

AL MASAAR DIGITAL SOLUTIONS · SOLUTION 03

AI WHATSAPP SALES & CRM

An assistant that answers buyers day and night in their language, qualifies them, and hands every hot lead to your team.

— ◆ TRUST · VALUE · EXCELLENCE



THE PROBLEM

SALES ARE LOST IN THE CHAT

Buyers message on WhatsApp at every hour, in many languages. A small team cannot answer them all, and good leads go cold before anyone replies.



LATE REPLIES

Messages that arrive at night wait until morning. The buyer has already asked someone else.



MANY LANGUAGES

Arabic, French, Swahili, Urdu. Staff copy and paste into translators, one message at a time.



NO QUALIFICATION

Serious buyers and time-wasters land in the same inbox, with no way to tell them apart.



FORGOTTEN PROMISES

“I’ll send photos tomorrow.” Nobody remembers, and the buyer never hears back.

HOW IT WORKS

FROM FIRST MESSAGE TO CLOSED DEAL

01

Answer

WhatsApp or
website chat, any
hour

02

Qualify

Country, product,
quantity, buyer
type

03

Alert

Hot buyers
pushed to your
phone

04

Take over

Your team steps in
with one click

05

Track

Promises become
tasks with due
times

06

Follow up

A daily digest of
who is waiting

The AI handles the first conversation. People handle the deal. Nothing falls between the two.

WhatsApp · AI sales assistant

● Live

Bonjour, vous avez des vêtements d'été pour enfants ? Deux conteneurs pour Abidjan.

Oui, nous travaillons le mix été enfants en balles de 45 kg. Quelles qualités ? Notre équipe vous prépare une offre.

High priority

French

Côte d'Ivoire

2 × 40 ft · Wholesaler

Rebuilt screen · illustrative conversation

THE AI ASSISTANT

SEVEN LANGUAGES, ONE SALES BRAIN

The same assistant answers on WhatsApp and the website. While it talks, it learns who the buyer is.

- ◆ English, Arabic, French, Swahili, Hindi, Urdu, Filipino
- ◆ Buyer, supplier or job seeker, told apart
- ◆ Country, product, grade and quantity captured
- ◆ Normal, high or urgent priority

SAFE BY DESIGN

IT NEVER PROMISES WHAT YOU DIDN'T

The assistant writes from your own facts, rules and knowledge base. Then a separate checker reviews every reply before it is sent.

YOUR RULES

COMMERCIAL RULES

No price quotes, no stock or payment promises, your trade terms and your grade names only.

YOUR FACTS

KNOWLEDGE BASE

Products, shipping, payment and company facts in one place your team can edit any time.

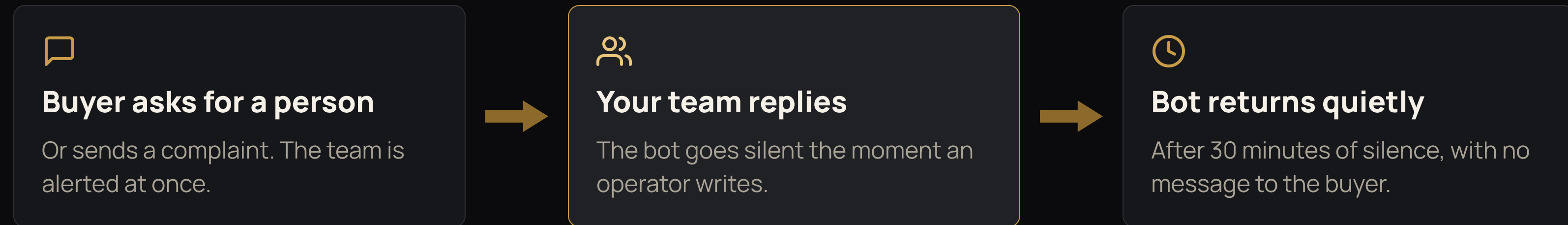
THE CHECK

EVERY REPLY CHECKED

A reply that breaks a rule is rewritten or replaced with a safe answer before the buyer sees it.

