



CUSTOMER SETUP GUIDE

# Connect every channel to Flex54

Illustrated, step-by-step instructions for WhatsApp, TikTok, Facebook, Instagram, and Gmail.

WhatsApp Business

TikTok

Facebook Messenger

Instagram

Email (Gmail)



## QUICK START

# Choose your channel

Use an account with administrator access, allow pop-ups, and keep each provider window open until you return to Flex54.

1

### WhatsApp Business

9 steps | 5-10 minutes

2

### TikTok

4 steps | 3-5 minutes

3

### Facebook Messenger

7 steps | 3-5 minutes

4

### Instagram

8 steps | 4-7 minutes

5

### Email (Gmail)

4 steps | 2-4 minutes

### Security note

Never bypass an unverified-app warning or share a one-time verification code with anyone. Stop and contact your Flex54 administrator if a provider screen does not match this guide.

## CONNECT A CHANNEL

# WhatsApp Business

Estimated time: 5-10 minutes

## Before you start

Connect a WhatsApp Business number so your team can receive and reply to customer messages in Flex54.



A Meta profile with full control of the Business Portfolio and WhatsApp Business Account.



A phone number that can receive an SMS or voice call if Meta asks you to verify it.



Pop-ups and third-party cookies enabled for this setup session.

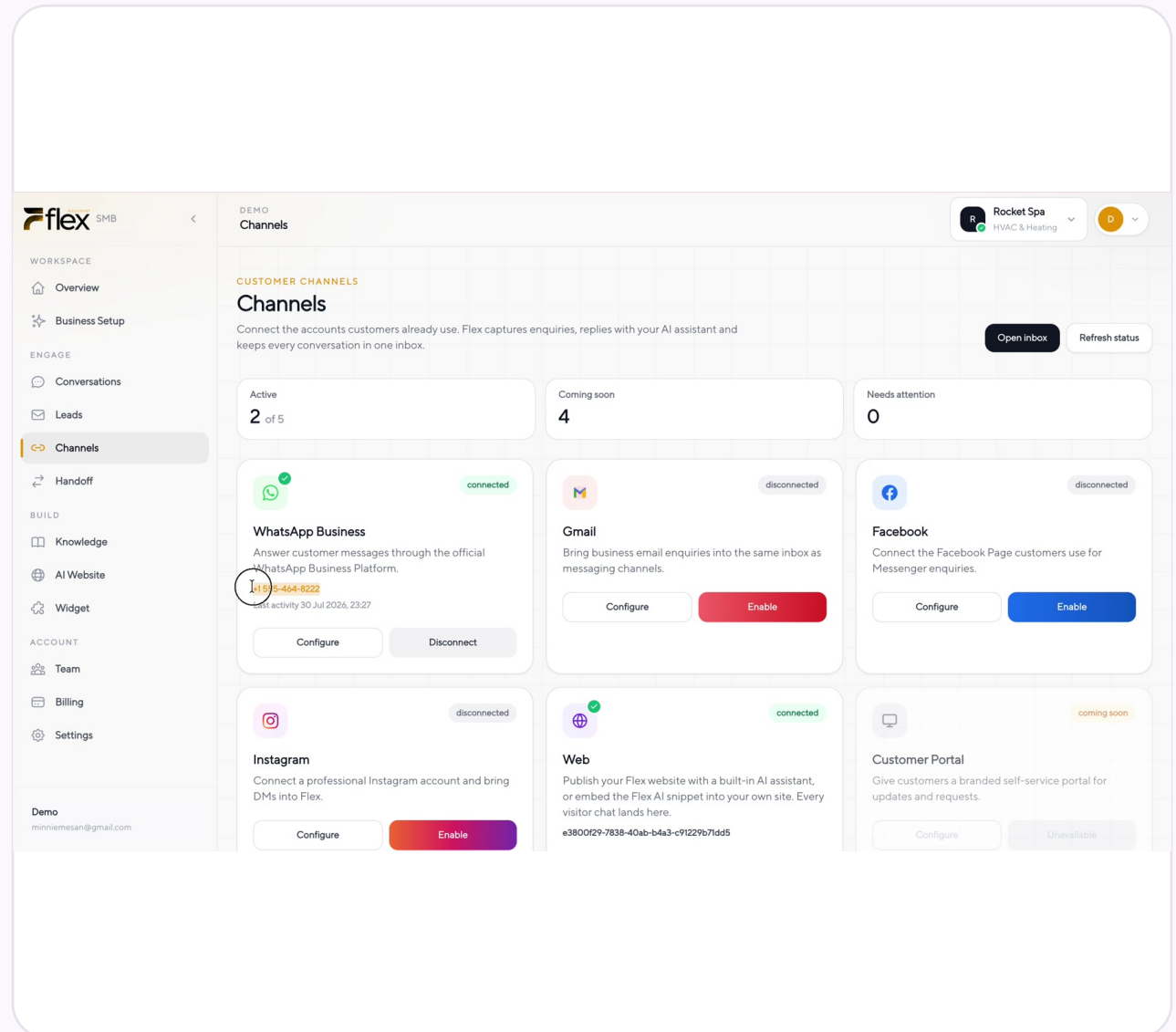
### 9 illustrated steps

Keep Flex54 and the provider setup window open until the connection finishes.

## WHATSAPP BUSINESS

# Open Channels in Flex54

Sign in to Flex54, select Channels in the left menu, then find the WhatsApp Business card.



Example screen. Account names may differ in your workspace.

## WHATSAPP BUSINESS

## Choose how to connect your number

Select Existing business app number to keep using the WhatsApp Business mobile app, or New or dedicated number to register a number for the WhatsApp Business Platform. Select the option that matches your setup, then continue.

**IMPORTANT**

If you need to keep the number active in the mobile app, choose Existing business app number.

**Configure WhatsApp Business** Close

How do you want to connect WhatsApp?

**Existing business app number**  
Keep using the WhatsApp Business app on your phone.

**New or dedicated number**  
Register a number for the WhatsApp Business Platform.

Meta will ask you to select your existing WhatsApp Business app number. The number will remain available in the mobile app.

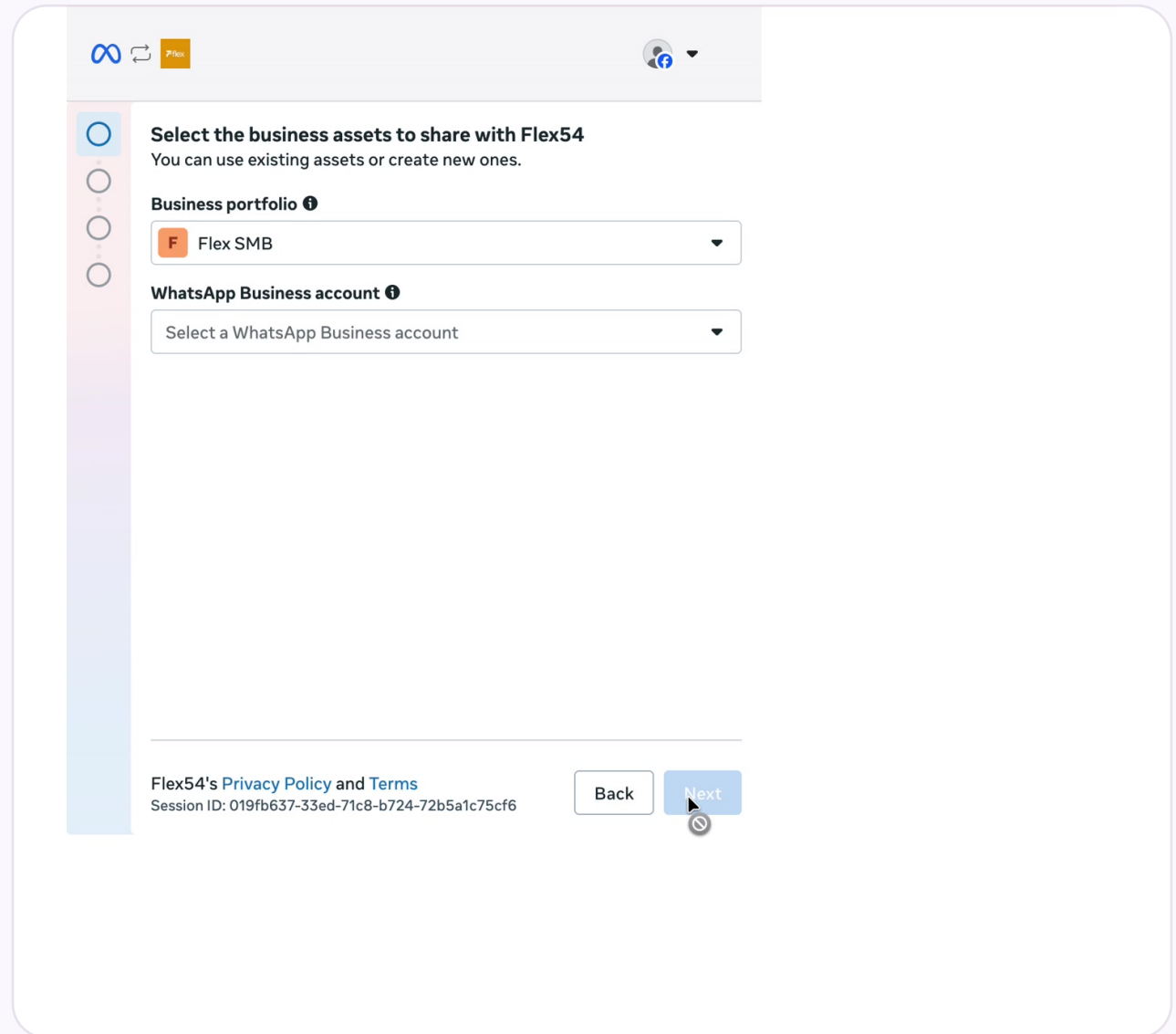
**Continue with existing number**

Example screen. Account names may differ in your workspace.

## WHATSAPP BUSINESS

# Select your Meta business

Meta opens in a new window. Choose the Business Portfolio that owns the WhatsApp assets you want to connect.



The screenshot shows a web interface for connecting WhatsApp Business accounts. At the top, there's a header with the Flex54 logo and a user profile icon. Below the header, a vertical sidebar on the left contains four circular navigation buttons, with the first one highlighted in blue. The main content area has a title "Select the business assets to share with Flex54" and a subtitle "You can use existing assets or create new ones." Below this, there are two dropdown menus: "Business portfolio" (showing "Flex SMB") and "WhatsApp Business account" (showing "Select a WhatsApp Business account"). At the bottom, there's a link to "Flex54's Privacy Policy and Terms" with the session ID "019fb637-33ed-71c8-b724-72b5a1c75cf6", and two buttons labeled "Back" and "Next".

Select the business assets to share with Flex54  
You can use existing assets or create new ones.

Business portfolio ⓘ  
Flex SMB

WhatsApp Business account ⓘ  
Select a WhatsApp Business account

Flex54's [Privacy Policy and Terms](#)  
Session ID: 019fb637-33ed-71c8-b724-72b5a1c75cf6

Back Next

Example screen. Account names may differ in your workspace.

## WHATSAPP BUSINESS

## Select the WhatsApp Business Account

Choose the correct WhatsApp Business Account.  
Check the business name carefully before moving on.

The screenshot shows a web interface for selecting business assets. At the top, there's a header with the Flex54 logo and a user profile icon. A vertical sidebar on the left contains four circular navigation buttons, with the first one highlighted in blue. The main content area is titled "Select the business assets to share with Flex54" and includes a sub-header "You can use existing assets or create new ones." Below this, there are two dropdown menus: "Business portfolio" (currently showing "Flex SMB") and "WhatsApp Business account" (showing "Select a WhatsApp Business account"). A search bar is positioned below the dropdowns. A list of search results is displayed, each with a radio button and a WhatsApp icon: "Create a WhatsApp Business account", "Test" (highlighted with a mouse cursor), "Flex SMB" (with phone numbers +1 555-464-8222 and +1 555-345-4526), and "Tempo Luxe". At the bottom of the interface, there is a link to "Flex54's Privacy Policy and Terms", a session ID, and "Back" and "Next" buttons.

Select the business assets to share with Flex54  
You can use existing assets or create new ones.

Business portfolio ⓘ  
Flex SMB

WhatsApp Business account ⓘ  
Select a WhatsApp Business account

Search |

- ☐ Create a WhatsApp Business account
- ☒ Test
- ☐ Flex SMB  
+1 555-464-8222 and +1 555-345-4526
- ☐ Tempo Luxe

Flex54's [Privacy Policy and Terms](#)  
Session ID: 019fb637-33ed-71c8-b724-72b5a1c75cf6

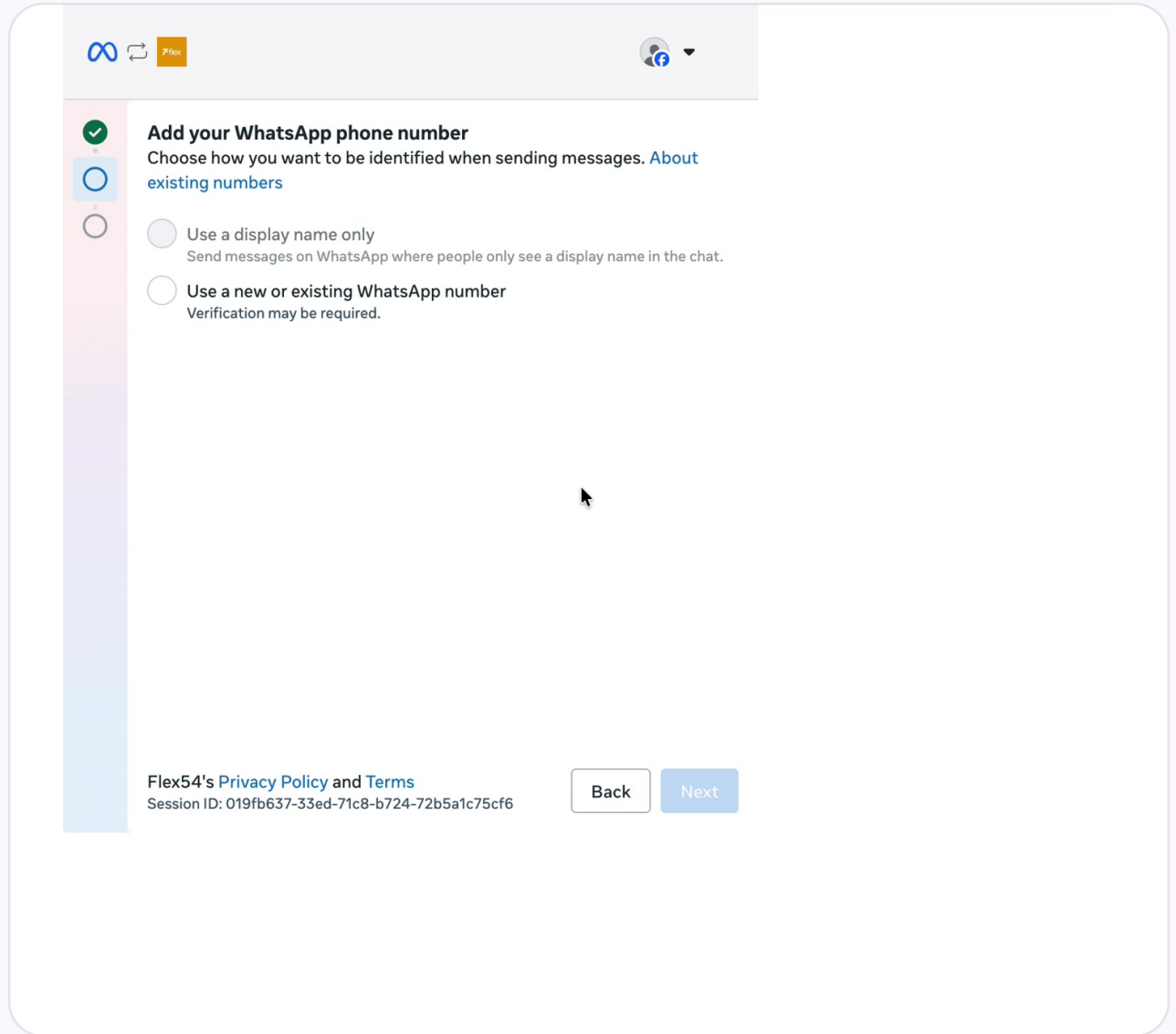
Back Next

Example screen. Account names may differ in your workspace.

