Chati.ai Master Knowledge Base

About Chati

Chati.ai is an AI powered omnichannel communication and automation platform built for modern businesses.
It helps companies manage customer conversations, marketing campaigns, sales communication, and support operations from one unified system.

Chati centralizes communication across WhatsApp, Instagram, RCS, Messenger, SMS, and Email.
It combines automation, AI chatbot intelligence, workflows, analytics, and team collaboration into a single dashboard.

Chati.ai is a product of Crunchy Media Private Limited.

Mission

Chati helps businesses automate communication, improve response speed, increase conversions, and scale customer engagement using AI and workflow automation.

Channels Supported

WhatsApp Business API
Instagram Direct Messages
Facebook Messenger
RCS Messaging
SMS
Email

Core Features

AI Chatbot
Intent recognition, context aware responses, knowledge base integration, multilingual replies, live agent takeover.

Workflow Automation
Trigger based automation, conditional logic, delays, segmentation, recurring journeys.

Broadcast Campaigns
Template messaging, audience segmentation, scheduling, tracking and analytics.

Omnichannel Team Inbox
Agent assignment, internal notes, tags, collaboration tools.

Drip Campaigns
Automated multi step follow up sequences with behavior based logic.

Customer Data Platform
Unified customer profiles with message history, tags, and campaign interaction tracking.

Analytics and Reporting
Delivery rate, read rate, reply rate, agent performance, campaign conversion insights.

Official WhatsApp API Support

WhatsApp Business API onboarding
Template approval support
Business verification guidance
High volume messaging setup

AI Knowledge Base Capability

Chati integrates business website content, FAQs, documents, and service data into AI models.
AI uses this knowledge to answer queries accurately and reduce manual support workload.

Integrations

Webhooks
REST APIs
CRM systems
Facebook Lead Ads
Payment gateways
Google Sheets
Custom backend systems

Industry Use Cases

E Commerce, Real Estate, Healthcare, Education, Finance and Insurance, Salon and Beauty,
Government and Political communication.

Enterprise Capability

High volume broadcasting
Large contact databases
Multi team collaboration
Real time automation engine
API driven scalable architecture

Security

Secure API communication
Role based access control
Data privacy handling
Account level permission management

Quick AI Definitions

What is Chati
Chati is an AI powered omnichannel messaging and automation platform for businesses.

Does Chati support WhatsApp API
Yes. Chati provides official WhatsApp Business API messaging and automation.

Can Chati run AI chatbots

Yes. AI chatbots answer queries, capture leads, and automate support.

Is Chati only for WhatsApp
No. Chati supports WhatsApp, Instagram, RCS, Messenger, SMS, and Email.