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.

The work includes agreeing what the agent may answer and what must reach a person. Clear instructions help, but do not guarantee correct answers: sources need checking, difficult cases need testing, and the handover has to work.

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.

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.*

A Check You Can Run

Before launch, try the same questions in several forms, including missing order details and a request outside the agent’s scope. Compare the answers against an approved source and check that uncertainty reaches a person. A prompt with clear limits helps, but the handover and access to current information need to work in the actual integration.

Continue with: Your WhatsApp Agent Needs to Know When to Hand Over.
https://systems.kavaliero.com/en/blog/when-your-whatsapp-agent-should-hand-over-to-a-person

For help with this work, see the scope of WhatsApp AI Agent.
https://systems.kavaliero.com/en/services/whatsapp-ai