



SPARK OPUS

AN AI INNOVATION VENTURE BY CREATORS TOUCH

WHATSAPP COMMERCE AGENT

Spark0bot

24/7 WhatsApp sales & support agent

Your fastest salesperson never sleeps, never forgets a follow-up, and works inside the one app your customers already have open.

SUBSCRIPTION + LIFETIME

MONTHLY

YEARLY

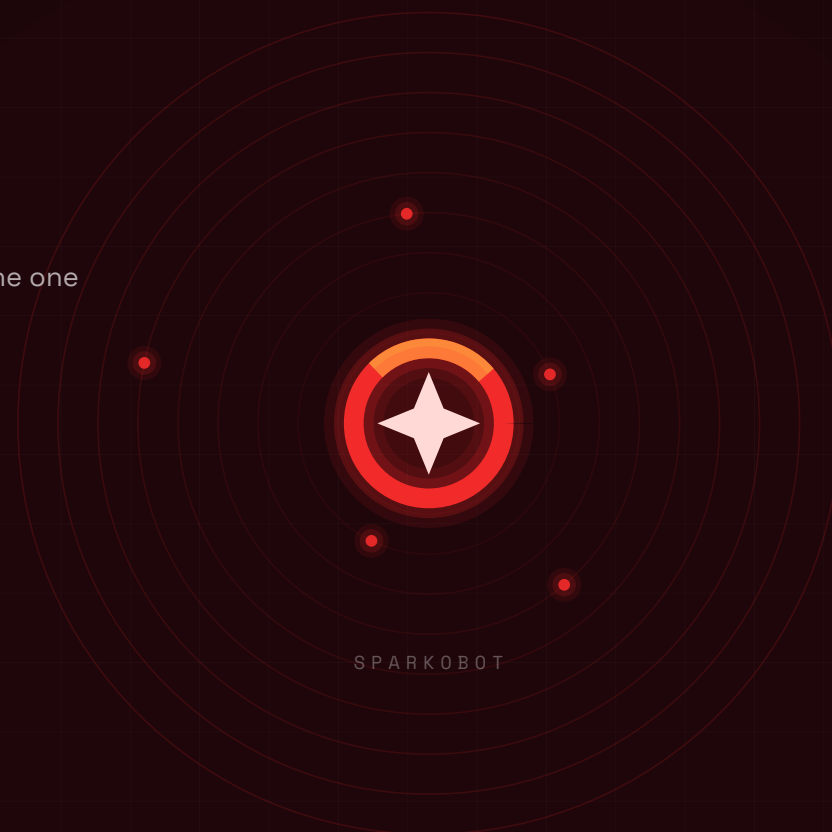
LIFETIME

PRODUCT DEMO PACKAGE

15 pages — problem, design, architecture, interface, rollout

sparkopus.com/products

Confidential — prepared for your evaluation



WHAT'S IN THIS PACKAGE

A fifteen-page walkthrough of SparkObot: the problem it removes, how SPARK OPUS designed and engineered it, exactly what it looks like in use, and what it takes to get you live.

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24/7

HOURS COVERED

The agent answers at 2am on a Sunday exactly as it does at...

< 5s

FIRST REPLY TARGET

The window where a buyer is still deciding between you and...

1 thread

SALE TO DELIVERY

Enquiry, catalog, cart, payment and tracking never leave the...

AT A GLANCE

SparkObot

24/7 WhatsApp sales & support agent

BUILT FOR

Retail, D2C brands, wholesalers, clinics, service businesses

RUNS ON

WhatsApp Business Platform (Cloud API) on your own number

DATA IT HOLDS

Catalog, stock, orders, payments, delivery status

LANGUAGES

English, Hindi, Telugu, Tamil + regional transliteration

TIME TO LIVE

2–3 weeks from catalog handover

OWNERSHIP

Your business owns the number, the chats, and the order data

PRICING

Monthly or discounted yearly. Lifetime available — contact sales.

- MONTHLY

YEARLY

LIFETIME

03 — THE PROBLEM

THE PROBLEM IT REMOVES

For most Indian businesses WhatsApp is already the shop floor — but it is being run by hand. Every enquiry costs a human interruption, every order lives in a scroll, and every message that arrives after closing time waits until morning.

01

The first reply wins — and you're asleep

Buyers message several sellers at once. Whoever answers first frames the price and usually keeps the sale. A single-shift team simply cannot cover evenings, weekends and festival rushes.

02

Orders live inside a chat scroll

Size, quantity, address and special instructions are scattered across twenty messages. Staff reconstruct orders by scrolling, and the mistakes land in dispatch.

03

The catalogue is re-sent by hand, forever

The same photos, the same price list, the same 'is this available?' — a hundred times a day, by people who should be closing deals instead.

04

Payment is a screenshot economy

UPI screenshots get verified by eye. Half-paid orders slip through, refunds are manual, and nothing reconciles cleanly at the end of the month.

