

Channels · Whatsapp Cloud

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WhatsApp Cloud API

Fully supported inbound WhatsApp messaging, lead/conversation creation, and Inbox replies.

Prerequisites

- Meta Developer app with WhatsApp product
- Phone Number ID + Cloud API access token
- META_APP_SECRET in CRM .env
- Public HTTPS webhook URL (ngrok for local)
- Queue worker on channels

Meta links:

- <https://developers.facebook.com/apps>
- App → **WhatsApp** → **Try it out / API Setup** (token + Phone Number ID)
- App → **WhatsApp** → **Production setup / Configuration** (webhooks)
- App Secret: **App settings** → **Basic**

Connect in CRM

1. META_APP_SECRET=... then `php artisan config:clear`
2. **Channels** → **Connect channel** → **WhatsApp Cloud API**
3. Fields:
 - Display name
 - **Phone Number ID** (stored as `external_page_id`)
 - Optional **WABA ID** (`external_account_id`)
 - **Access token**
4. Copy **Webhook URL** + **Verify token** from the connection page

Meta webhook

1. Callback URL = `https://YOUR_HOST/webhooks/channels/{uuid}`
2. Verify token = CRM value
3. **Verify and save**
4. Subscribe to **messages**

CRM answers Meta GET verification (`hub.challenge`) for WhatsApp connections.

Inbound behavior

- Validates `X-Hub-Signature-256`
- Parses WhatsApp messages webhooks

- Creates/updates lead (source whatsapp) + conversation + inbound message
- Status-only webhooks (delivered/read) are acknowledged and ignored
- Idempotency: whatsapp_message_{wamid}

Inbox reply

1. Open **CRM → Inbox**
2. Open the thread
3. Send reply (permission reply.inbox)
4. CRM calls Graph post /{phone-number-id}/messages and stores an outbound message

Assign requires assign.inbox (admin by default).

Test connection

Graph lookup on Phone Number ID (display_phone_number, verified_name).

Local checklist

```
php artisan serve
php artisan queue:work --queue=channels,default
ngrok http 8000
```

Update Meta callback when the ngrok host changes.

Troubleshooting

Issue	Fix
Verify fails	Wrong verify token; CRM/ngrok down; using http://127.0.0.1 in Meta
Test connection fails	Bad token / Phone Number ID / Graph version
Message received in Meta logs but not CRM	Worker not running; signature secret mismatch
Reply errors	Closed conversation; missing token; outside WhatsApp messaging window (Meta policy)

Related

- [Channels overview](#)
- [End-user manual — Inbox](#)
- [Queues](#)