# How Does a Jira Response turn into a WhatsApp Message?

Learn more about what happens when you respond to a Jira ticket for a WhatsApp message.

## Within 24 Hours

If the reply (Reply to Customer) to the WhatsApp message is within 24 hours of it being sent, you will be able to send whatever reply you want, and it will be transferred into a WhatsApp message.

## After 24 Hours

If 24 hours have passed since the initial WhatsApp message was sent, you will need to re-open the channel of communication. To do that, you will need to send a Twilio predefined template message. You will be able to respond as you wish once the original sender responds to this template to ensure the channel of communication had been opened again.

## Not Using the Predefined Template Message

Note that after 24 hours, you need to send the predefined template message before trying to respond to the issue. If you proceed with any other message, you will be sent an error in the Jira comment's text body.

Example: If the Jira comment doesn't match any predefined template message, the comment body will be edited with:

ERROR - 63016
Failed to send a freeform message because you are outside the allowed window. If you are using WhatsApp, please use a Message Template.

To learn how to set up a predefined template Message on Twilio, click on this link here.

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- What happens when a customer sends you a WhatsApp message?
- How to Create and Solve WhatsApp Requests from Jira