

■ OPERATIONS

Your Business Already Lives on WhatsApp. It Just Doesn't Answer the Same at Every Hour

In almost every business we review, WhatsApp is not one channel among others. It is the channel. Orders, complaints, payments and the questions that decide a sale all arrive there. And it is usually held up by one or two people with a phone in hand.

That works until it doesn't. In peak season. At two in the morning. On the day the person who knew how to answer is away.

What an Agent Does, and What It Leaves Alone

A WhatsApp agent does not replace your team. It handles the repeatable part (hours, availability, prices, order status, requirements) and hands the conversation to a person the moment judgement is needed. Answering fast matters less than answering what you would have answered.

So the real work is not installing anything. It is writing down with you what gets answered and what does not. An agent with vague instructions invents. With clear limits it holds the conversation and knows when to stop.

Where It Usually Goes Wrong

- Promising what the operation cannot deliver: delivery times or stock nobody confirmed.
 - Leaving no trace. Conversations nobody can review afterwards.
 - A single number tied to a personal phone, with no way to hand it over if that person leaves.
 - Measuring nothing, and never finding out how many enquiries went unanswered.
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What Can Actually Be Measured

How many messages arrive per hour and per day. How many resolve on their own. How many escalate to a person, and how long that person takes to pick them up. That is enough to decide

whether you need more people, better answers, or simply different hours.

We work within the platform's rules and with the number you already use. No agent stops a customer from asking for a human: that door stays open.