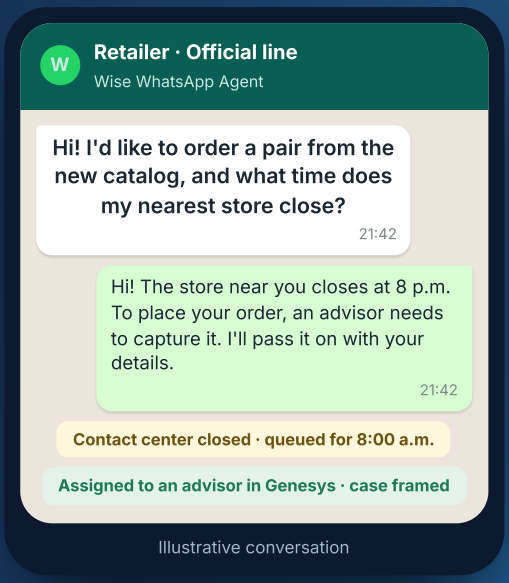
WISE WHATSAPP AGENT

24/7 WhatsApp support, answers in seconds, clean handoff to the contact center.

A catalog-based footwear retailer made the Wise WhatsApp Agent the first contact on its official WhatsApp line. It resolves what it can and hands the rest to advisors in Genesys, with the case already framed.

WhatsApp Business · Genesys handoff · Retailer knowledge base · 24/7 coverage



Illustrative conversation

CUSTOMER	CHANNEL	LIVE SINCE	MEASURED
Catalog-based footwear retailer	**Official WhatsApp line**	**Early September 2026**	**Sep 22 – Oct 4, 2026**

KEY KPIS

4–5 s
median agent response time

37–38%
of inquiries resolved without an advisor

1 min
median advisor pickup after handoff

1,750–1,900
conversations per week

24/7
vs. 8 a.m.–5 p.m. with 26 people before

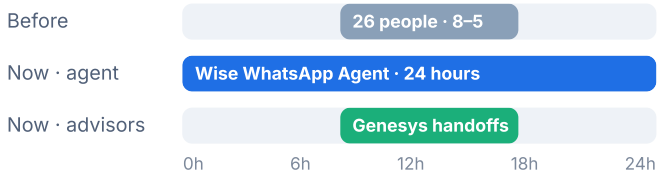
Executive summary

Responds in seconds
A median of 4–5 seconds, day or night.

Hands off only what needs a system
Orders, deliveries, payments and returns go to an advisor, already framed.

Service beyond business hours
Every after-hours message gets an answer.

Coverage across the day



Advisors keep the cases that need retailer systems; the agent answers everything else, at any hour.

THE CHALLENGE

A high-volume channel people alone couldn't scale

WhatsApp is where members place orders, request catalogs, check deliveries and find the nearest store. The line handles 1,750 to 1,900 conversations and 12,500 to 13,700 member messages every week.

62%
of inquiries touch two or more topics

12–13%
of messages arrive after hours

0 h
of night service before the agent

Mixed requests

A member who wants to place an order also asks about the store, the delivery or the size.

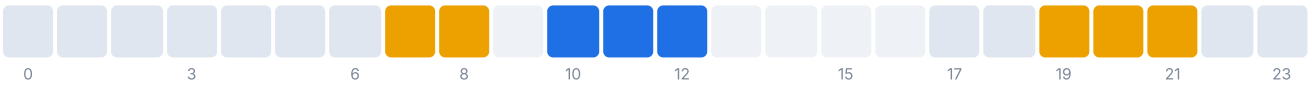
After-hours demand

Messages keep coming, mainly between 7 and 10 p.m. and between 7 and 9 a.m.

System access needed

Capturing an order, checking a delivery, validating a payment or processing a return must be done by an advisor.

When members write



Peak hours · 10 a.m.–1 p.m. After-hours demand · 7–9 a.m. and 7–10 p.m. Contact center closed

Contact center open 8 a.m.–5 p.m. Bands show where demand concentrates; they are not volume measurements per hour.