## WHATSAPP BUSINESS

## Add or choose a phone number

Select the option to use a new or existing WhatsApp number. Meta may ask you to add and verify the number before it appears in the list.



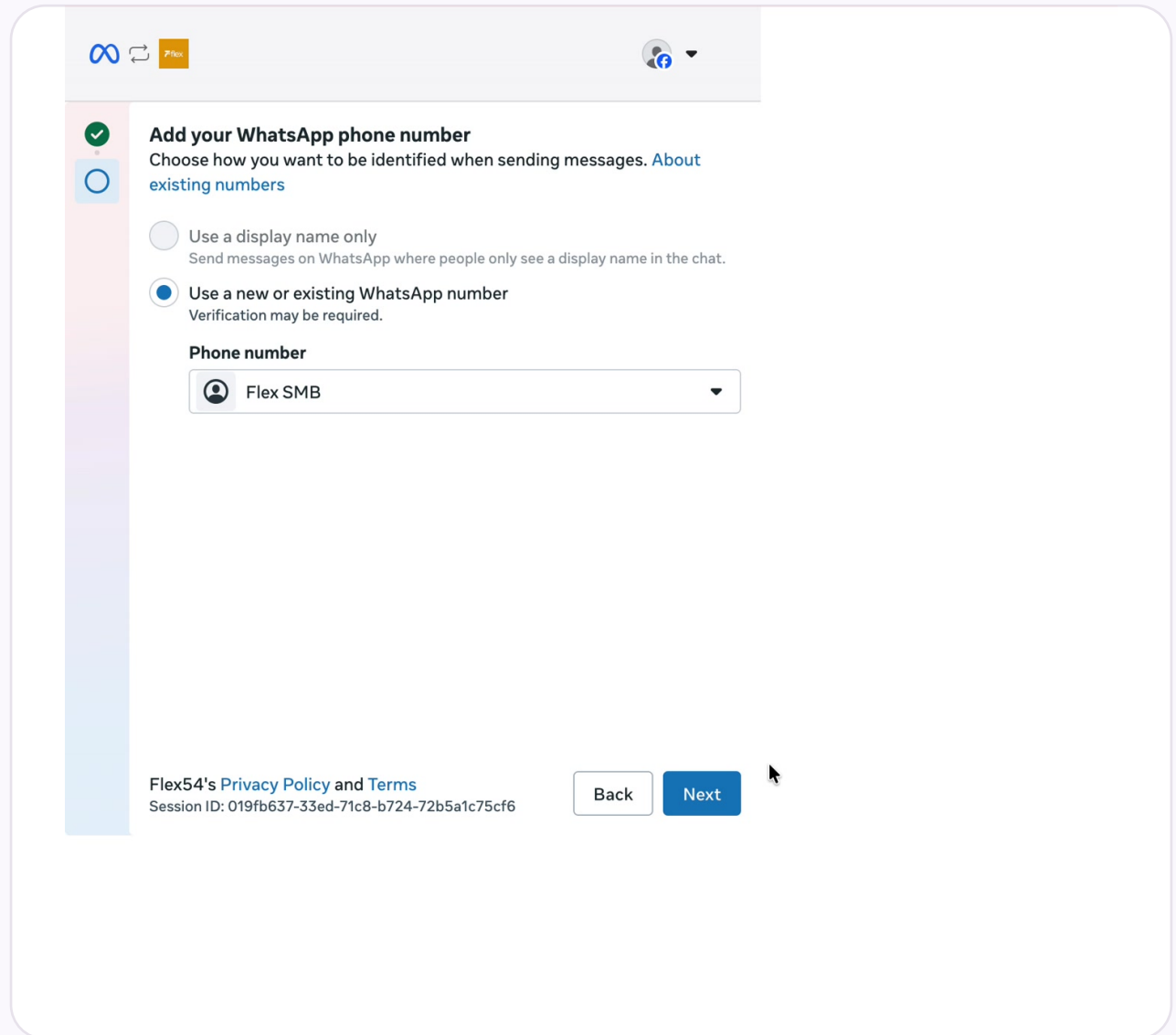
The screenshot shows the WhatsApp Business setup interface within the Flex54 app. At the top, there's a header bar with the Flex54 logo, a refresh icon, and a user profile icon. Below the header, a vertical progress bar on the left indicates the current step with a green checkmark and a blue circle. The main content area is titled "Add your WhatsApp phone number" and includes a subtitle: "Choose how you want to be identified when sending messages. [About existing numbers](#)". There are two radio button options: "Use a display name only" (with a subtext "Send messages on WhatsApp where people only see a display name in the chat.") and "Use a new or existing WhatsApp number" (with a subtext "Verification may be required."). At the bottom, there's a link to "Flex54's [Privacy Policy and Terms](#)" and a session ID: "019fb637-33ed-71c8-b724-72b5a1c75cf6". Two buttons, "Back" and "Next", are located at the bottom right.

Example screen. Account names may differ in your workspace.

## WHATSAPP BUSINESS

## Confirm the number

Select the phone number customers should use, then click Next. Only connect a number your team controls.



The screenshot shows the 'Add your WhatsApp phone number' screen in the Flex54 app. The top bar includes the Flex54 logo, a refresh icon, and a user profile icon. A progress indicator on the left shows the current step is 'Add your WhatsApp phone number'. The main content area has two radio button options: 'Use a display name only' (unselected) and 'Use a new or existing WhatsApp number' (selected). Below the selected option is a 'Phone number' dropdown menu showing 'Flex SMB'. At the bottom, there is a link to 'Flex54's Privacy Policy and Terms', a session ID, and 'Back' and 'Next' buttons.

**Add your WhatsApp phone number**  
Choose how you want to be identified when sending messages. [About existing numbers](#)

☐ Use a display name only  
Send messages on WhatsApp where people only see a display name in the chat.

☒ Use a new or existing WhatsApp number  
Verification may be required.

**Phone number**

[Flex54's Privacy Policy and Terms](#)  
Session ID: 019fb637-33ed-71c8-b724-72b5a1c75cf6

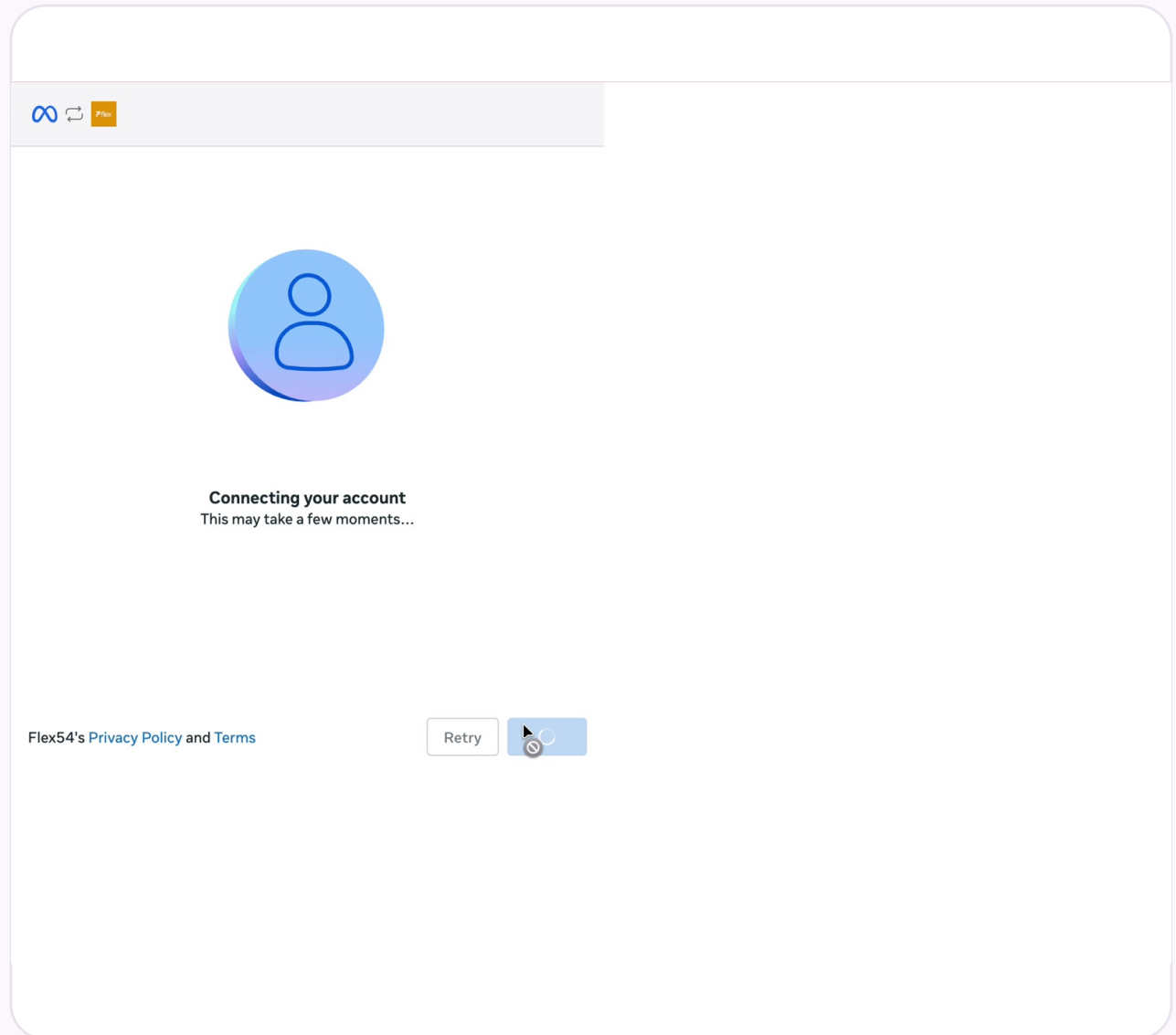
[Back](#) [Next](#)

Example screen. Account names may differ in your workspace.

## WHATSAPP BUSINESS

## Wait for Meta to finish

Keep the window open while Meta connects the account. This normally takes only a few moments.

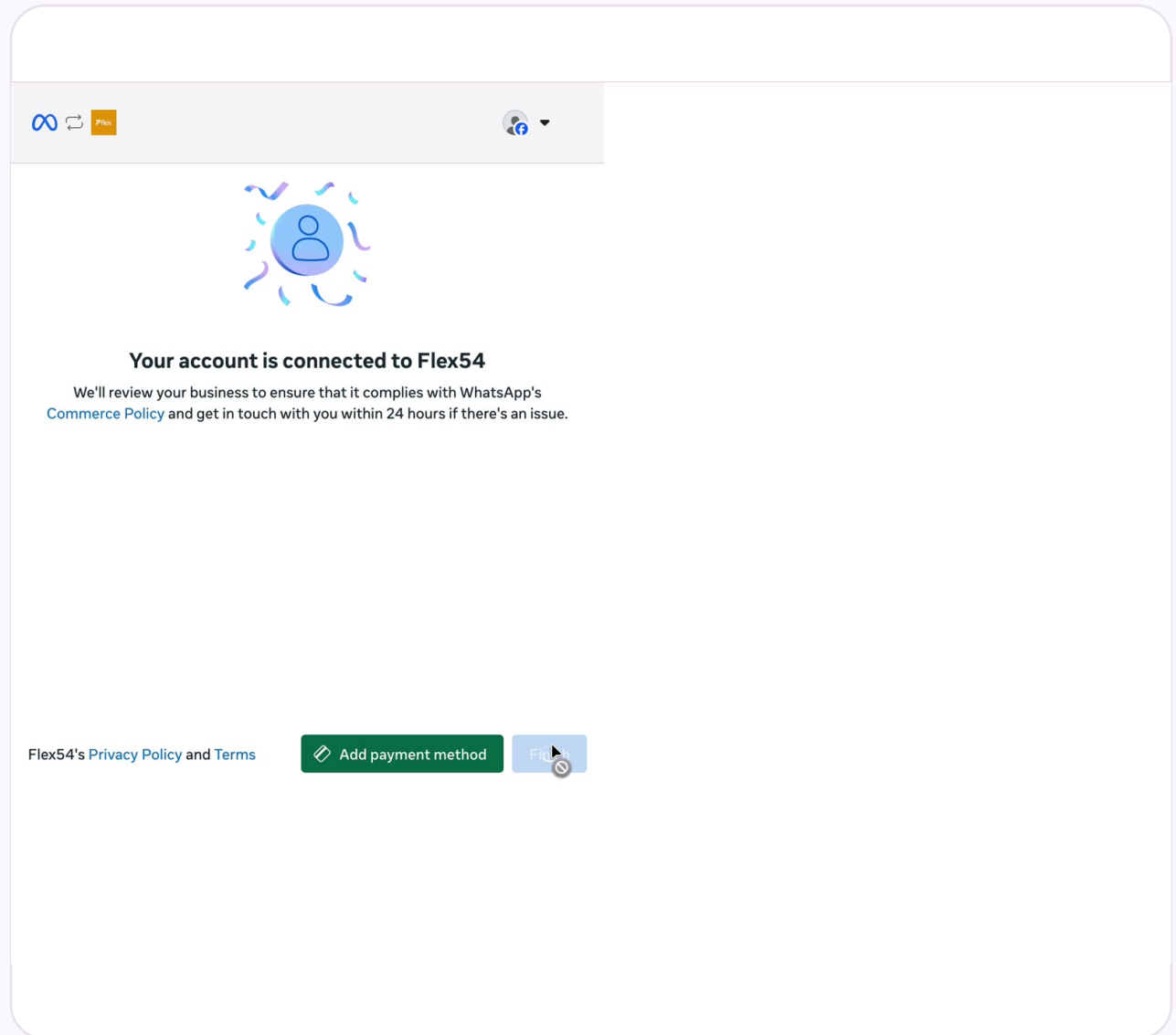


Example screen. Account names may differ in your workspace.