HUMAN TAKEOVER

THE BOT STEPS BACK WHEN YOU STEP IN



If the buyer writes while a person is in charge, the bot stays quiet and raises a high-priority alert instead.

THE TEAM'S CONSOLE

EVERY CHAT, IN YOUR LANGUAGE

Incoming messages arrive in English. Your reply goes out in the buyer's language.

New queries

12

Follow-ups

5

Promises

3 due

Attended today

28

Buyer A · Kenya

Buyer B · Oman

Buyer C · Ghana

URGENT

FOLLOW-UP

BOT HANDLED

Kontena mbili za nguo za watoto... → Two containers of kids' clothes...

You write in English · sent in Swahili

Country · Kenya

Product · Kids summer

Quantity · 2 × 40 ft

Last intent · Request quote

Rebuilt screen · illustrative data · voice dictation, attachments and reply templates built in

PROMISE TRACKING

“I’LL SEND PHOTOS”
BECOMES A TASK

When your team promises something in a chat, the system creates a task with a due time. When the photos, video, document or price are sent, the task closes itself.

- ◆ 11 kinds of promise recognised
- ◆ “Today” due in 4 hours, “this evening” in 6
- ◆ Overdue tasks highlighted, done in one tap

Open promises

Send bale photos · Buyer A

Promised 10:15 · due 14:15

Overdue

Send quotation · Buyer D

Promised 16:40 · due tomorrow

Open

Send loading video · Buyer B

Video sent 12:02 in the chat

 Closed itself

Rebuilt screen · illustrative data

Daily sales digest

Today · 9:00 PM

Waiting for us

4

Waiting for buyer

9

No action needed

15

Carried forward

Buyer A · photos promised, not sent yet

Buyer D · quotation due tomorrow

Buyer F · asked for a call back

Rebuilt email · illustrative data

DAILY DIGEST

EVERY EVENING, WHO IS WAITING

At 9 PM the AI reads the day's chats and emails the owner a short report. Nothing slips into tomorrow unnoticed.

- ◆ Each buyer sorted by who owes the next reply
- ◆ Open promises carried forward
- ◆ Follow-up tasks created for the morning

ONE CUSTOMER RECORD

ONE BUYER, ONE HISTORY

The same person may chat on your website today and on WhatsApp tomorrow, with more than one of your businesses. The CRM joins it all into one record.



MATCHED AUTOMATICALLY

By phone, chat session or email, with a permanent customer ID and no duplicate messages.



SEVERAL BUSINESSES

One inbox for all your brands, filtered by source, with “needs reply” always on top.



12 REPLY LANGUAGES

Whole conversations translated to English, replies sent in the buyer’s own language.

FOR RETAIL SHOPS

YOUR SHOPIFY STORE, INSIDE WHATSAPP

Shoppers ask in plain words and get real products from your live catalogue, in English or Arabic.

- ◆ Size, colour, brand and budget understood
- ◆ Website chat widget with timed pop-ups
- ◆ Quiet chats followed up after 24 and 48 hours
- ◆ Broadcasts to opted-in customers

Black jacket, size L, under 150 AED?

Found 3 in your size:

Leather biker jacket · L	AED 139
Denim trucker jacket · L	AED 119
Bomber jacket · L	AED 95

Show more

Other sizes

Talk to a person

Rebuilt screen · illustrative products and prices

REAL PROJECTS

ANSWERING BUYERS EVERY DAY

A B2B garment wholesaler and a fashion retailer in the UAE run their WhatsApp and website chats on this system, sharing one CRM.

7

languages the assistant
answers in

24/7

first reply, on WhatsApp and
web

11

kinds of promise turned into
tasks

9 PM

daily digest of who is waiting

HOW TO START

NO DEVELOPMENT COST.
PAY MONTHLY TO RUN IT.

- 01** We learn your products, rules and buyers
- 02** We connect your WhatsApp and website, free
- 03** You see real leads, then we agree a fee



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