CHAPTER

12

WhatsApp alerts for your learners

With the WhatsApp alerts add-on, your learners get a short, fixed set of WhatsApp messages in your site's name: a receipt when they pay, a note if a payment fails, a reminder before their membership ends, and a nudge an hour before a live class. This chapter explains exactly which messages go and when, how learners switch them on, how the monthly bundle and the meter work, what happens if you go past the bundle, and the one switch you control. By the end you will have the add-on on and your learners asked to verify their numbers.

WHERE
Manage → Your RacingOwl plan → Add-ons

TIME NEEDED
Two minutes to switch on; learners take a minute each to verify their number

BEFORE YOU START
Nothing technical. You do not need a WhatsApp Business account, a separate phone number or any paperwork.

PLAN
An add-on with a bundle of messages on every plan; the top plan includes it. The plan cards show the bundle and price for yours.

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What the add-on does

Learners miss emails. A WhatsApp message about money or a class they are about to miss gets read. This add-on sends your learners a short set of messages from **RacingOwl's verified WhatsApp business number**, in your site's name. Getting a verified WhatsApp business line of your own normally takes days of paperwork and a dedicated phone number; here it is one switch.

These are the only messages it sends:

Message	When it goes	Also by email?
A receipt	When a learner pays you for a course or a membership month. A ₹0 order, such as a course a discount made free, is not a payment and sends no WhatsApp receipt.	Yes
A payment failed	When a payment does not go through, saying that nothing was taken	Yes
Membership ends in three days	Once, three days before a member's paid month ends. Not sent to a member who has turned on auto-renew; their reminder email says what will be charged instead.	Yes
"Starts in about an hour"	About an hour before a live class, once per class, to each learner invited to it who is still enrolled. You can switch this one off.	No. The invitation email already put the class in their calendar.

Nothing else. No marketing, no announcements, no chat. You cannot write your own WhatsApp messages to learners through RacingOwl. For announcements use **Email learners** (see Managing your learners); for one-to-one conversation use Chats (see Chats with learners).

The first three messages are always sent by email as well, so a learner without WhatsApp misses nothing. The class reminder is WhatsApp only.

> **IMPORTANT.**
> Nobody answers replies to these messages. A learner who replies on WhatsApp reaches nothing. Tell your learners to use **Chats** on your site, or email, if they need you.

> **WHAT YOUR LEARNER SEES.**
> A message in WhatsApp from RacingOwl's business account, naming your site: for example a receipt for the course they just bought, or a note that your live class starts in about an hour. Each message is short and says what it is about.

Switching the add-on on

You can tick WhatsApp alerts when you first choose your plan, on the same screen, so it rides your first payment (see Choosing your RacingOwl plan). You can also switch it on at any time afterwards.

