



# How to Create a WhatsApp channel?

## WhatsApp Channel

WhatsApp channels offer a powerful platform to engage with customers. With features like interactive messages, media sharing, and automation, you can deliver exceptional customer experiences and boost sales.

**Note:** You can create a WhatsApp channel only after a successful WhatsApp integration.

[Refer to this page](#) to know how to integrate WhatsApp with Zoho Voice.

## Steps to create a WhatsApp channel

1. In **Zoho Voice** console, navigate to the **Integration** pane, and click on the **Instant Messaging** tab.
2. Click the **Add Channel** button to create a new channel.
3. Provide a **channel name**, associate a **number**, a **new welcome message**, and **assign agents** to the channel.

**Note:** You can select only one **WhatsApp Business Account** profile, and you can select up to a **maximum of 25 numbers**. Each channel is associated with one WhatsApp business phone number.

4. Click **Save** to create the channel.

**Note:** Super Admins and Admins are associated to all the channels by default.