## WHATSAPP BUSINESS

# Finish and return to Flex54

When Meta confirms the connection, click Finish and return to Flex54. Meta may review the business for Commerce Policy compliance after connection.

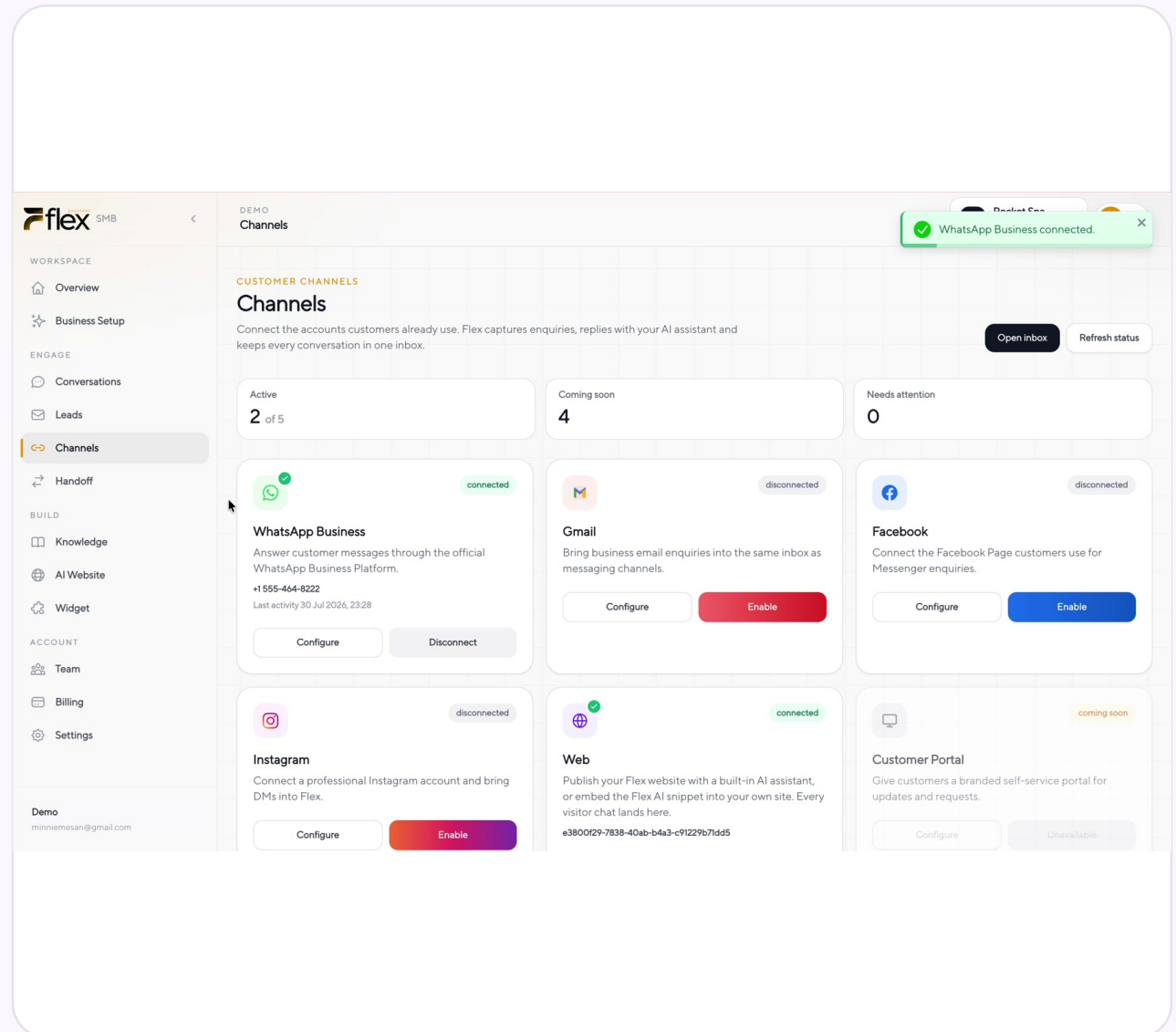


Example screen. Account names may differ in your workspace.

## WHATSAPP BUSINESS

# Check the connected status

The WhatsApp Business card should now show as connected. Send a test message to the number and confirm it appears in Conversations.



Example screen. Account names may differ in your workspace.

## CONNECTION COMPLETE

# Confirm everything works

### Success checklist

- ✓ WhatsApp Business shows Connected in Channels.
- ✓ A test inbound message appears in Conversations.
- ✓ Your team can send a reply from Flex54.

### Still stuck?

Contact your Flex54 administrator or support team with the channel name and the exact error shown.

## Troubleshooting

- **The number does not appear**

Confirm the number belongs to the selected WhatsApp Business Account and your Meta profile has full control.

- **The mobile app stopped working**

Confirm you selected Existing business app number. A dedicated Platform number is managed through the platform.

- **Meta says the business is under review**

Follow the status in Meta Business Manager and retry after the required business or Commerce Policy review.

CONNECT A CHANNEL

# TikTok

Estimated time: 3-5 minutes

## Before you start

Authorize an eligible TikTok Business account so your team can manage TikTok conversations in Flex54.



Login access to the TikTok Business account you want to connect.



TikTok Business Messaging API access and an account eligible for Advanced Access.



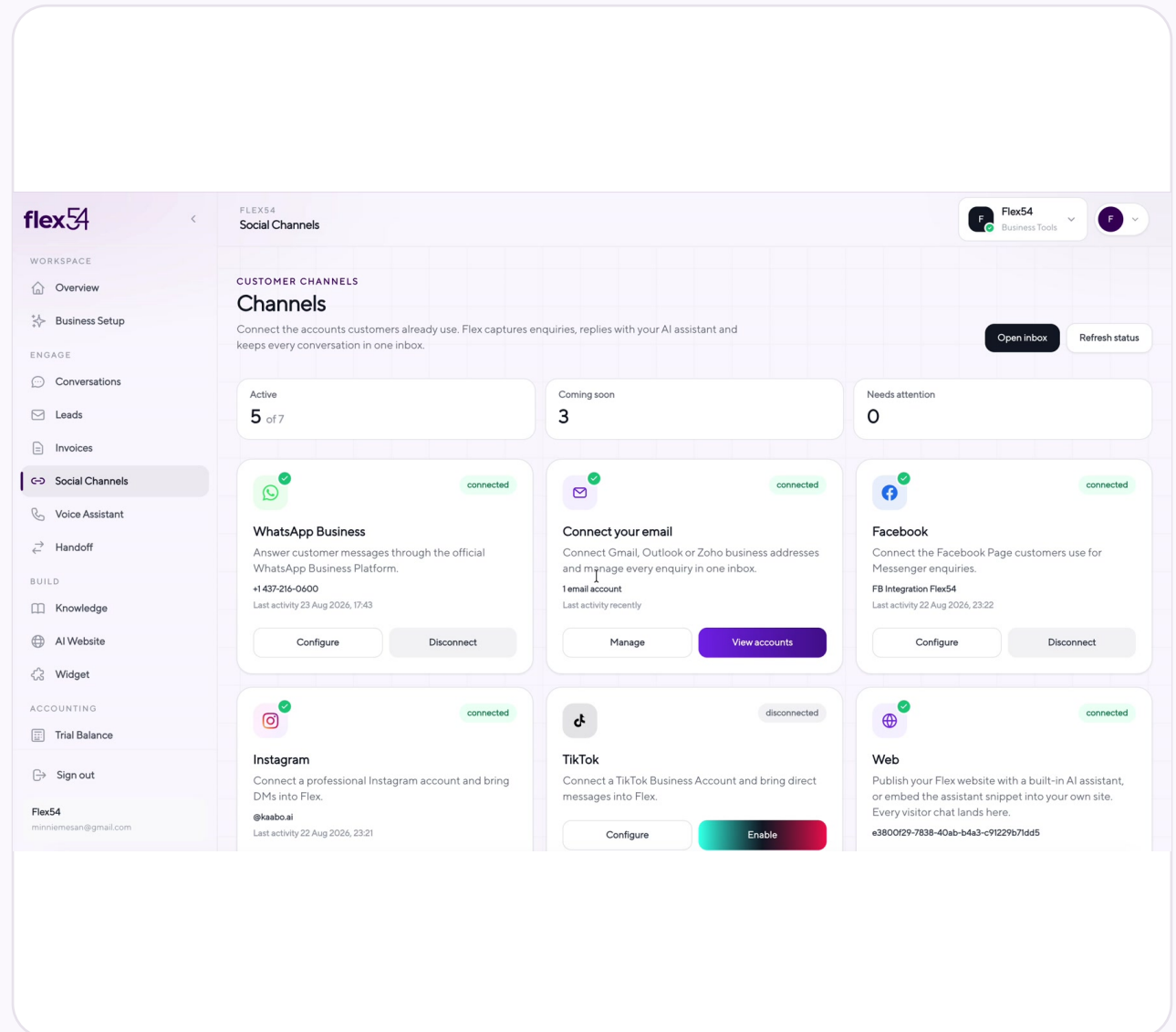
Pop-ups and third-party cookies enabled for this setup session.

### 4 illustrated steps

Keep Flex54 and the provider setup window open until the connection finishes.

# Open TikTok in Channels

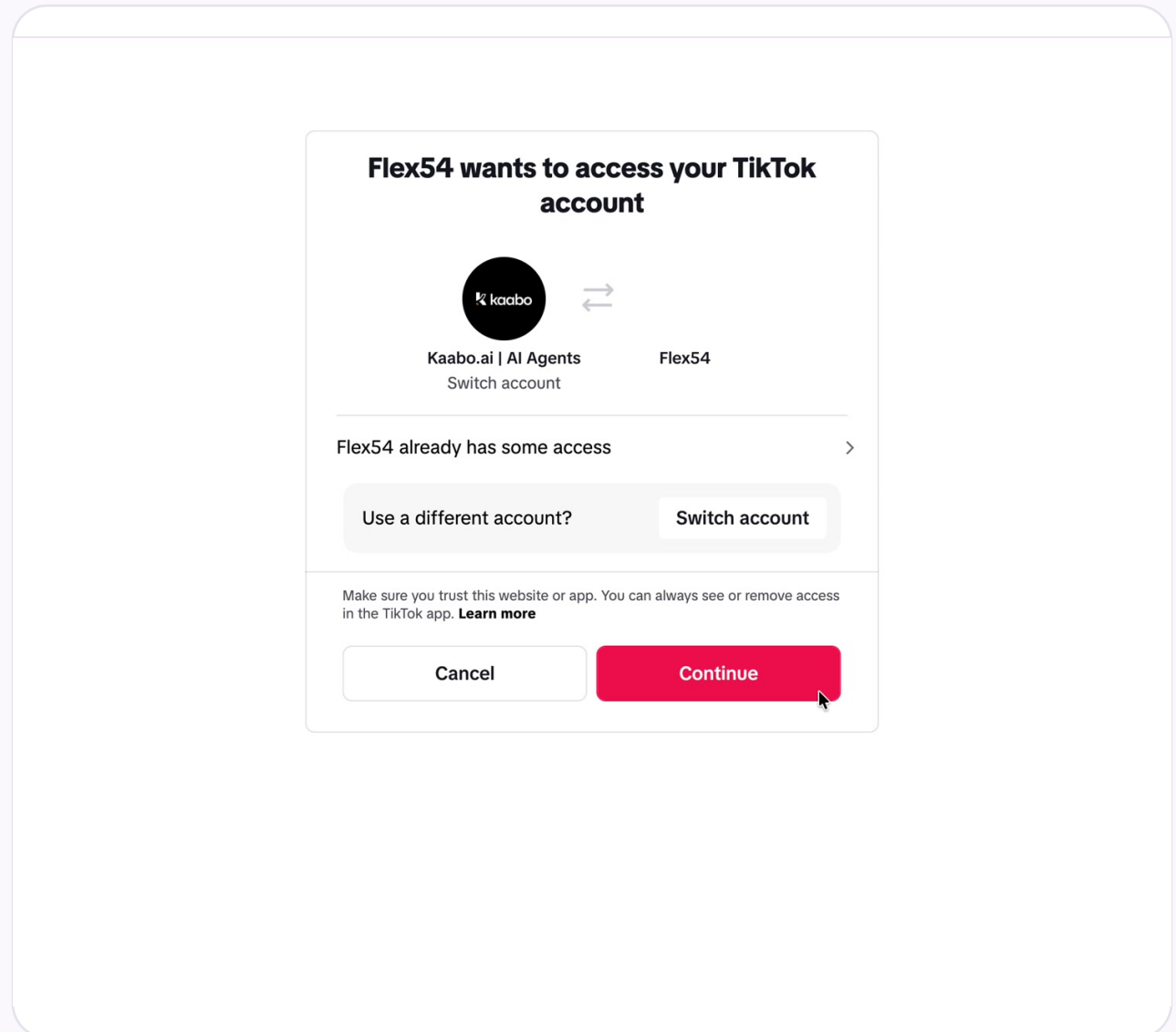
In Flex54, select Channels in the left menu. Find TikTok and click Configure or Enable.



Example screen. Account names may differ in your workspace.