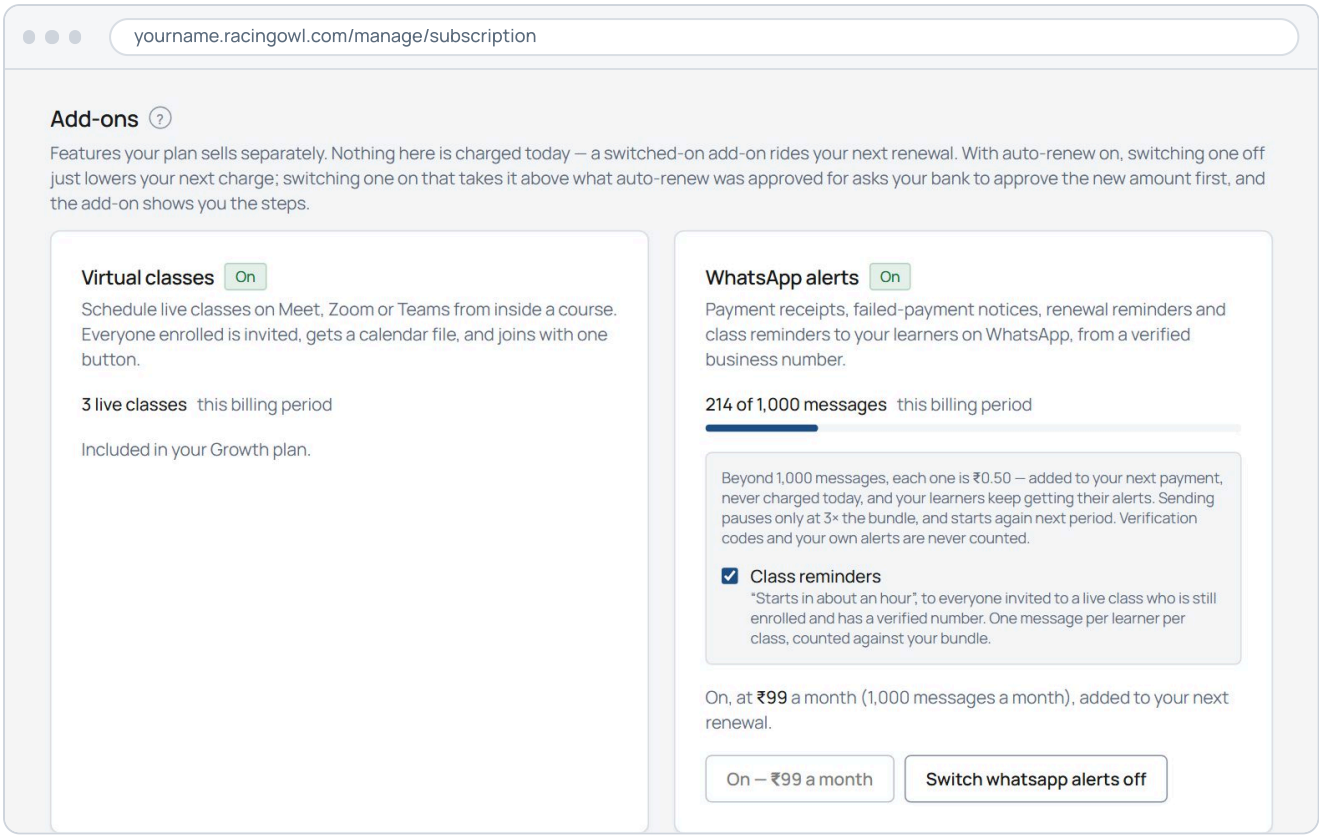
1. **Open your plan page.** Go to Manage → Your RacingOwl plan and scroll to the **Add-ons** section.

2. **Find the WhatsApp alerts card.** Its badge says **On** or **Off**, and a line says where you stand (see the table below).
3. **Switch it on.** Press the **Switch on** button, which shows the monthly price and the bundle for your plan. It starts working straight away. Nothing is charged today: the price is added to your next renewal.

If your plan renews by **auto-renew** and the add-on would take your monthly charge above what you approved, the card first shows the steps, then asks your bank to approve the new amount in one window. Your current auto-renew carries on until the bank says yes, and nothing is charged today. See Choosing your RacingOwl plan. The Add-ons section says this under its heading, and the **?** beside it explains it again.

The card says	What it means
"Included in your … plan" and the bundle a month	Your plan includes it. There is nothing to switch on.
"Included during your free trial, until …"	You have it free during the trial. Switch it on now to keep it after the trial; nothing is charged until the trial ends.
"On, at … a month (…), added to your next renewal."	You have switched it on and it is being paid for.
"Switched off — still yours until …, and not on your next renewal."	You switched it off. It keeps working until the end of the period you have paid for. A **Keep it** button undoes the switch-off.
"Arranged for your site by RacingOwl"	RacingOwl has given your site this add-on as a promotion, free or at a special price, possibly until a date shown. It is not a control you can change.

To switch it off, press the **Switch … off** button on the card. It keeps working until the end of the period you have paid for, and is left off your next renewal. With auto-renew on, switching off simply lowers your next charge.



The WhatsApp alerts card under Manage → Your RacingOwl plan → Add-ons: the meter, the small print about the bundle, and the class-reminder switch.

How learners verify their number

A learner only receives alerts once they have **verified a WhatsApp number**. You cannot add numbers for them, and you should not want to: verifying is how the learner says yes to WhatsApp messages. It is also what keeps RacingOwl's business number in good standing with WhatsApp, which protects everyone's messages.

