WE ARE CARING

How We Are Caring books more family consultations over WhatsApp

We Are Caring helps families in Singapore find and hire domestic workers, through its website and mobile app. Families and helpers message them on WhatsApp, Facebook and Instagram, and in the busiest periods that's more than 1,000 WhatsApp messages. chatavocado now replies first, answers their questions, collects the family's details and books a consultation into a team member's calendar.

+60%
consultation calls a month, from about 100 to 160–170

1,000+
WhatsApp messages in the busiest periods

Seconds
average response time, down from over a day

How it worked before

The office isn't open around the clock or seven days a week, so families who messaged on WhatsApp often waited hours for a reply, and sometimes more than a day. Many of them needed help at home urgently.

- The team spent hours every day answering the same questions, collecting details by hand and arranging consultations.
- To book a consultation, families had to find a date on the website and fill in a form.
- They used WhatsApp inside HubSpot, but setting up the AI there was hard, and Facebook and Instagram messages were handled separately.
- In busy periods with over 1,000 messages, some enquiries slipped through.

> **“We were just operating the same way because we didn't have the time to improve our processes.”**
>
> We Are Caring team, on slow replies before chatavocado

What We Are Caring wanted

WhatsApp, Facebook and Instagram in one place, an assistant set up with their own tone, services and processes, and a way for families to pick a consultation time without leaving the chat.

HOW IT WORKS NOW

What families and helpers ask, and what happens next

Customer messages are on the left and chatavocado's replies are on the right.

1. A family books a consultation

Hi, we need a helper to look after our 1-year-old and help with cooking. Can we speak to someone? My email is anna@example.com
08:52

Thanks 😊 Here are a few slots for your consultation:
• Thursday, 9 April at 10:30 AM
• Thursday, 9 April at 11:00 AM
• Friday, 10 April at 2:15 PM
Which works best, or would you like another weekday time?
08:52

Thursday 10:30 please
08:54

Your consultation is confirmed for:
• Thursday, 9 April at 10:30 AM
It will be on Google Meet, and the link is in the calendar invite sent to your email 😊
08:54

Then the meeting is in the team member's calendar, and the family's details are saved to their contact record in HubSpot.

2. A question about fees

What are your agency fees? Can you give me a breakdown?
13:20

It depends mainly on whether you hire a helper already in Singapore or someone from overseas.
• Service fee: contract, insurance, work permit and support during employment
• Other costs depend on the helper's country
Full breakdown: [costs page link]
Would you like a quick consultation to go through the costs for your family? 😊
13:20

Yes, that would help
13:23

Great. What email address would you like to use for the consultation?
13:23

Then the family gets slots to choose from, as in chat 1, and the chat is tagged as an employer enquiry.

3. A helper writes in Indonesian

Halo, saya mau kerja di Singapura. Dokumen apa saja yang saya perlu?
19:05

Halo 😊 Kamu bisa daftar lewat aplikasi We Are Caring. Siapkan paspor, KTP dan Kartu Keluarga (KK), dengan nama dan tanggal lahir yang sama.
19:05

Aplikasinya di mana?
19:07

Cari "We Are Caring" di App Store atau Google Play, lalu pilih daftar sebagai helper 😊
19:07

Then the chat is tagged as a helper in Indonesia who writes in Indonesian, so the right person on the team sees it.

4. A request the team should decide on

We're hiring our second helper through you. Can you waive the service fee this time?
10:41

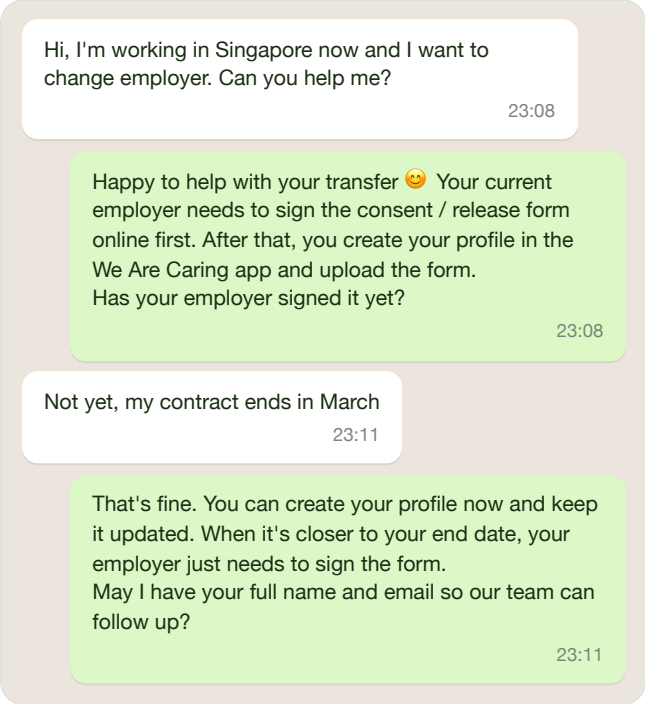
CHATAVOCADO
Thanks for asking. Fee waivers are decided by our team, so I've passed your request on. Someone from the team will reply to you here on WhatsApp.
10:41

Ok, thank you
10:42

TEAM
Hi, thanks for coming back to us for your second helper. Let me check what we can do and I'll update you today.
10:55

Then the chat is tagged as a fee waiver request, the team gets an email and WhatsApp alert, and a person replies.

5. A helper messages late at night



Then the helper has an answer the same night, and in the morning the team sees the chat tagged as a helper based in Singapore.

How it's set up

- There are two assistants: one for families hiring a helper and one for helpers looking for work.
- Answers come from information We Are Caring keeps up to date, such as fees, documents, office hours and how to use the app.
- Consultation slots come from the team's calendar, and each booking goes straight into it.
- Each chat is tagged by who is asking, where they are and the language they write in, including Mandarin, Tamil, Tagalog, Burmese and Malay/Indonesian.
- Requests for discounts or fee waivers, app problems, urgent or sensitive cases and anyone who asks for a person go to the team, with an email and WhatsApp alert.

The result

We Are Caring reports that consultation calls went from about 100 a month to 160 to 170, at least 60% more, and that its average response time fell from over a day to seconds. Families now choose a consultation time in the chat, and the team says the time it used to spend on the same questions now goes into improving how it works.

> **“It really freed up our time and the team is really working a lot better now.”**
>
> We Are Caring team

Are customers waiting hours for a reply on WhatsApp?

Bring the questions your team answers most often, and how customers book with you today, to a demo. We'll show you how chatavocado would answer them and book the appointment in the chat, and which messages should still go to a person on your team.

Book a demo at chatavocado.ai