Before the agent, **26 people staffed the channel from 8 a.m. to 5 p.m.**, with no night service. Growing the line meant more advisors doing routine answers, and members who wrote after hours waited until morning.

THE SOLUTION

Wise WhatsApp Agent, integrated with Genesys

The agent is the first contact on the line. It answers from the retailer's own information, and when a retailer system is needed it prepares the case and passes it to an advisor.

Member on WhatsApp
Orders, catalogs, deliveries, stores, sizes, at any hour.

→ seconds

Wise WhatsApp Agent
Answers from the retailer's knowledge base and frames the case.

Promotions · Billing · Shipping · Returns · Digital coupon book · Distributors · Product bulletins · Size charts · Pre-sale rules

→ handoff

Advisor in Genesys
Captures orders, checks deliveries, validates payments, processes returns.

1

Answers with the retailer's information

Promotions, billing, shipping, returns, the digital coupon book, distributors, product bulletins, size charts and pre-sale rules.

→

2

Prepares the case and hands it off

When a retailer system is needed, it gathers the details and transfers the case to an advisor in Genesys.

→

3

Covers closed hours

After hours it resolves informational requests and queues cases for when the contact center opens.

98–99%

Grounded answers. Of the agent's answers were grounded in at least one retailer document during the measured weeks: it answers from the retailer's information, not from general knowledge.

Framed handoffs

The advisor receives the member's request and details, not a blank conversation.

Queued after hours

Cases that need a person wait in order for the opening of the contact center.

RESULTS

Two full weeks of stable speed and fast pickup

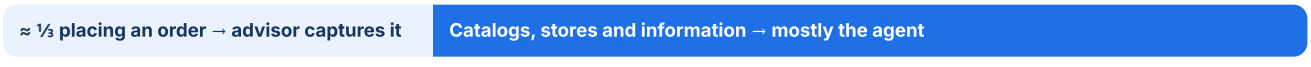
Every conversation on the line was analyzed message by message: September 22–28 compared with September 28 – October 4, 2026.

Week over week

INDICATOR	SEP 22–28	SEP 28 – OCT 4
Conversations	1,753	**1,909**
Members and customers who wrote	1,173	**1,291**
Total messages	33,754	**32,219**
Agent response time (median)	4 s	**5 s**
Advisor first reply after handoff, business hours (median)	1 min	**1 min**

A clear division of work

Placing an order is the main reason members write, about one-third of all conversations, and 83–88% of those end with an advisor, who captures the order. Catalogs, store locations and other informational requests stay mostly with the agent. Only about 1% of handoffs wait more than an hour.



AFTER HOURS

The biggest lift comes when the contact center is closed

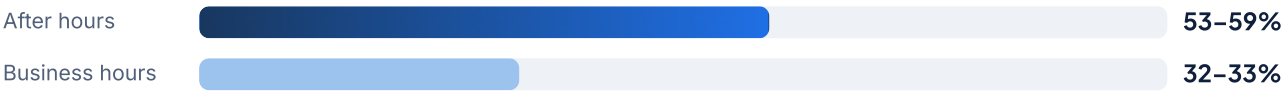
~400

conversations a week arrive while the contact center is closed, and every one now gets an answer in seconds.

9 in 10+

after-hours conversations that still need an advisor are assigned within the first hour after opening.

Inquiries closed without an advisor



At night the agent closes almost twice the share of inquiries it closes during the day, when advisors are available for handoffs.

NEXT STEPS

Asking for the member's name

48–56% drop-off

Where most members drop off. A guided welcome could capture intent from the first message.

Order status

74–79% handed off

Many status questions still go to an advisor, though the answer is usually one fact, like the stage or tracking number.

Stock availability

Inventory access

With inventory access, the agent could confirm model or size before handing off.

Peak hours

10 a.m. – 1 p.m.

When volume concentrates and the handoff queue builds.

Data: September 22 to October 4, 2026, across two weekly reports, exported without personal information.

Answer every member, at any hour

WhatsApp support grounded in your own information, with framed handoffs to your contact center.

Book a demo

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