## Authorize the correct TikTok account

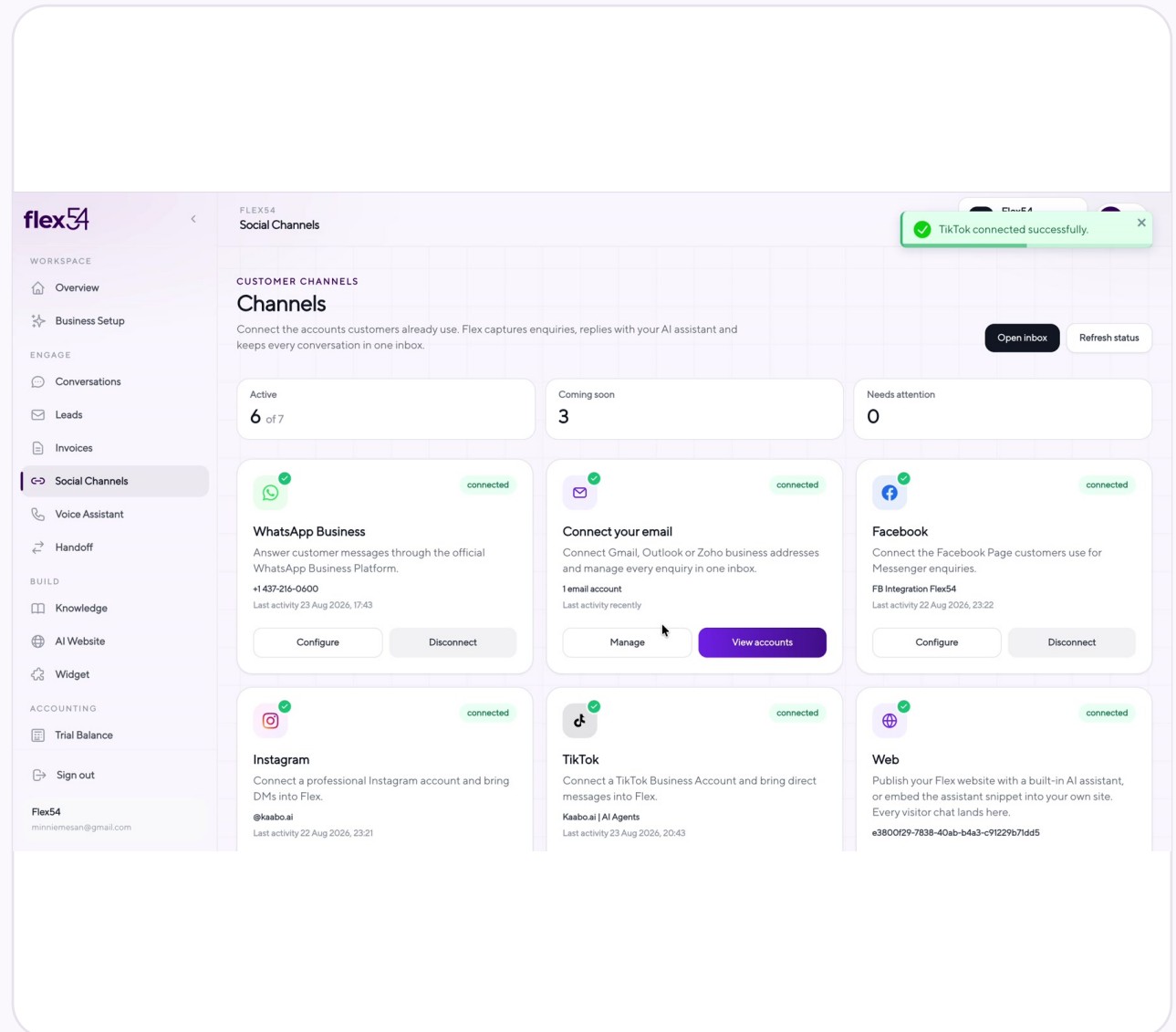
TikTok opens an authorization window. Confirm the account shown is the business account you want to use. Select Switch account if needed, review access, then continue.



Example screen. Account names may differ in your workspace.

# Confirm the connection

After authorization, TikTok returns you to Flex54. The TikTok card should show as connected and a success message may appear.

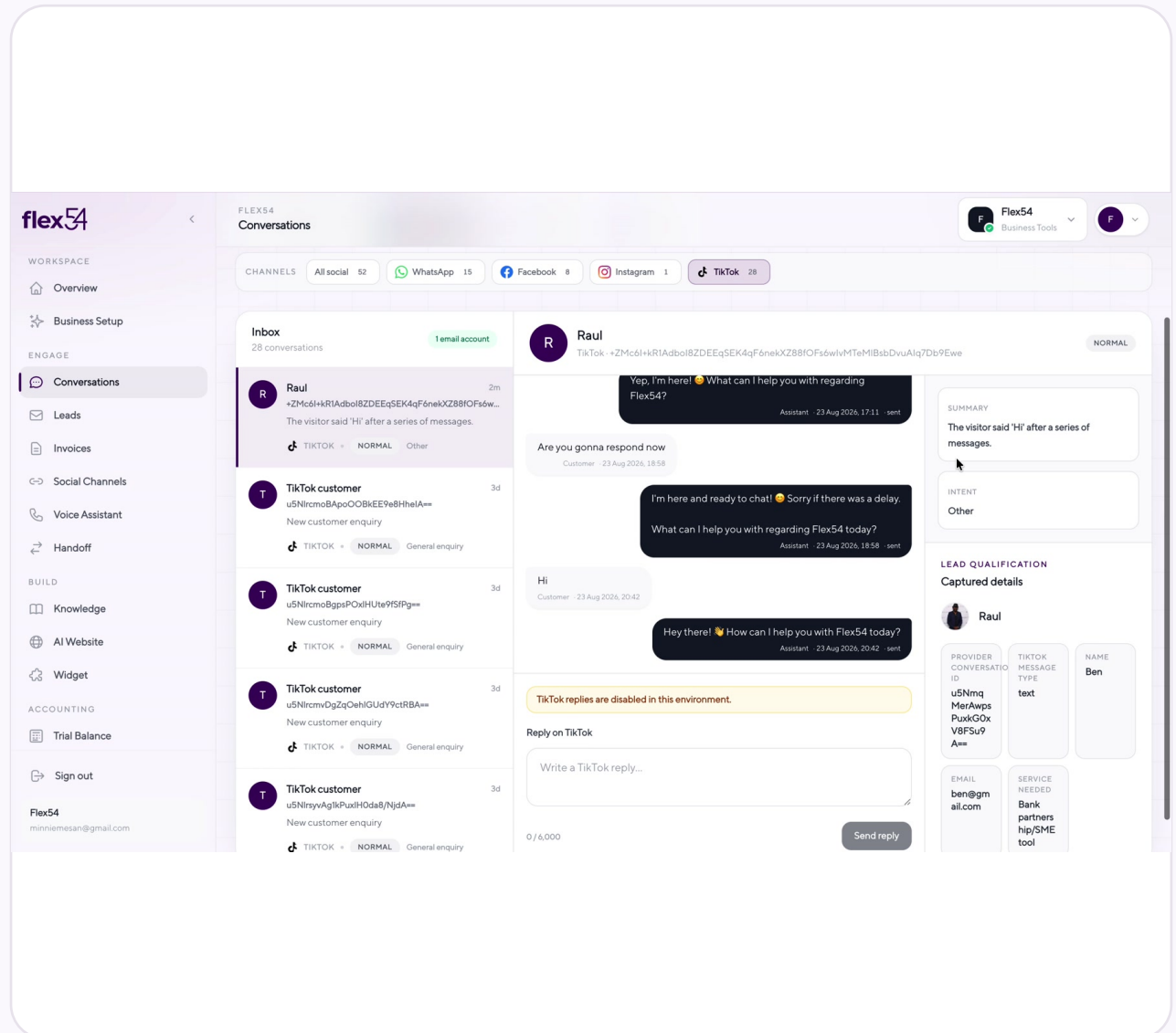


Example screen. Account names may differ in your workspace.

## TIKTOK

# Test a TikTok conversation

Open Conversations and select TikTok. Send a direct message from another account, confirm the thread appears, then send a test reply from Flex54.



Example screen. Account names may differ in your workspace.

CONNECTION COMPLETE

# Confirm everything works

## Success checklist

- ✓ TikTok shows Connected in Channels.
- ✓ A test direct message appears in Conversations.
- ✓ A reply sent from Flex54 reaches TikTok.

## About TikTok Advanced Access

Flex54 app approval does not automatically grant every TikTok account Advanced Access. The exact business account you connect must also be eligible. Learn more: [ads.tiktok.com/help/article/about-tiktok-account-entitlements](https://ads.tiktok.com/help/article/about-tiktok-account-entitlements)

## Troubleshooting

### ● User is not eligible for Advanced Access

App approval and account eligibility are separate. Enable Advanced Access for that exact TikTok account, then reconnect it.

### ● The wrong TikTok account opens

Use Switch account, or sign out of TikTok in the browser before starting the connection again.

### ● Messages do not arrive

Confirm direct messages are enabled and the same eligible business account is connected in Flex54.



CONNECT A CHANNEL

# Facebook Messenger

Estimated time: 3-5 minutes

## Before you start

Connect a Facebook Page so your team can receive and reply to Messenger conversations in Flex54.



A published Facebook Page.



A Facebook profile with full control or administrator access to the Page and Business Portfolio.



Pop-ups and third-party cookies enabled for this setup session.

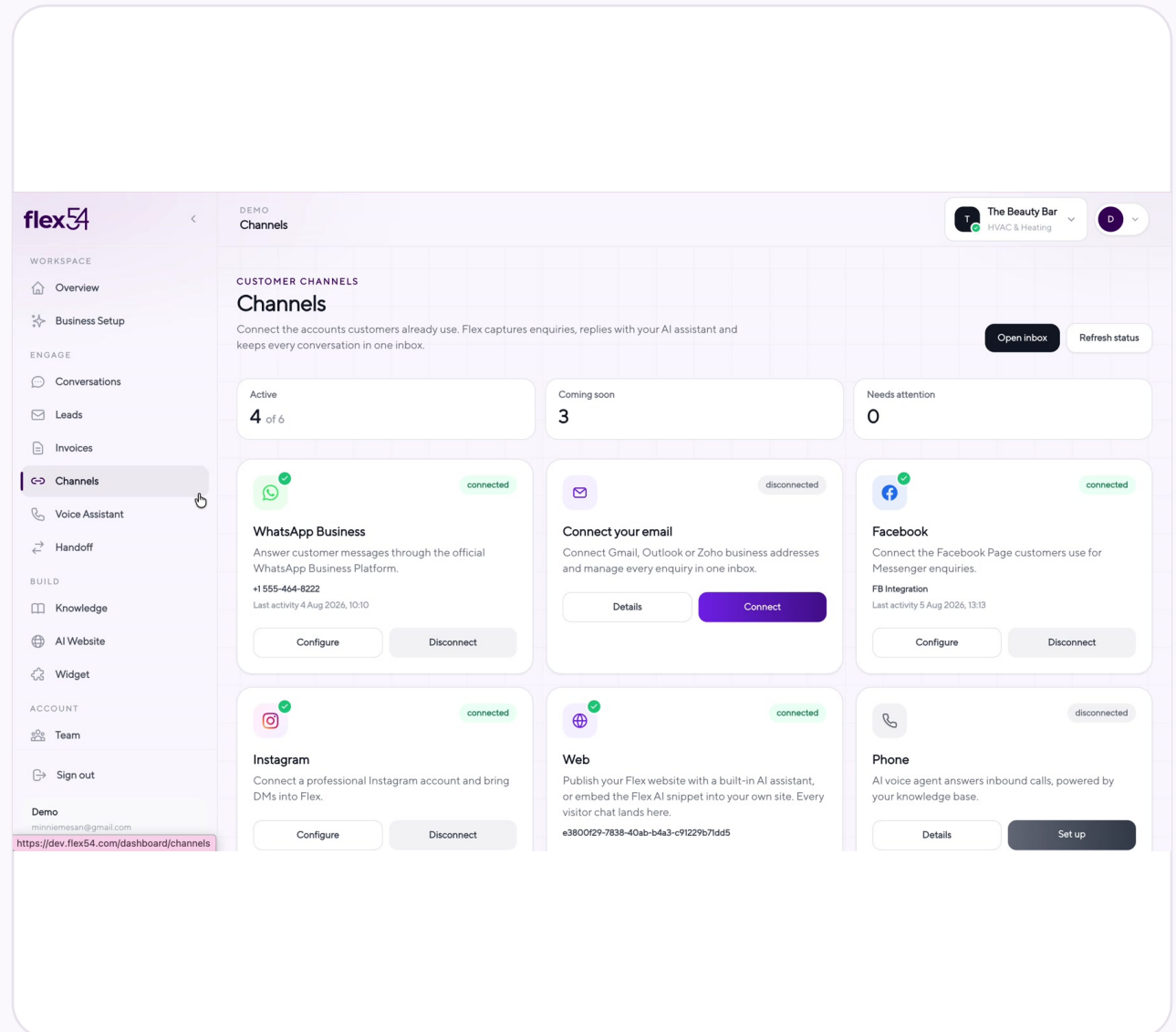
### 7 illustrated steps

Keep Flex54 and the provider setup window open until the connection finishes.

## FACEBOOK MESSENGER

# Open Channels in Flex54

Sign in to Flex54 and select Channels in the left menu. Find the Facebook card.

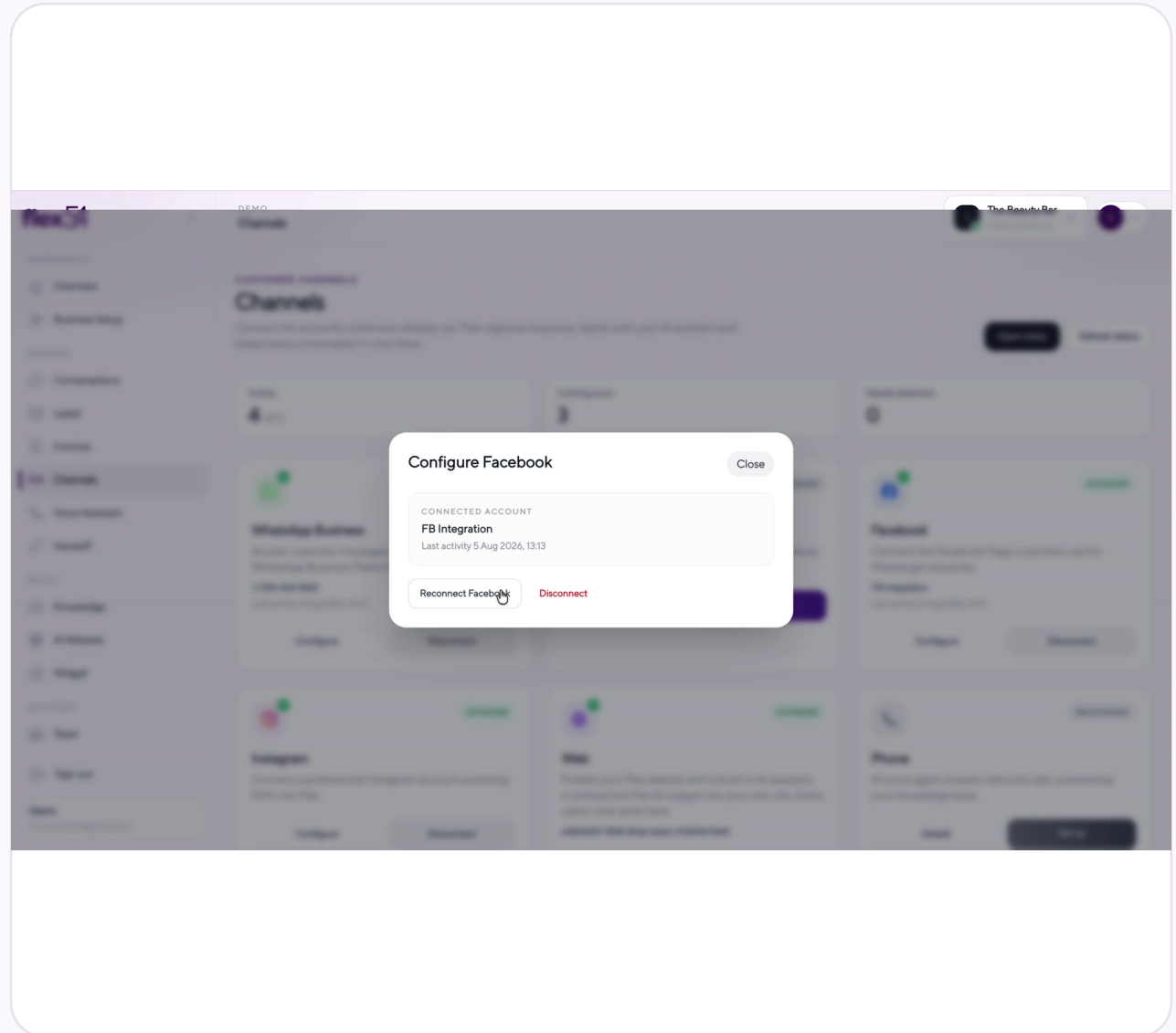


Example screen. Account names may differ in your workspace.

