Using Placeholders in Message Templates - Admin Panel

Purpose: Describe how to work with placeholder fields inside template text.

What are placeholders

Placeholders are tags inside angle brackets that your team can replace with real values at send time. For example: **<appt_time>** used in "Based on your request with Simbo, your appointment is scheduled on <aptt_time>. Reply Y to confirm. Reply C to change".

How to add placeholders

1. In the **Template Text** box, type the placeholder exactly as configured in your workflow.
2. Save the template.

Tips and good practices

- Use only placeholders that your organization supports. If unsure, check with your Phone Copilot administrator.
- Keep placeholders readable and consistent across templates.
- Always send a test message to a test contact before wide use.

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