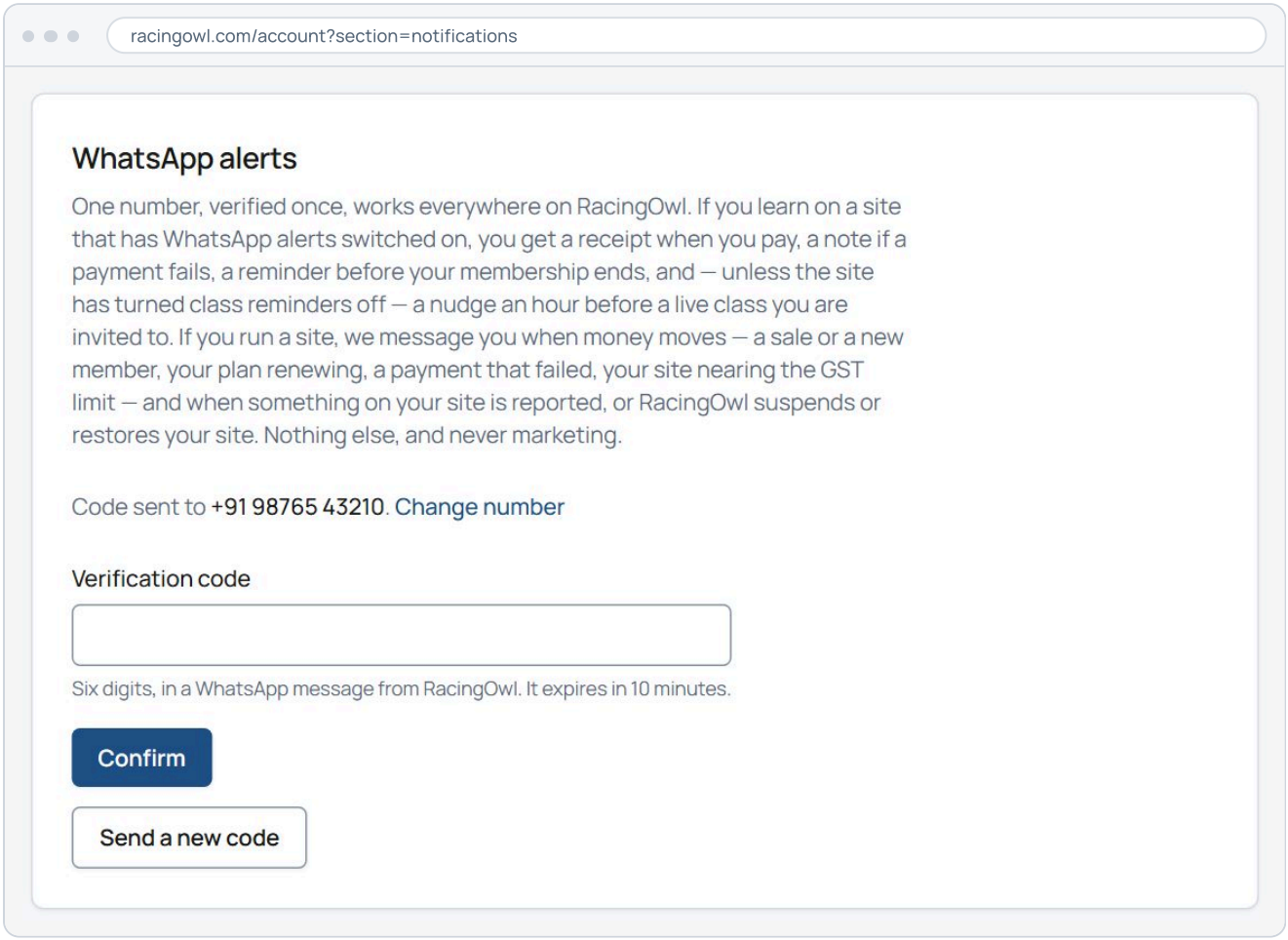
The number belongs to the learner, not to your site. They verify it once, on racingowl.com, and it then works on every site they learn with.

The steps your learner takes

1. **Open their notifications settings.** On racingowl.com, **Your profile → Notifications**, the **WhatsApp alerts** card. On your site, the **My learning** page shows a card that links straight there (see below).
2. **Enter the number.** In **WhatsApp number**, the number they use for WhatsApp. A plain 10-digit Indian mobile works; for other countries they include the country code. Spaces, dashes and brackets are fine.
3. **Ask for the code.** **Send verification code**. A WhatsApp message from RacingOwl arrives with six digits.
4. **Type the code back.** In **Verification code**, then **Confirm**. The code lasts 10 minutes. If it has run out, **Send a new code** sends another (not more than once a minute). After five wrong guesses they need a new code.

Once confirmed, the card shows the number marked **Verified**. The learner can press **Pause messages** to stop WhatsApp messages for a while without losing the number (the card then says **Paused**, and **Resume messages** starts them again), or **Remove number** to take it off altogether. While paused or removed, the emails still go.