## FACEBOOK MESSENGER

# Start the Facebook connection

Click Configure or Connect on the Facebook card.  
A Meta authorization window opens.



Example screen. Account names may differ in your workspace.

## Select the Business Portfolio

Choose the Business Portfolio that owns the Facebook Page you want to connect, then continue.

The screenshot shows a Facebook Messenger interface within a browser window. The top bar includes the Flex54 logo, a refresh icon, and a user profile icon. The main content area is titled "Select the business assets to share with Flex54" with a subtext "You can use existing assets or create new ones." Below this, there are two sections: "Business portfolio" and "Page • Optional". The "Business portfolio" section has a dropdown menu showing "Flex SMB". The "Page • Optional" section has a dropdown menu showing "Select a Page". At the bottom, there is a link to "Flex54's Privacy Policy and Terms" with the session ID "019ff671-c433-720a-88f4-969bafda6b49", and two buttons: "Cancel" and "Next".

Select the business assets to share with Flex54  
You can use existing assets or create new ones.

**Business portfolio** ⓘ

Flex SMB

**Page • Optional** ⓘ

Select a Page

Flex54's [Privacy Policy and Terms](#)  
Session ID: 019ff671-c433-720a-88f4-969bafda6b49

Cancel Next

Example screen. Account names may differ in your workspace.

## FACEBOOK MESSENGER

# Select the Facebook Page

Choose the correct Page. Check the Page name and business before approving access.

∞ ↺ #flex

Select the business assets to share with Flex54  
You can use existing assets or create new ones.

Business portfolio ⓘ  
Flex SMB

Page - Optional ⓘ  
FB Integration Flex54

[Flex54's Privacy Policy and Terms](#)  
Session ID: 019ff671-c433-720a-88f4-969bafda6b49

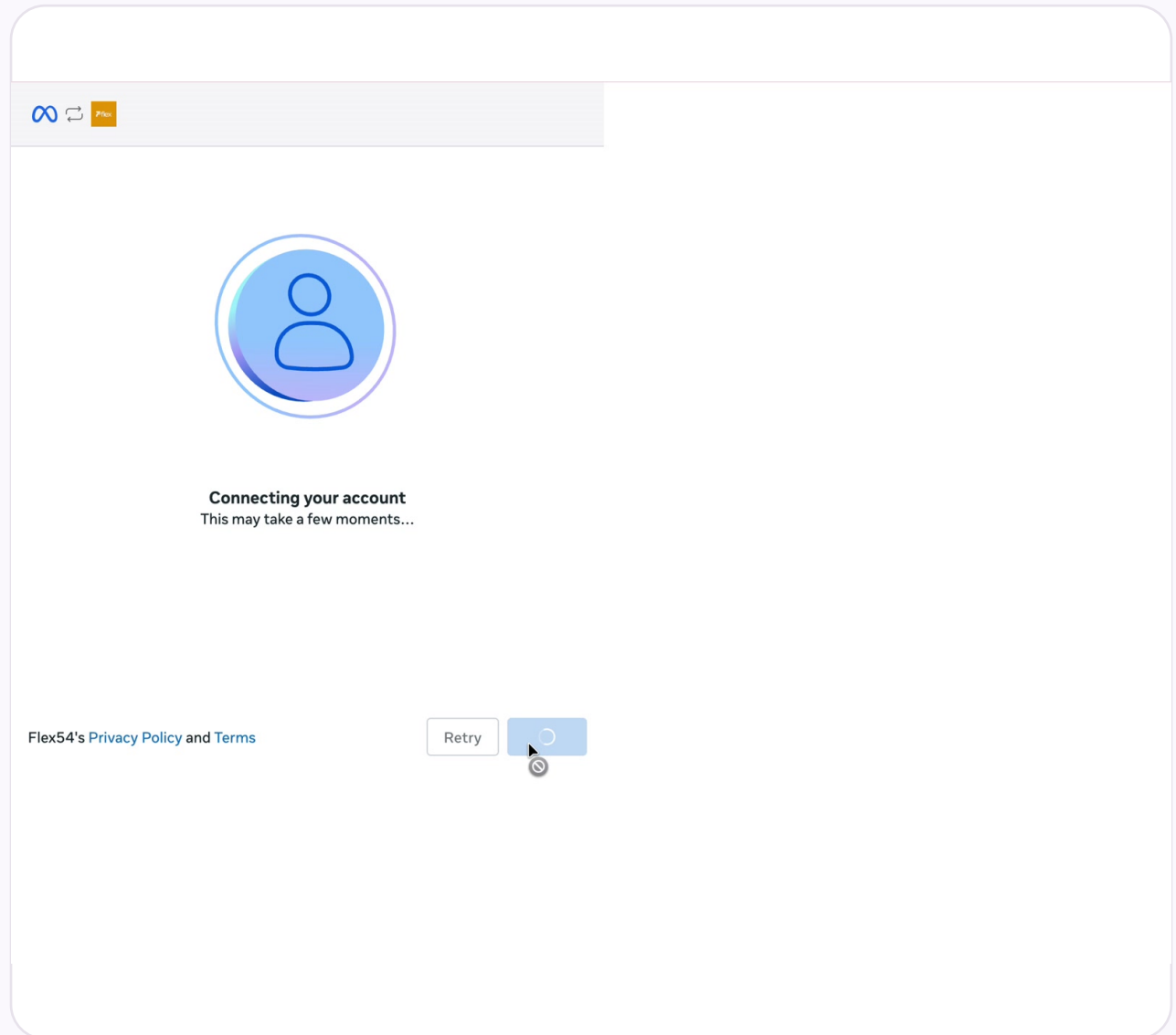
Cancel Next

Example screen. Account names may differ in your workspace.

## FACEBOOK MESSENGER

## Wait for Meta to connect the Page

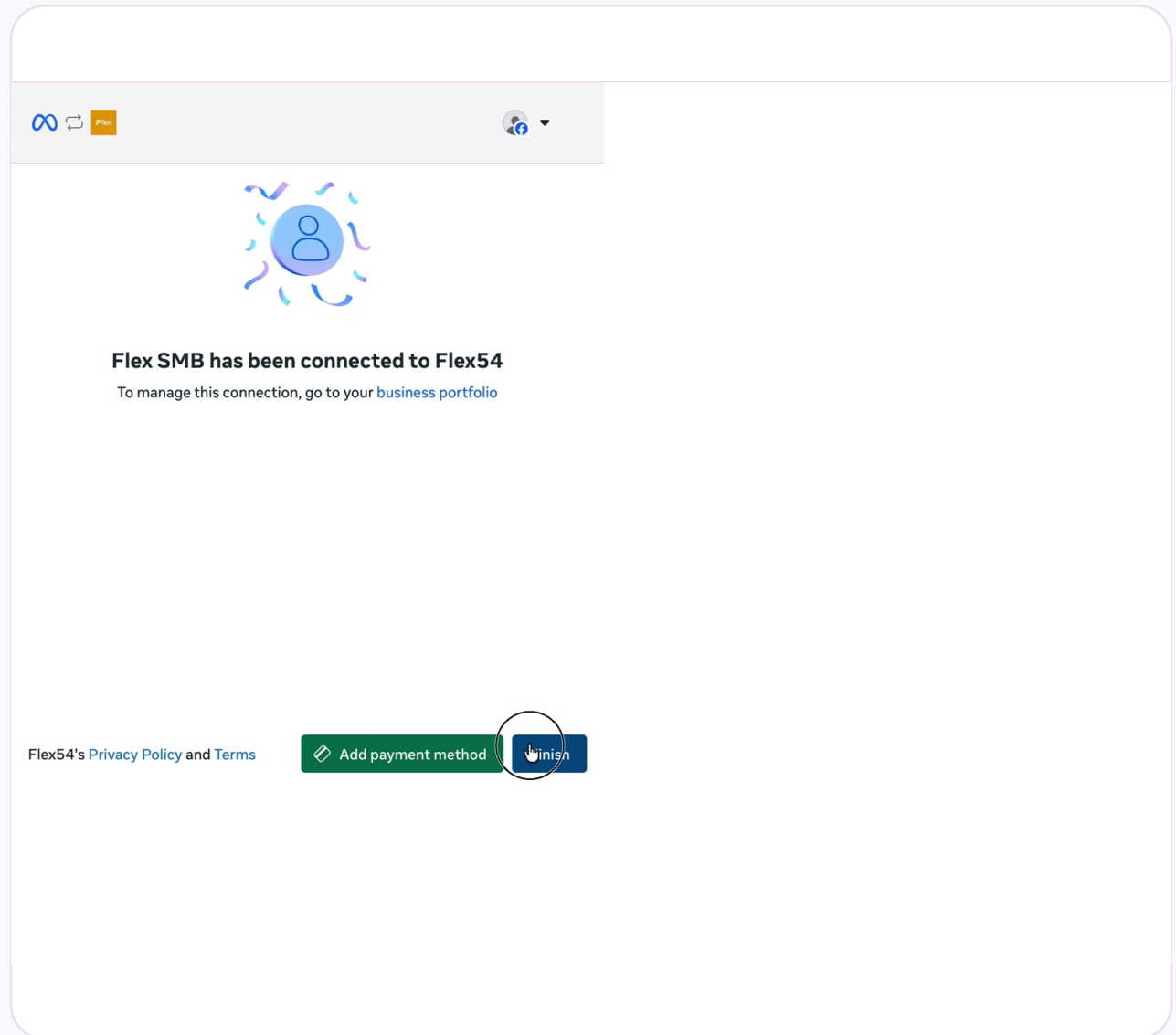
Keep the window open while Meta completes the connection. Do not refresh or close the tab.



Example screen. Account names may differ in your workspace.

## Finish the Meta flow

When Meta confirms the Page is connected to Flex54, click Finish to return to Flex54.

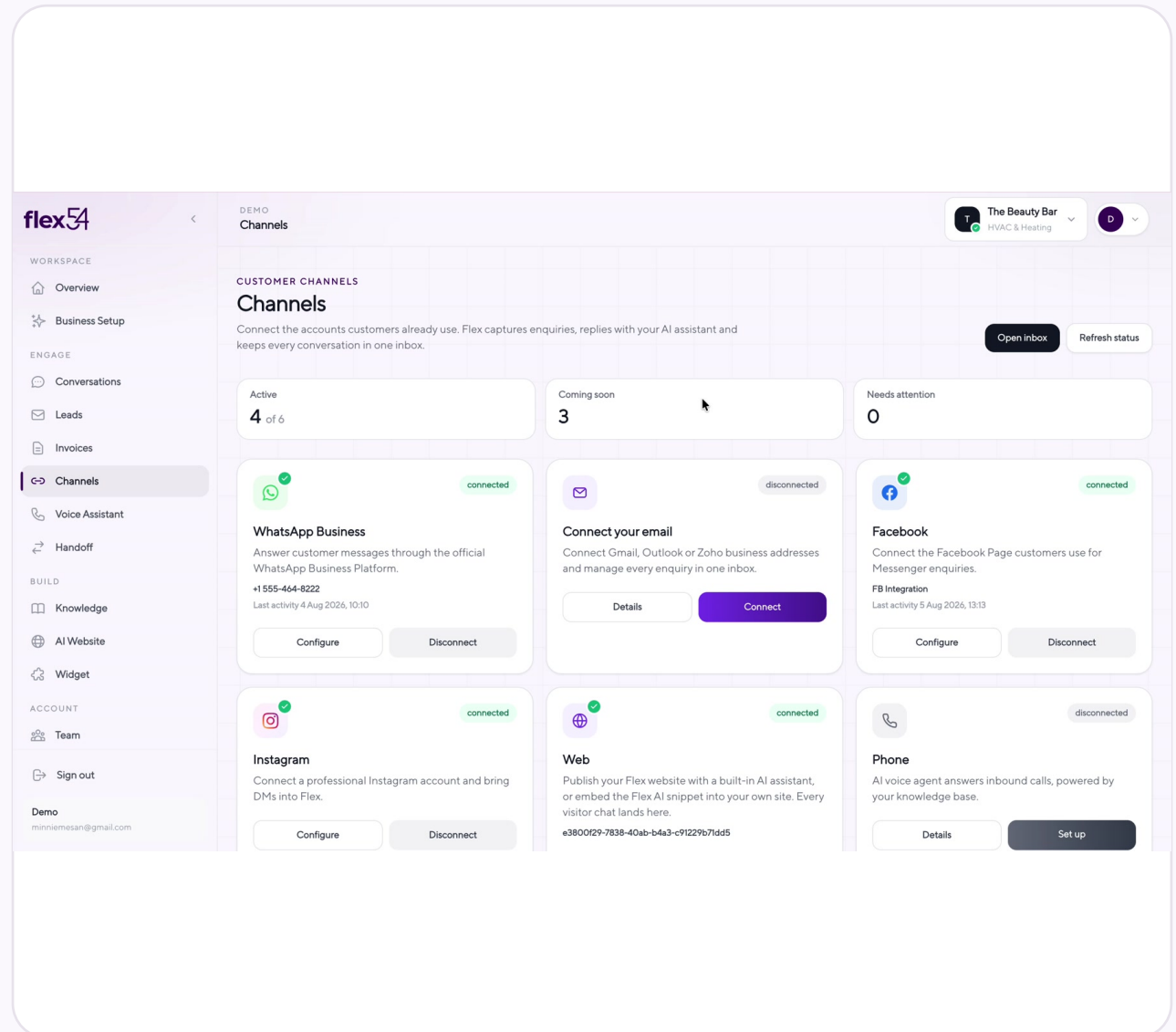


Example screen. Account names may differ in your workspace.

