user engagement on WhatsApp. Here's a breakdown of the fields and options:

- **Name:** A unique identifier for the bot reply.
- **Reply Message:**
 - **Reply Text:** Compose the main message body. You can include dynamic variables such as `{first_name}`, `{email}`, `{country}` to personalize replies.
 - **Header Type (optional):** Choose a media type (Image, Video, Document, etc.) to add above the message for better visual impact.
- **Interactive Elements:**
 - **Reply Buttons:** Add up to 3 quick replies to buttons for user responses.
 - **CTA URL Button:** Provide a button with a clickable link.
 - **List Message:** Offer a menu-style list for users to select from.
 - **Button Labels:** Specify text for each button (up to 3).
 - **Footer Text (optional):** Add a short footer note to appear below the message.
- **Trigger Type:** Define how this bot reply will be activated (e.g., based on keywords or actions).
- **Reply Trigger Subject:** Enter one or more keywords that trigger this reply (comma-separated).
- **Status Toggle:** Enable or disable this bot reply.
- **Validate Bot Reply by Sending Test Message:** Optional feature to test the reply before saving.

This setup is ideal for creating highly interactive and guided conversations with users using structured buttons and media.

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Search

The **search functionality** in the Bot Flows section allows users to quickly find specific bot flows by typing relevant keywords such as the bot name, trigger word, or type (Simple, Media, or Advanced Interactive). This helps in efficiently managing and locating flows, especially when dealing with a large number of bot replies. It enhances usability by reducing time spent scrolling and improves workflow organization.

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Actions

- **Edit:** Allows you to modify an existing bot flow's content, trigger, message type, or settings. Useful for updating or improving the flow without creating a new one.
- **Delete:** Permanently removes the selected bot flow from the system. This action is typically used for outdated or unnecessary flows.
- **Duplicate:** Creates a copy of an existing bot flow, which you can then edit and reuse. This is helpful for creating similar flows without starting from scratch.

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2. Flows

These are custom, step-by-step automated conversations designed to guide users through specific actions or queries. You can create bot flow.

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- **Title:** Enter a clear, descriptive name for the bot flow. This helps in identifying and managing multiple flows.
- **Start Trigger Subject:** Specify the keyword or phrase that will initiate the bot flow when received from a user. This acts as the entry point for the automated conversation.

Once submitted, you can continue building the flow by adding reply steps, buttons, conditions, and media to guide users through an interactive experience.

You can build the flow using Simple Bot or Media Bot or Advance Interactive Bot Reply.

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Connect the flow as shown below

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WhatsApp Chat

The WhatsApp Chat module in Kiyowap is a unified inbox to manage and track customer conversations efficiently. You can access the WhatsApp chat from side menu. It includes:

- **Tabs (All, Mine, Unassigned, Others):**
 - **All** – View all active chats.
 - **Mine** – Shows chats assigned to the logged-in user.
 - **Unassigned** – Displays chats not yet assigned to any team member.
 - **Others** – View chats assigned to other team members.
- **Conversation Panel:** Real-time chat view with contact avatars, message time, and search/filter by label.
- **Message Window:** Shows full message history; reply allowed only if the customer messages back first (as per WhatsApp session rules).
- **Contact Info Sidebar:** View/edit contact details like name, phone, email, and language.
- **Assign Team Member:** Assign or reassign chats to users for follow-up.
- **Labels/Tags:** Add tags to organize and track conversations.
- **Message Composer:** Send messages and access rich features like attachments and quick replies.

This module streamlines customer communication and improves collaboration among support or sales teams.

QR Code

The QR Code feature in Kiyowap allows businesses to generate WhatsApp QR codes that customers can scan to instantly start a chat. It helps streamline customer engagement, support, and lead generation without the need to manually share contact numbers.

Key Uses:

- Easy customer onboarding through scan-to-chat
- Place on websites, posters, packaging, or digital ads
- Connect directly with assigned agents or campaigns

Message Log

The Message Log provides a detailed history of all WhatsApp messages sent and received through the platform. It helps in tracking communication, verifying delivery status, and auditing conversations.

Key Details Include:

- Timestamp of each message
- Sender and recipient info
- Message content (text/media)
- Delivery, read, and failed statuses
- Filters for date range, status, and contacts

This log ensures full transparency and control over your WhatsApp communication.

Team Members

The Team Members section allows you to add, manage, and assign users who handle customer chats and campaigns within the platform. You can access from side menu.

Key Features:

- Add agents with specific roles and permissions
- Assign chats or contacts to team members
- Track agent activity and performance
- Enable collaborative support with multi-agent inbox

This helps streamline communication and ensures efficient workload distribution across your team.

Dashboard

The Kiyowap Dashboard provides a snapshot of your WhatsApp communication performance and platform activity through key metrics:

- **Total Contacts (730):** Shows the total number of WhatsApp contacts saved in the system.
→ *Manage Contacts* lets you view, edit, or group them.
- **Total Groups (10):** Indicates the number of contact groups created for targeted communication.
→ *Manage Groups* allows group editing and segmentation.
- **Total Campaigns (9):** Displays the number of bulk message campaigns executed or in progress.
→ *Manage Campaigns* helps launch and monitor campaigns.
- **Total Templates (11):** Reflects the number of pre-approved message templates available for use.
→ *Manage Templates* opens the template library.
- **Total Bot Replies (2):** Number of automated bot replies configured to respond to customer messages.
→ *Manage Bot Replies* for customizing chatbot responses.
- **Active Team Members (3):** Count of currently active users handling chats and operations.
→ *Manage Team Member* to assign roles or update team settings.
- **Messages in Queue (0):** Indicates pending messages awaiting delivery—ideally should be zero.
- **Messages Processed (2356):** Total number of WhatsApp messages successfully sent or received through the platform.

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