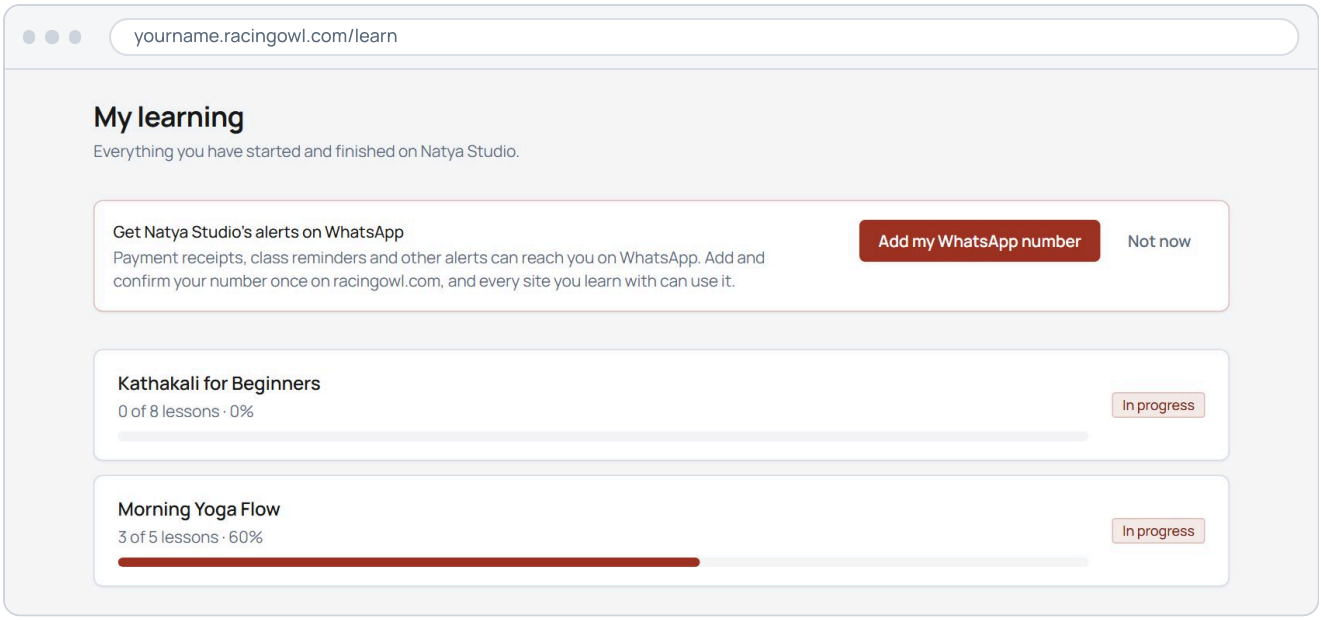
To move to a new number, a learner presses **Remove number** and then verifies the new one in the same way. Until the new number is confirmed, they receive no WhatsApp messages.



What your learner fills in on racingowl.com: the WhatsApp alerts card under Your profile → Notifications, with the code sent and the Verification code box showing.

The reminder on My learning

When your site has WhatsApp alerts on, any learner who has not verified a number sees a card at the top of your site's **My learning** page: "Get … alerts on WhatsApp", explaining that payment receipts, class reminders and other alerts can reach them on WhatsApp once they add and confirm their number on racingowl.com. The **Add my WhatsApp number** button takes them straight to the right place. **Not now** hides the card on that device.



The card on your site's My learning page that asks a learner without a verified number to add one.

Getting your learners to verify

The add-on only reaches learners who have verified. The best moment to ask is right after you switch it on, and again at your first live class.

- Send one email from **Manage → Email learners**, for example: `From this week you can get class reminders and payment receipts on WhatsApp. Go to racingowl.com, open Your profile, then Notifications, and add your WhatsApp number. It takes a minute.`
- Mention it in your invitation's personal line when you bring a class across.
- Say it out loud at the start of a live class, and give people a minute to do it.

There is no list showing which of your learners have verified. A learner without a verified number simply gets the email, silently.

The bundle and the meter

The add-on comes with a **bundle of messages per billing period**, sized by plan. The plan cards and racingowl.com/pricing show the bundle for each plan. The billing period is your RacingOwl plan's period, running from your plan's renewal date, not the calendar month.

The WhatsApp alerts card shows a running meter: how many messages have gone "of" your bundle "this billing period", with a bar underneath. At 80% of the bundle a `Nearly there` badge appears and you are emailed once. At 100% the badge says `Full` and you are emailed once more. If your plan has no bundle limit, the card says "No limit on messages this period."

What counts

- Each message to a learner counts once: every receipt, failed-payment note, membership reminder and class reminder that is sent or waiting to be sent in the period.
- A message that could not be sent at all does not count.