## FACEBOOK MESSENGER

# Check the connected status

The Facebook card should show as connected. Send a test message to the Page and confirm it appears in Conversations.



Example screen. Account names may differ in your workspace.

## CONNECTION COMPLETE

# Confirm everything works

### Success checklist

- ✓ Facebook shows Connected in Channels.
- ✓ A test Messenger message appears in Conversations.
- ✓ A reply sent from Flex54 reaches Messenger.

### Troubleshooting

- **The Page is missing**

Ask a Business Portfolio administrator to give your Facebook profile full control of the Page, then reconnect.

- **Meta reconnects the wrong business**

Confirm the active Facebook profile, then connect again and select the correct Business Portfolio.

- **Messages do not arrive**

Confirm the Page is published, Messenger is enabled, and the correct Page is still connected.

### Still stuck?

Contact your Flex54 administrator or support team with the channel name and the exact error shown.

CONNECT A CHANNEL

# Instagram

Estimated time: 4-7 minutes

## Before you start

Connect an Instagram professional account so your team can manage Instagram conversations in Flex54.



An Instagram professional account. Business is recommended, and Creator is supported when shown.



The username and password for the exact account you want to connect.



Pop-ups and third-party cookies enabled for this setup session.

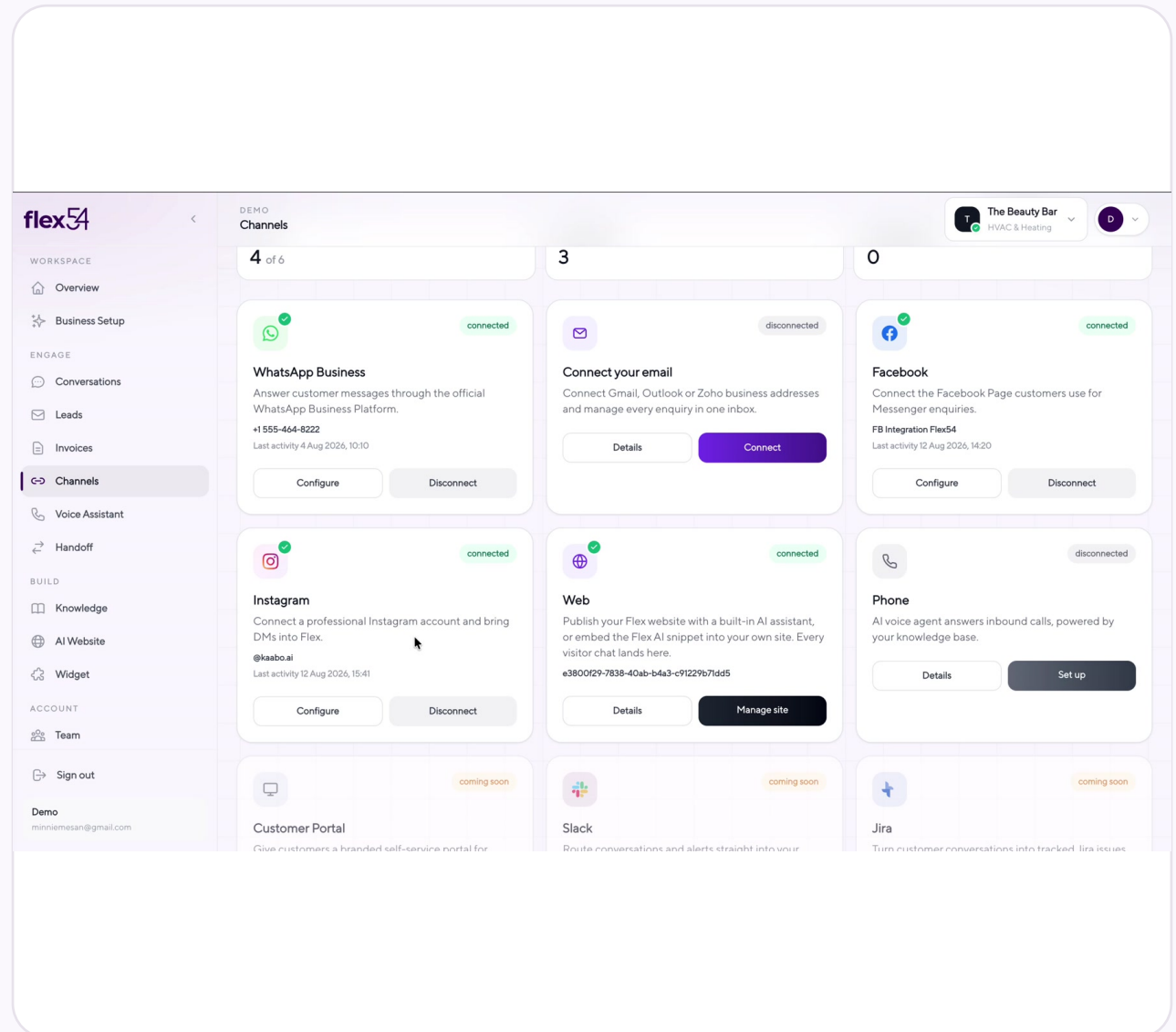
### 8 illustrated steps

Keep Flex54 and the provider setup window open until the connection finishes.

## INSTAGRAM

# Open Instagram in Channels

In Flex54, select Channels in the left menu and find the Instagram card.

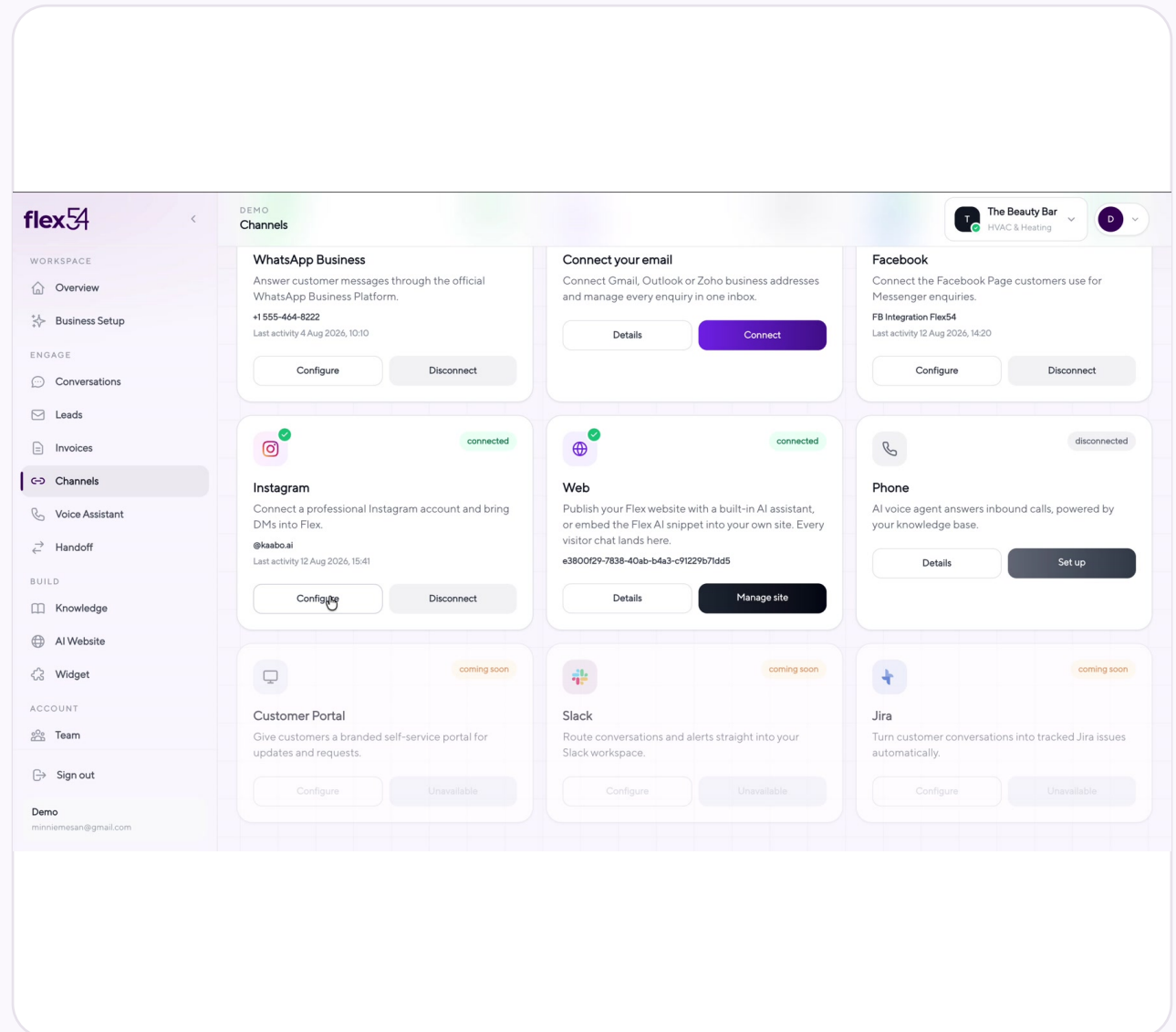


Example screen. Account names may differ in your workspace.

## INSTAGRAM

# Start the Instagram connection

Click Configure or Connect. Flex54 opens the Instagram authorization flow in a new window.

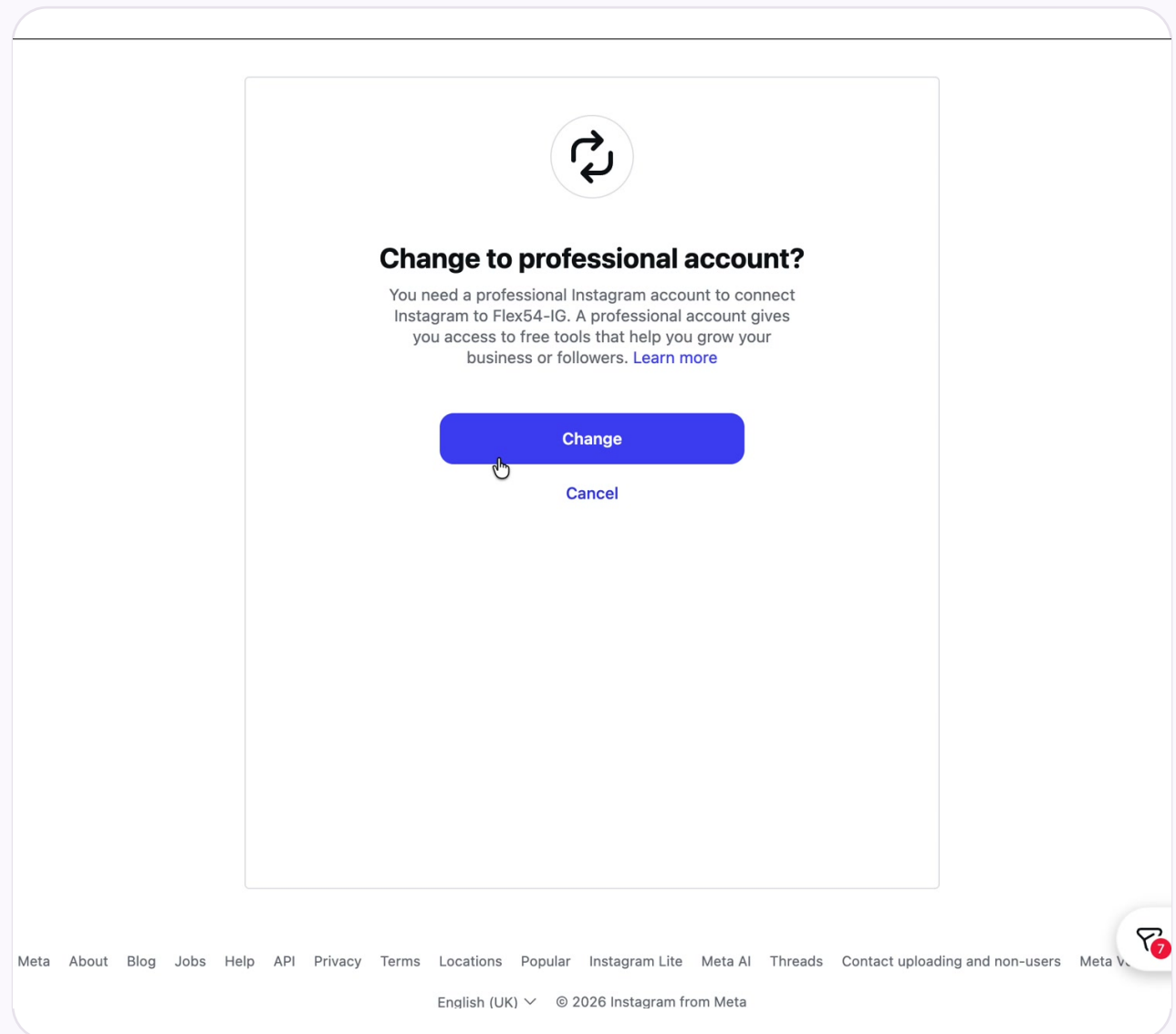


Example screen. Account names may differ in your workspace.

## INSTAGRAM

## Switch to a professional account if asked

If Instagram says the account is personal, select Change to professional account. A professional account is required for messaging access.



Example screen. Account names may differ in your workspace.

## INSTAGRAM

## Choose the professional account type

Select Business for a company or organization, or Creator when that type fits the account, then click Next.

### Which best describes you?

☐

**Creator**

Best for public figures, content producers, artists and influencers.

☒

**Business**

Best for retailers, local businesses, brands, organisations and service providers.

Next

[Meta](#) [About](#) [Blog](#) [Jobs](#) [Help](#) [API](#) [Privacy](#) [Terms](#) [Locations](#) [Popular](#) [Instagram Lite](#) [Meta AI](#) [Threads](#) [Contact uploading and non-users](#) [Meta V](#)

English (UK)  © 2026 Instagram from Meta

Example screen. Account names may differ in your workspace.

## INSTAGRAM

# Sign in to the correct Instagram account

Enter the username and password for the account your team will manage. Check the username before signing in.

Instagram

Phone number, username or email address  
kaabo.a

Password

Log in

Forgotten your password?

