

# Rich Links in Apple Business Chat

## Feature Summary

ASAPP will support rich links for the Apple Business Chat channel.

## Key Benefits

- Increased transparency of information for customers
- Increased customer engagement with business-specific content

## About the Feature

- This feature will be automatically enabled on the Apple Business Chat channel.
- When an agent sends an https/http link, it will automatically display as a rich link to a customer who is chatting over ABC.
- Rich link URLs can be whitelisted by your ASAPP CSM or IM, and configured with a title and image.