- **Verification codes are never counted.**
- **Your own alerts are never counted.** The WhatsApp messages RacingOwl sends you about sales, your plan and reports on your site are free, on every plan, and separate from this add-on (see Notifications and keeping your site safe).

> **TIP.**
> Class reminders are usually most of the count: one message per learner per class. A weekly class for 40 learners is 40 messages a week. Check that against your bundle before a big batch starts, and look at the meter after the first fortnight.

Going past the bundle

Going past the bundle **never cuts your learners off**. Their alerts keep going. Each message beyond the bundle is charged at a small per-message rate, shown on the card on your plan page.

- **How it is billed.** Once a billing period has ended and the count is final, what you went over is worked out and shown on your plan page as owed. It is never taken at the moment a message goes, and no separate payment request is ever sent for it.
- **When you pay it.** It is added to your next payment: the next automatic renewal, as long as the total stays within the amount you approved when you set auto-renew up, or a move to another plan. If it would go over that amount, the automatic renewal takes your plan and add-ons alone, and the extra stays shown as owed until a later payment can carry it. It appears as its own line on the payment that collects it and on its GST invoice.
- **The write-off.** If everything you owe for extra messages stays under ₹50 for three months, it is written off. You never get a bill for a few rupees.

The card shows what is owed: "WhatsApp messages over your bundle: … owed, GST included — added to your next payment", and one line per period, for example the dates, how many messages, how many were over the bundle, and the amount before GST.

The pause at three times the bundle

Sending pauses only if a site reaches **three times its bundle** in one billing period. From then until the period ends, no WhatsApp alerts go to your learners; their emails still go as normal. Sending starts again by itself at the start of the next period, with a fresh bundle. This is a safety limit, not something an ordinary site meets: you would have been emailed at 80% and at 100% long before.

If you regularly go well past your bundle, a larger plan carries a bigger one; compare them on your plan page.

The class-reminder switch

The hour-before reminder is the one message you can turn off. On the WhatsApp alerts card, **Class reminders** is ticked by default: "'Starts in about an hour', to everyone invited to a live class who is still enrolled and has a verified number. One message per learner per class, counted against your bundle."

Untick it to stop class reminders for your whole site. It saves the moment you click. The money messages (receipts, failed payments, membership reminders) have no switch, because a receipt is not optional.

You might switch reminders off if your classes are at the same time every week and your learners do not need reminding, or if class reminders are using up your bundle faster than you would like. Your learners still get the invitation email with the calendar entry either way. Live classes themselves are covered in Creating your first course.

Your own WhatsApp alerts

Separately from this add-on, you can get your own money-and-reports alerts on WhatsApp for free: a sale, your plan renewing, a failed payment, something reported on your site. You verify your own number the same way your learners do. That is covered in Notifications and keeping your site safe.

Common questions

Q My learner did not get a class reminder.

Check, in order: that WhatsApp alerts is on for your site; that **Class reminders** is ticked; that the learner has verified a number and has not paused it; that they were invited to that class and are still enrolled on the course; and that you have not reached three times your bundle this period. A reminder goes once per class, about an hour before.

Q Can I add my learners' WhatsApp numbers myself?

No. Each learner verifies their own number with a code sent to that phone. That is how they agree to receive messages.

Q Can I send my own WhatsApp message or offer to all my learners?

No. The add-on sends only the four fixed messages. Use **Email learners** for announcements.

Q Which number do the messages come from?

RacingOwl's verified WhatsApp business number, with your site's name in each message. Replies to it are not read.

Q Do my learners pay anything?

No. The add-on is on your RacingOwl plan. Learners only need WhatsApp on their phone.

Q What happens if I switch the add-on off?

It keeps working until the end of the period you have paid for, then stops. Learners' numbers stay verified on their RacingOwl accounts, so if you switch it on again later, alerts reach them straight away.

Q I went over my bundle. When will I be charged?

Never at the moment the message goes. The amount is shown as owed on your plan page and added to your next payment: an automatic renewal if the total stays within what you approved for auto-renew, or a plan move. Under ₹50 owed for three months is written off.

Q A learner outside India wants alerts.

They can verify a number from any country: they type it with the country code.

Related: Choosing your RacingOwl plan, Notifications and keeping your site safe, Creating your first course, Managing your learners.

THE REST OF THE GUIDE

This is chapter 12 of 17 of the RacingOwl Trainer's Guide. The full guide, every other chapter as its own PDF, and the online version are at racingowl.com/trainer-guide. Stuck? Press **Ask RacingOwl** at the bottom right of any Manage page.