Meta About Blog Jobs Help API Privacy Terms Locations Popular Instagram Lite Meta AI Threads Contact uploading and non-users Meta Verified

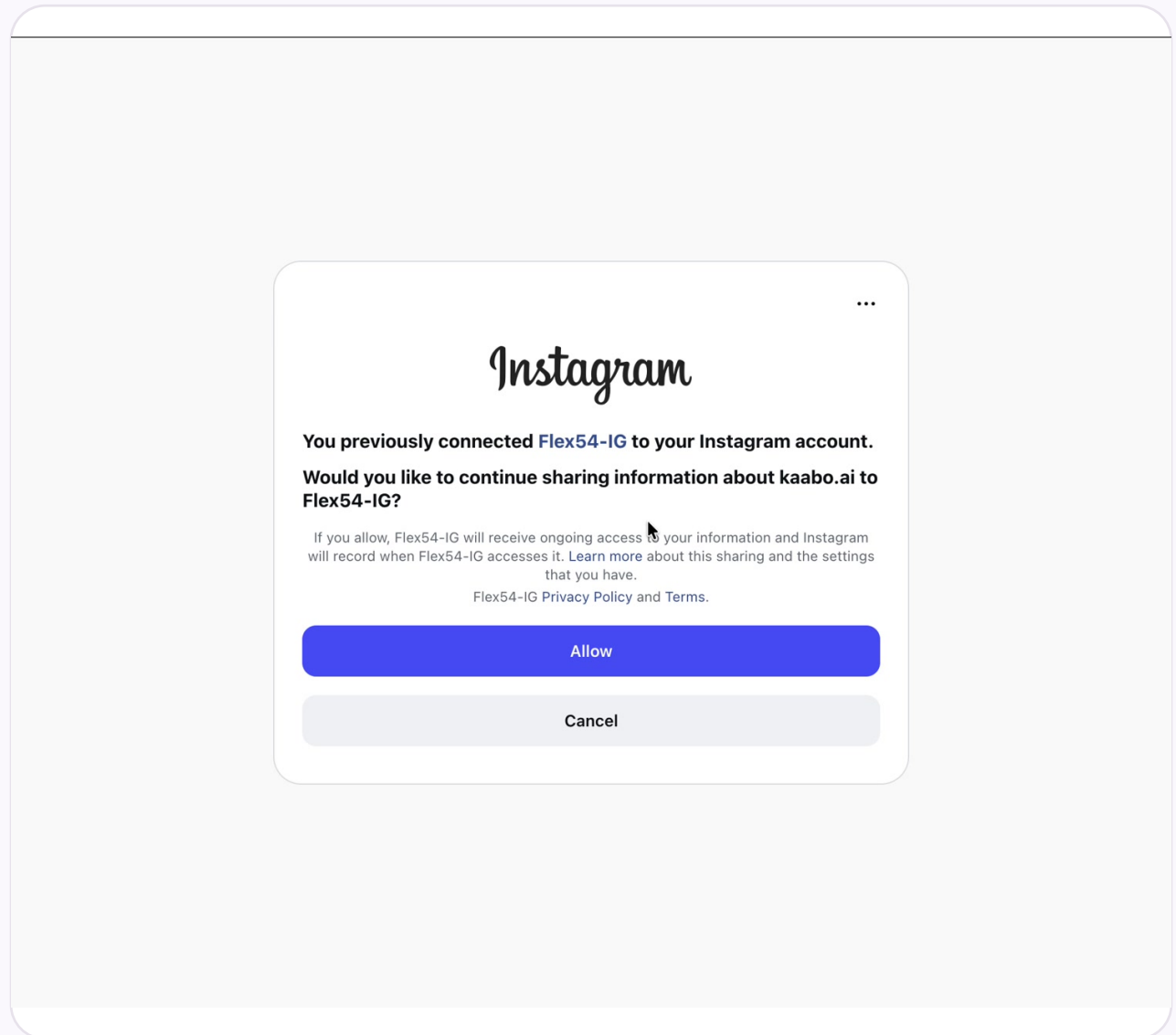
English (UK) © 2026 Instagram from Meta

Example screen. Account names may differ in your workspace.

## INSTAGRAM

## Allow information sharing

Review the account and permissions, then click Allow. Instagram may say that you previously connected Flex54.

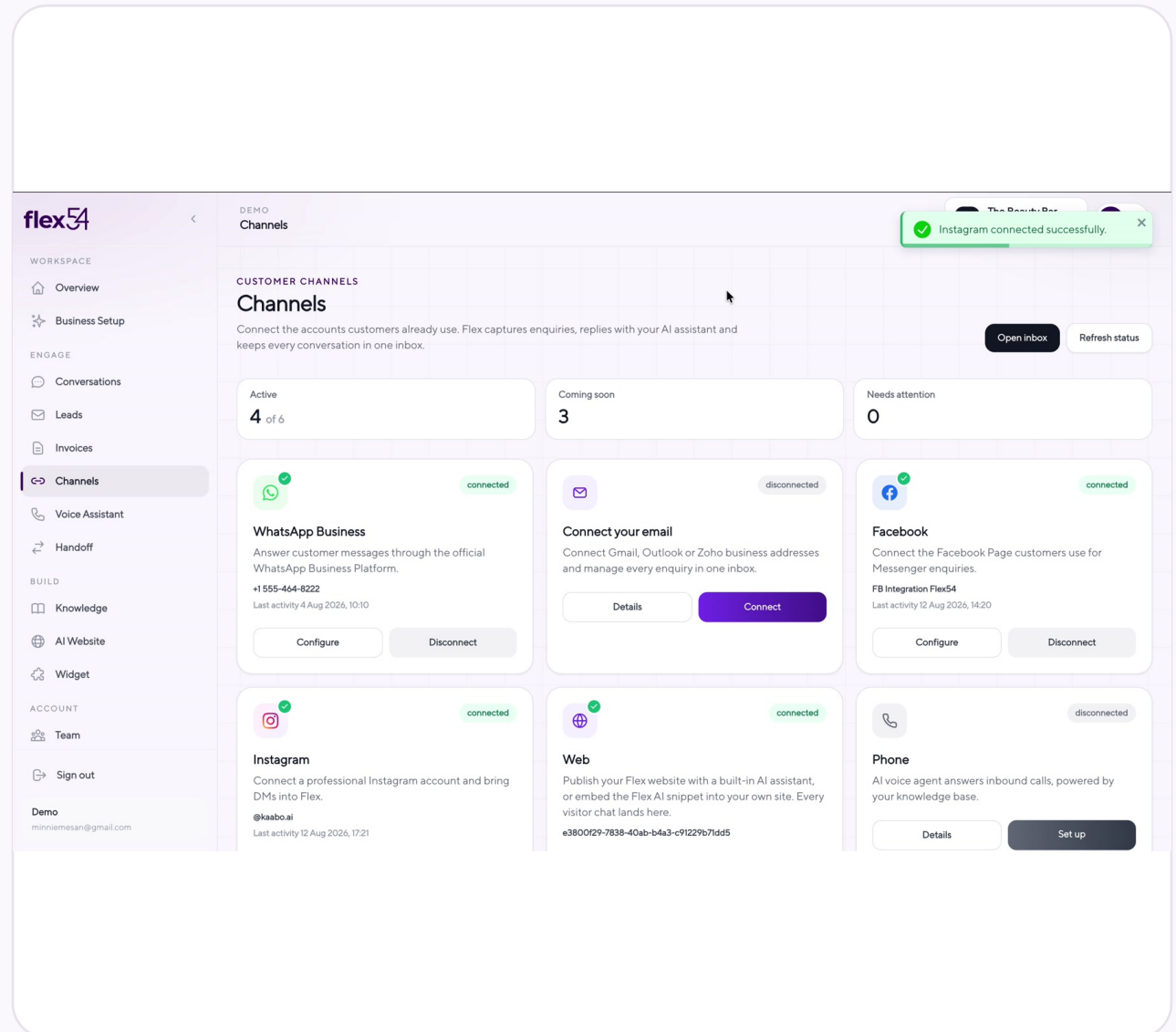


Example screen. Account names may differ in your workspace.

## INSTAGRAM

# Confirm the connection

Instagram returns you to Flex54. The Instagram card should show as connected and a success message may appear.

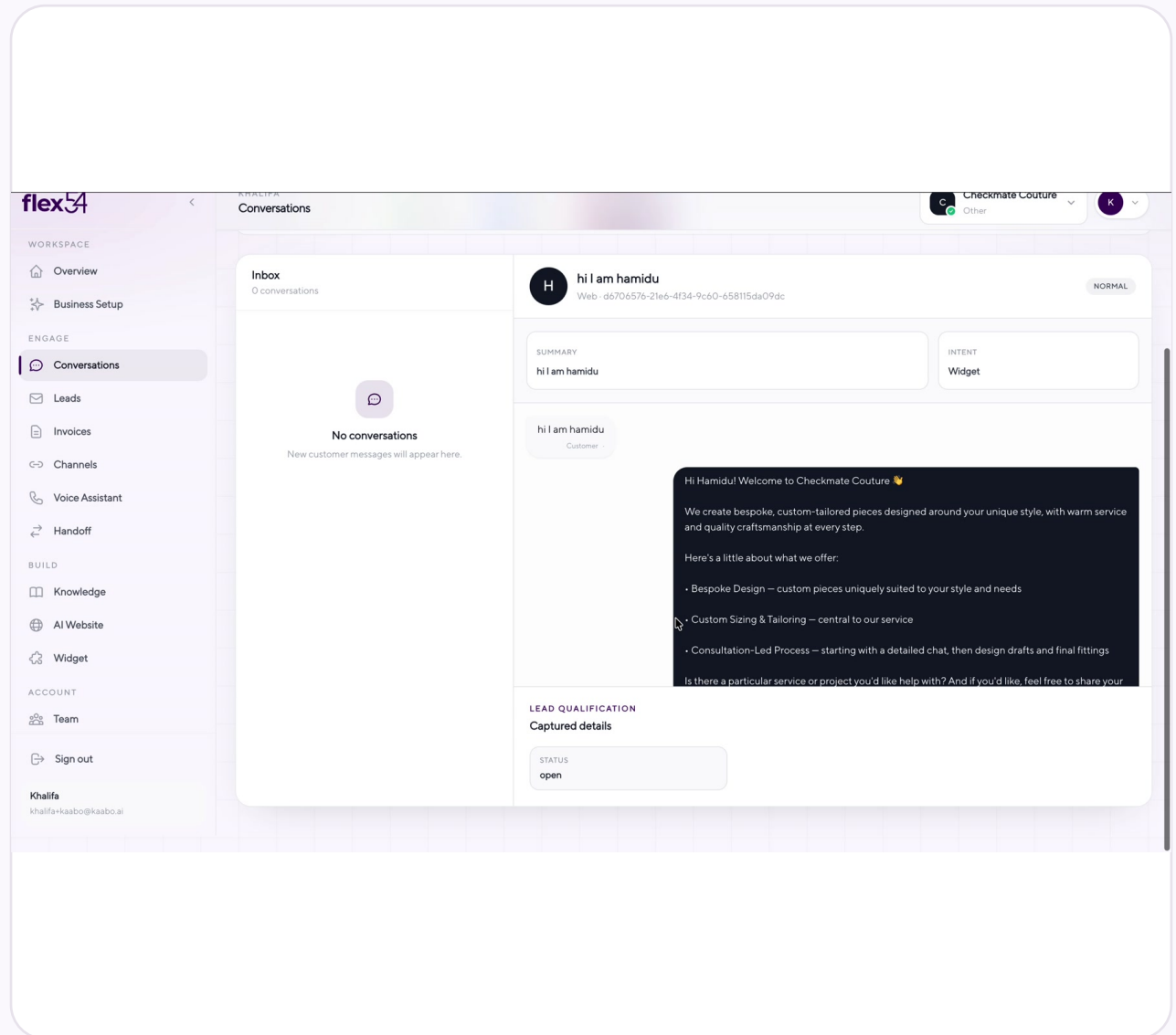


Example screen. Account names may differ in your workspace.

## INSTAGRAM

# Test an Instagram conversation

Open Conversations and select Instagram. Send a message from another profile, then confirm the thread and reply from Flex54.



Example screen. Account names may differ in your workspace.

## CONNECTION COMPLETE

# Confirm everything works

### Success checklist

- ✓ Instagram shows Connected in Channels.
- ✓ A test direct message appears in Conversations.
- ✓ A reply sent from Flex54 reaches Instagram.

### Troubleshooting

- **Instagram asks you to switch account type**  
Complete the switch to a professional account, then return to Flex54 and connect again.
- **The wrong Instagram username appears**  
Cancel, sign out of Instagram in the browser, then reconnect with the correct account.
- **Messages do not arrive**  
Confirm the account is still professional, messaging is allowed, and the same account is connected.

### Still stuck?

Contact your Flex54 administrator or support team with the channel name and the exact error shown.

CONNECT A CHANNEL

# Email (Gmail)

Estimated time: 2-4 minutes

## Before you start

Connect a Google mailbox so your team can manage customer email together in Flex54.



The Google account credentials for the mailbox you want to connect.



Permission to approve access. Google Workspace administrators may restrict third-party apps.



Pop-ups and third-party cookies enabled for this setup session.

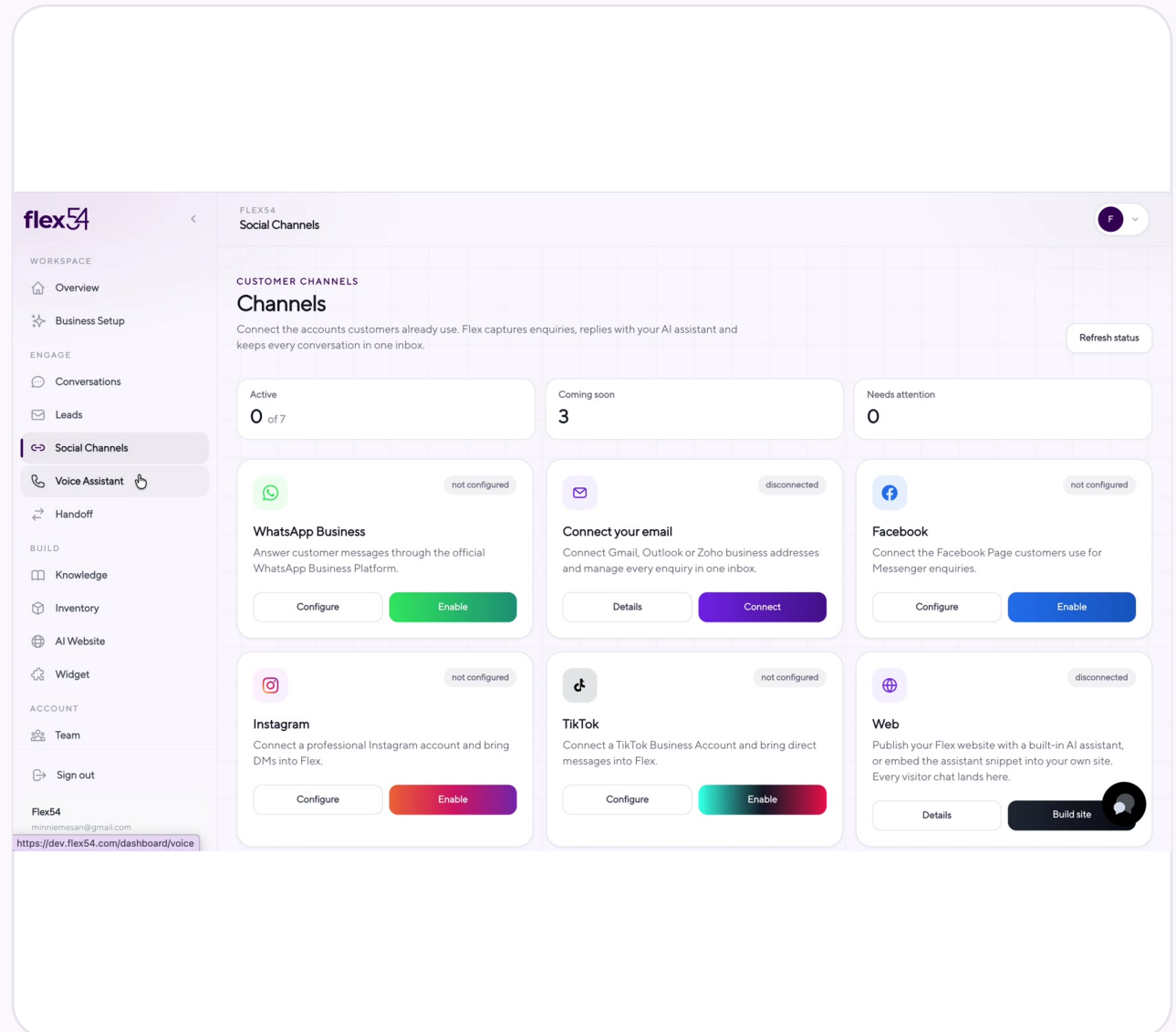
### 4 illustrated steps

Keep Flex54 and the provider setup window open until the connection finishes.

