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## Important Notice

Chatterpillar operates on Meta's official WhatsApp Business API.

- Template approvals
- Message delivery
- Account quality
- Restrictions and bans

are **controlled by Meta systems**.

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## Therefore

Chatterpillar:

- Does not guarantee template approval
- Does not guarantee delivery rates
- Is not responsible for account bans due to policy violations

# SECTION 8: TROUBLESHOOTING

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## 1. Why Messages Fail to Deliver

Sometimes messages may fail to deliver to users.

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## Common Reasons

- Invalid phone number
  - Number not on WhatsApp
  - User has blocked your business
  - Meta choose not to deliver due to each number has Limit of receiving marketing message once it exceed message will fail
  - WhatsApp restrictions
  - Poor quality rating
- 

## How to Fix

- ✓ Check number format (with country code)
  - ✓ Remove invalid numbers from database
  - ✓ Ensure users have opted-in
  - ✓ Improve message quality
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## Tip

If failure rate is high → your **database quality needs attention**.

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## 2. Template Rejected – What to Do

Template rejection is common and fixable.

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### Step 1

Check rejection reason in dashboard

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### Step 2

Update template:

- Simplify language
- Remove aggressive marketing words

- Add clear context
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### Step 3

Resubmit template

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### Common Fix

- ✗ “BUY NOW!!! LIMITED OFFER!!!”
  - ✓ “Hi {{1}}, we have a special offer for you. Let us know if you’d like details.”
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### Tip

Keep templates **natural and conversational**.

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## 3. Campaign Stuck in Pending

If your campaign is not sending:

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### Possible Reasons

- Template not approved
  - System processing delay
  - Large volume campaign
  - Temporary API delay
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### What You Can Do

- ✓ Check template status
  - ✓ Wait for a few minutes
  - ✓ Retry if required
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## When to Contact Support

If issue persists beyond **15–20 minutes**

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## 4. Number Banned by WhatsApp

This is a serious issue.

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### Common Reasons

- No user consent
  - High spam complaints
  - Irrelevant messaging
  - Excessive campaigns
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### What to Do

1. Stop all campaigns
  2. Review your database
  3. Check message quality
  4. Contact Meta (if needed)
- 

### Important

Chatterpillar cannot directly unban numbers — this is controlled by Meta.

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## 5. Business Verification Failed

If your business verification fails:

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### Common Reasons

- Incorrect business details
  - Document mismatch
  - Poor quality documents
- 

### **Fix**

- ✓ Upload clear documents
  - ✓ Match exact business name
  - ✓ Reapply verification
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### **Timeline**

2–14 working days

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## **6. Display Name Rejected**

If your display name is rejected:

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### **Common Reasons**

- Name does not match business
  - Use of generic or promotional words
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### **Fix**

- ✓ Use official business name
  - ✓ Avoid extra words like “Best”, “Offer”, etc.
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### **Example**

- ✗ Best Deals Store
- ✓ ABC Retail Pvt Ltd

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## 7. Low Delivery Rate

If many messages are not delivered:

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### Possible Reasons

- Poor database quality
  - Invalid numbers
  - Messaging inactive users
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### Fix

- ✓ Clean your database
  - ✓ Remove inactive users
  - ✓ Use recent and verified contacts
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### Benchmark

👉 Delivery rate should ideally be **80%+**

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## 8. Low Read Rate

If users are not opening messages:

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### Possible Reasons

- Weak message content
  - Irrelevant messaging
  - Poor timing
-

## Fix

- ✓ Improve message quality
  - ✓ Personalize content
  - ✓ Send at better timing
- 

## Tip

Short, clear messages perform better.

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## 9. High Failure Rate

If too many messages fail:

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### Causes

- Incorrect number format
  - Non-WhatsApp users
  - Blocked users
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## Fix

- ✓ Validate numbers before upload
  - ✓ Remove failed numbers
  - ✓ Avoid repeated retries
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## Important

High failure rates can affect **account quality rating**.

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## 10. Unable to Upload Contacts

If your contact file is not uploading:

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### Common Issues

- Incorrect file format
  - Missing columns
  - Invalid phone format
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### Fix

- ✓ Use CSV format
  - ✓ Ensure phone numbers are correct
  - ✓ Remove special characters
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### Example

- ✓ 919812345678
  - ✗ +91 98123 45678
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## 11. Messages Delivered but No Response

Sometimes messages are delivered but users don't respond.

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### Possible Reasons

- Message not engaging
  - No clear CTA
  - Irrelevant audience
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### Fix

- ✓ Add clear CTA (Reply YES, Click link, etc.)
  - ✓ Improve messaging
  - ✓ Segment your audience
- 
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## 12. When to Contact Chatterpillar Support

You should contact support if:

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### Contact Support When:

- Campaign not sending after long delay
- Platform errors
- API issues
- Login/access issues

## SECTION 9: INTEGRATIONS

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### 1. What are Integrations in Chatterpillar?

Integrations allow Chatterpillar to connect with your existing systems like:

- CRM
- Website
- Apps
- Internal tools

This helps you **automate communication and workflows.**

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### Example