

WhatsApp & Telegram Business Agent

Unified Documentation for Small Businesses & Enterprises

TL;DR

One platform. Two markets. - **SMBs** buy speed, simplicity, and done-for-you automation. - **Enterprises** buy cost reduction, control, security, and auditability.

Same core engine. Different wrappers, controls, and sales motion.

PART A — SMALL BUSINESS (SMB) DOCUMENTATION

1. SMB Problem Statement

Small businesses struggle with: - Missed calls & messages - Repetitive customer questions - No 24/7 availability - Language barriers - Manual booking & order handling

Result: Lost revenue + owner burnout.

2. SMB Solution Overview

A **WhatsApp / Telegram Business Agent** that: - Answers customers instantly - Speaks customer's language - Books appointments / orders - Shares menus, catalogues, prices - Escalates to owner when needed

Positioning: Your best employee that never sleeps.

3. SMB Core Features

3.1 Conversation

- Text + voice notes
- Auto language detection
- Friendly, brand-specific tone

3.2 Business Actions

- Appointment booking
- Order status

- FAQ & catalogue
- Photo/video intake
- Payment links

3.3 Owner Controls

- Business hours
 - Auto-reply rules
 - Human takeover
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4. SMB Use Case Templates

4.1 Restaurant

- Menu browsing
- Table availability
- Food preferences
- Order tracking

4.2 Local Services (Plumber, Salon, Cleaner)

- Problem description
- Photo upload
- Price estimate
- Slot booking

4.3 Coaching / Education

- Course info
 - Eligibility checks
 - Fee & EMI explanation
 - Class reminders
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5. SMB Architecture (Simple)

WhatsApp / Telegram → Webhook → AI Agent → Google Sheet / Calendar / POS → Response

Minimal setup. Fast onboarding.

6. SMB Pricing Model

- Starter: £29 / month
- Pro: £79 / month
- Business: £199 / month

Key: Managed service, not DIY SaaS.

7. SMB KPIs

- Missed inquiries ↓
 - Booking conversion ↑
 - Owner response time ↓
 - Customer satisfaction ↑
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PART B — ENTERPRISE DOCUMENTATION

8. Enterprise Problem Statement

Large organisations face: - High HR & support ticket volumes - Low portal adoption - Expensive call centres - Disconnected field workforce - Compliance & audit pressure

Result: High cost, slow ops, poor experience.

9. Enterprise Solution Overview

A **Conversational Operations Platform** that: - Uses WhatsApp & Telegram as interface - Executes approved workflows - Integrates with enterprise systems - Enforces rules, roles & permissions - Logs everything for audit

Not a chatbot. An ops layer.

10. Enterprise Core Capabilities

10.1 Controlled Intelligence

- Intent-based routing
- Deterministic workflows
- No free-form hallucinations

10.2 Enterprise Actions

- HR requests
- IT tickets
- Order & case status
- Vendor & dealer ops

10.3 Governance

- Role-based access
 - Approval layers
 - Human-in-the-loop
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11. Enterprise Use Cases

11.1 HR Operations Agent

- Leave balance
- Payslips
- Policy Q&A
- Onboarding support

11.2 Customer Support Deflection

- FAQs
- Order status
- Complaint intake
- Smart escalation

11.3 Field Force Enablement

- Shift info
 - SOPs
 - Incident reporting
 - Multilingual guidance
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12. Enterprise Architecture

WhatsApp / Telegram → Security & Identity Layer → Intent Router → Approved Tool Layer (ERP / CRM / HRMS) → Response Generator → Audit Logs & Analytics

13. Security & Compliance

- Data minimisation
- Encryption at rest & transit
- Configurable retention
- GDPR-aligned workflows
- Department isolation

Security-first by design.

14. Enterprise Integrations

- SAP / Oracle
 - Salesforce
 - ServiceNow
 - Workday
 - Custom internal APIs
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15. Enterprise Commercial Model

- Annual contracts
- Pricing by:
 - Employees
 - Departments
 - Use cases

Typical deal size: £50k – £250k / year

PART C — SHARED PLATFORM LAYER

16. Shared Core Engine

- LLM orchestration
- Prompt templates
- Tool calling framework
- Session memory
- Analytics

Same engine, different constraints.

17. Deployment Strategy

SMB - Immediate live - Template-based - Low configuration

Enterprise - Pilot → ROI → Scale - Custom workflows - Security review

18. Risks & Mitigation

Risk	SMB	Enterprise
AI errors	Guardrails	Deterministic flows
WhatsApp limits	Template rules	Compliance review
Adoption	Done-for-you	Change management

19. Go-To-Market Summary

SMB: - Sell speed & simplicity - Owner-focused - Monthly pricing

Enterprise: - Sell cost & control - Ops-focused - Annual contracts

20. Final Recommendation

Build **one platform**, sell **two stories**.

SMBs fund you early. Enterprises make you big.