## EMAIL (GMAIL)

# Open Email in Channels

In Flex54, select Channels in the left menu. Find Connect your email, then click Connect.

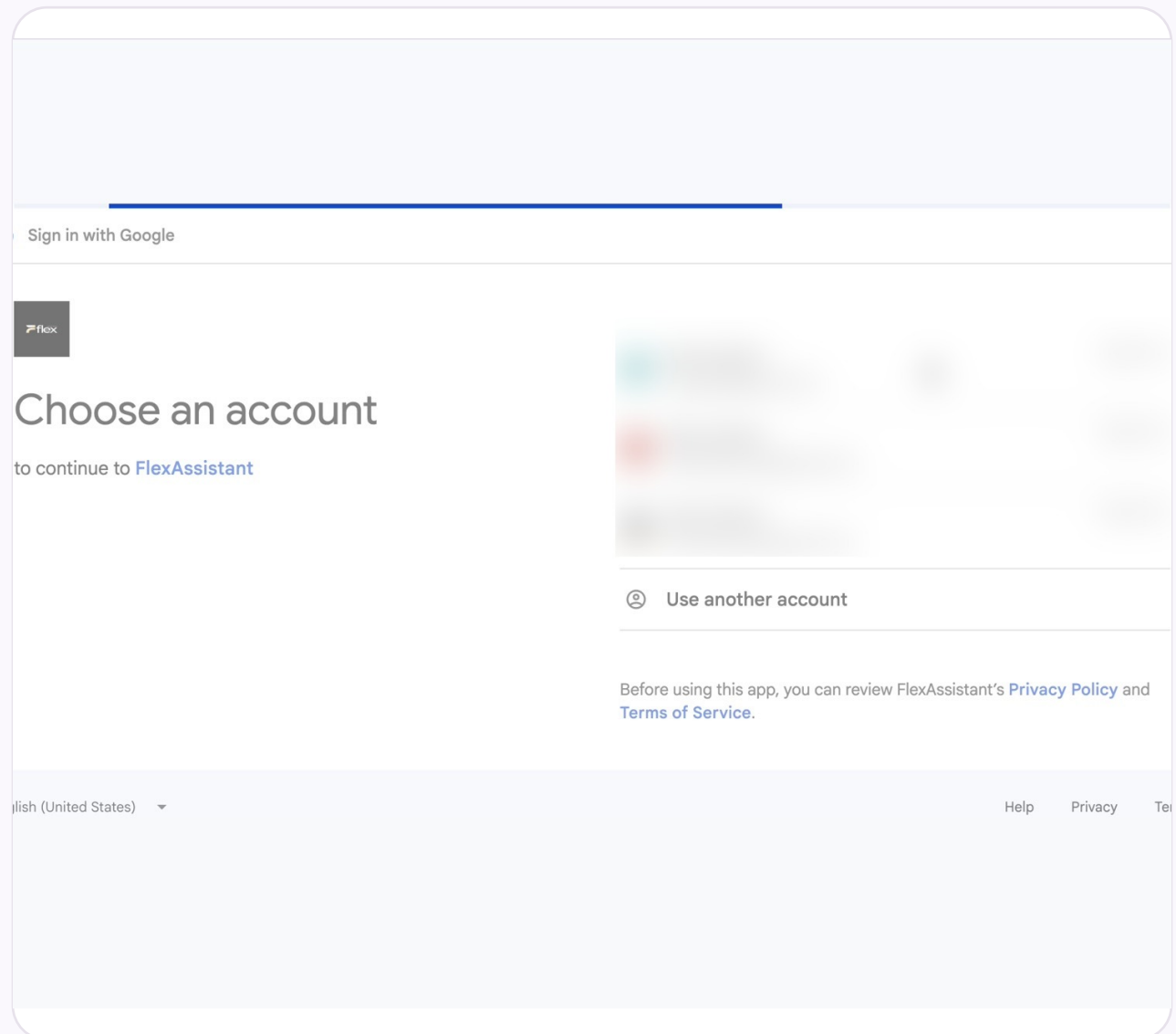


Example screen. Account names may differ in your workspace.

## EMAIL (GMAIL)

## Choose the Google account

Select the mailbox your team will use. If it is not listed, choose Use another account and sign in. Account details are blurred in this example for privacy.



Example screen. Account names may differ in your workspace.

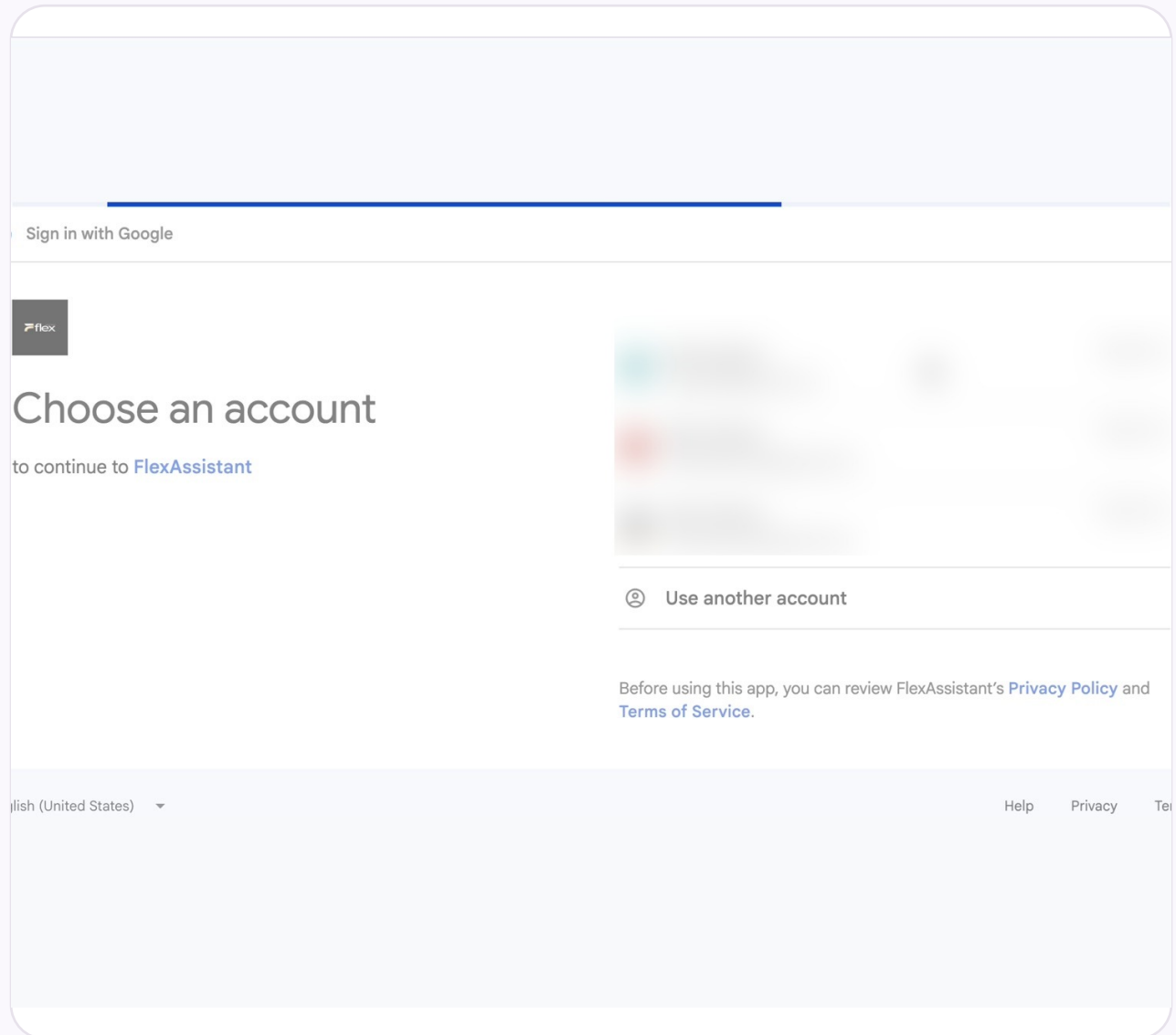
## EMAIL (GMAIL)

## Review and approve access

Read the permissions on the Google consent screen. Confirm the selected account, then click Continue to approve access.

**IMPORTANT**

If Google displays an unverified app warning, stop. Do not bypass it. Contact your Flex54 administrator or Flex54 Support.

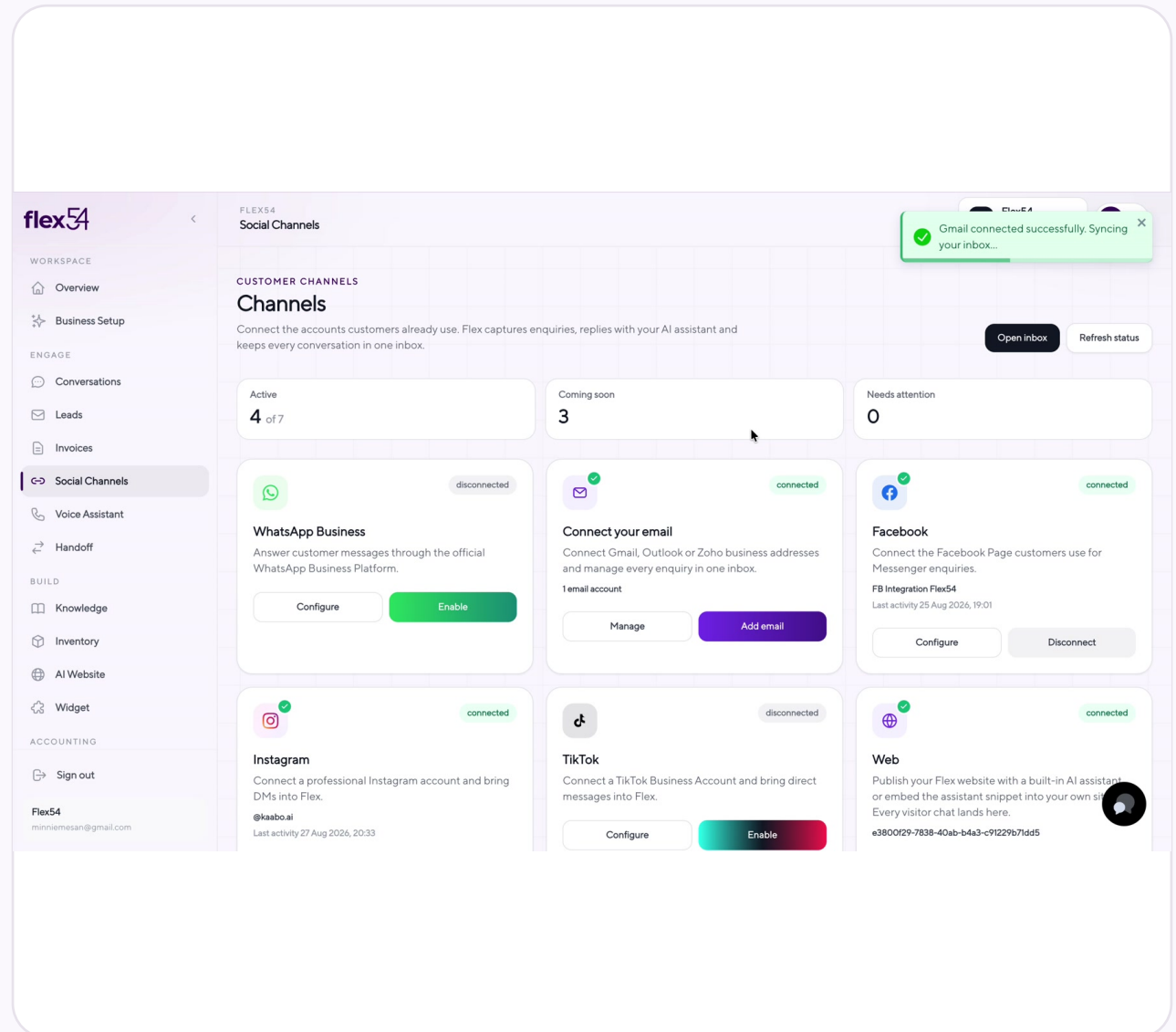


Example screen. Account names may differ in your workspace.

## EMAIL (GMAIL)

# Confirm the email connection

Google returns you to Flex54. The email card should show as connected. Send a test email and confirm it appears in Conversations.



Example screen. Account names may differ in your workspace.

## CONNECTION COMPLETE

# Confirm everything works

### Success checklist

- ✓ Email shows Connected in Channels.
- ✓ A test inbound email appears in Conversations.
- ✓ A reply sent from Flex54 reaches the sender.

## Troubleshooting

- **Google says the app is not verified**

Do not continue through the warning. Contact your Flex54 administrator or Flex54 Support.

- **Your Workspace blocks access**

Ask your Google Workspace administrator to approve the Flex54 email integration, then reconnect.

- **The wrong mailbox was connected**

Disconnect the channel, sign out of other Google accounts, then connect the intended mailbox.

### Still stuck?

Contact your Flex54 administrator or support team with the channel name and the exact error shown.



# Your channels are ready.

Keep this guide for future connections, onboarding, and troubleshooting. Provider screens may change, but the same authorization sequence will continue to apply.

## **Final check**

Test one inbound message and one reply on every channel.