

AwsQuality Launches WhatsForce Connect, a Ready-to-Install WhatsApp for Salesforce Solution

New solution brings WhatsApp conversations, Salesforce Flow automation, and campaign-linked messaging directly into Salesforce



The graphic features the AwsQuality logo in the top right corner with the tagline "Delivering Business Productivity in The Cloud". On the left, the "WhatsForce Connect" logo is prominently displayed, with the subtitle "WhatsApp Messaging & Automation for Salesforce". Below this, a headline reads "Bring WhatsApp conversations, automation, and campaign messaging directly into Salesforce." Five icons represent key features: "Chat on Lead & Contact Records", "Salesforce Flow Automation", "Campaign-Linked Bulk Messaging", "Marketing Cloud Ready", and "Secure, Scalable & Enterprise Ready". At the bottom left is a "REQUEST A LIVE DEMO" button, and next to it is a link "See WhatsForce Connect in Action!". On the right, a laptop and a smartphone display the Salesforce interface with the WhatsForce Connect integration, showing a contact profile for John Smith and a list of WhatsApp conversations.

Ruston, Louisiana Aug 13, 2026 ([Issuewire.com](https://www.issuewire.com)) - AwsQuality today announced the launch of **WhatsForce Connect**, a ready-to-install WhatsApp for Salesforce solution designed to help businesses connect customer conversations with their existing Salesforce workflows.

WhatsForce Connect enables sales, service, and marketing teams to manage WhatsApp communication within Salesforce, reducing the need to switch between separate messaging and CRM applications.

Unlike organizations building a Salesforce-WhatsApp integration from the ground up, businesses can begin by installing WhatsForce Connect in a Salesforce sandbox, configuring connectivity, testing conversations, and progressing toward a production rollout.

Bringing WhatsApp Conversations Into Salesforce

As businesses increasingly use messaging channels to communicate with prospects and customers, disconnected systems can create fragmented conversation histories, manual processes, and additional work for customer-facing teams.

WhatsForce Connect is designed to address this challenge by bringing WhatsApp functionality directly into the Salesforce environment.

Using a native Lightning Web Component (LWC), WhatsForce Connect makes WhatsApp conversation threads available directly on Salesforce Lead and Contact record pages. Representatives can view and reply to messages while working within the corresponding CRM record.

The solution's core capabilities include:

- WhatsApp chat on Salesforce Lead and Contact records
- Salesforce Flow automation for supported messaging use cases
- Campaign-linked messaging with tracking through Salesforce custom objects
- Marketing Cloud integration paths through Journey Builder and Automation Studio
- Centralized WhatsApp conversation visibility
- Near real-time conversation updates

WhatsForce Connect can associate supported segment runs with Salesforce Campaigns, providing a foundation for messaging activity to remain trackable, auditable, and reportable within the CRM.

Built for Deployment, Not Development From Scratch

A key differentiator of WhatsForce Connect is that the core solution has already been built.

Organizations considering a custom Salesforce-WhatsApp integration may otherwise need to design and develop integration architecture, Salesforce UI components, webhook processing, data models, Flow automation, permissions, Campaign integration, configuration management, and supporting infrastructure.

WhatsForce Connect provides a foundation for these capabilities, allowing organizations to focus more of their implementation effort on **configuration, validation, business workflows, and adoption** rather than beginning with a blank architecture.

The solution supports a phased deployment approach:

Install → Configure → Connect → Test → Pilot → Scale

Organizations can begin with a Salesforce sandbox, validate connectivity, conduct a controlled messaging pilot, test appropriate Campaign messaging scenarios, and expand the implementation based on their requirements.

Designed for Salesforce Teams

WhatsForce Connect is intended for organizations already using Salesforce and WhatsApp as part of their customer engagement processes.

Sales teams can communicate with Leads and Contacts while remaining inside Salesforce. Customer service teams can keep WhatsApp conversations closer to CRM records, while marketing teams can connect supported messaging activities with Salesforce Campaigns and automation. Salesforce administrators can manage configuration, permissions, and connectivity testing within a structured deployment model.

Availability

WhatsForce Connect is available from AwsQuality for organizations looking to connect WhatsApp messaging with their Salesforce environment.

Businesses interested in evaluating the solution can request a live demonstration or Salesforce sandbox walkthrough.

Learn more about WhatsForce Connect: <https://www.awsquality.com/products/whatsforce-connect/>

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