05

'Where is my order?' eats the sales team

Post-purchase support lands on the same WhatsApp number and the same two people, so support volume directly suppresses selling capacity.

WHAT IT COSTS RIGHT NOW

14 hrs

UNATTENDED EVERY DAY

A 10-hour shift leaves most of the clock without a reply.

0

STRUCTURED ORDER RECORDS

Nothing in a chat log is queryable, reportable or auditable.

100%

OF FOLLOW-UPS ARE MANUAL

Silent enquiries are never re-opened, so warm leads simply...

04 — THE ALTERNATIVES

WHY THE USUAL FIXES FAIL

Before building SparkObot we mapped what businesses already try. Each of these is rational — and each fails for a structural reason, not a discipline reason.

WHAT BUSINESSES TRY	WHAT ACTUALLY HAPPENS	WHY IT BREAKS
Add more people to WhatsApp Web	Two or three staff share one number and split the queue.	Cost scales linearly with volume, and shifts still end at night.
Turn on an away message	The customer is told you're closed and asked to wait.	It answers nobody's question — it just documents the delay.
Keyword chatbot from a template tool	A menu tree fires canned replies on trigger words.	Real buyers type 'blue one M size cod pe milega?' — trees break instantly.
Push buyers to an app or website	The chat ends with a link and the hope of a checkout.	Every extra tap loses buyers who were ready to pay inside the chat.
Reply whenever you can	The owner personally answers late into the night.	The business's growth ceiling becomes one person's stamina.

THE GAP

The gap is not messaging. It is a system that can understand, quote, transact and record — inside the thread, without a human in the loop for the ordinary 80%.

SPARK OPUS BUILT SPARKOBOT TO CLOSE EXACTLY THIS GAP.

05 — THE SOLUTION

WHAT WE BUILT INSTEAD

IN ONE PARAGRAPH

SparkObot is a transacting agent, not a chatbot. It reads what the customer actually wrote, checks your real catalog and stock, quotes, builds the order, takes the payment and reports the delivery — then hands the unusual cases to your team with the full context attached.

01

It always answers

Every message gets a useful first reply in seconds — in the language it was written in, including voice notes and Hinglish transliteration.

02

It actually transacts

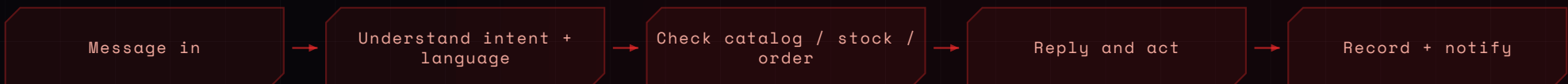
Catalog, cart, payment link, confirmation and tracking all happen inside the thread. No app install, no redirect, no drop-off.

03

It hands over cleanly

Discounts, complaints and anything it is not confident about escalate to a named human with the conversation summarised and the order attached.

THE LOOP IT RUNS, EVERY TIME



WHERE WE DREW THE LINE

What it deliberately does not do: invent prices or availability, approve discounts on its own, collect card details in chat, or message customers outside WhatsApp's consent and template rules.

06 — DESIGN

HOW SPARK OPUS DESIGNED IT

We designed SparkObot by watching real conversations before writing a line of product. Two weeks of a client's actual WhatsApp history became the specification.

P 1**Thread-native, never app-native**

If a step cannot be completed inside the chat, it is a design failure. The customer's effort budget is three taps.

P 2**Speak the buyer's language, at the buyer's pace**

Short lines, no jargon, one question at a time, and a reply in whichever language and script the customer opened with.

P 3**Truthful by construction**

The agent can only state prices, stock and status that exist in your systems. It has no authority to improvise commercial facts.

P 4**A human is always one tap away**

Every automated action is visible, reversible and interruptible from the console. Takeover is instant and the agent steps back.

THE PROCESS WE RAN**01****Listen**

We read two weeks of your real chats and tag every question type, objection and drop-off point.

02**Model**

Those become an intent map, a catalog schema and a written conversation script your team signs off on.

03**Prototype**

A sandbox number goes live in days. Your staff play customer and try to break it.

04**Harden**

Edge cases, escalation rules, policy windows, retries and failure messages are specified and tested.

05**Tune**

After launch we review missed intents weekly and fold them back into the script.

HOW SPARK OPUS BUILT IT

SparkObot runs as a set of small services behind the WhatsApp Cloud API. Each layer is independently observable, so a failure in one never silently swallows a customer’s message.

THE SYSTEM, LAYER BY LAYER

CHANNEL

WhatsApp Business Cloud API, webhook ingest, media handling, 24-hour session and template-window manager.

UNDERSTANDING

Intent and entity extraction, language + script detection, voice-note transcription, retrieval over your catalog.

BUSINESS BRAIN

Catalog and stock service, pricing and offer rules, order state machine with idempotent transitions.

ACTION

Cart builder, payment-link issuance, courier and status hooks, scheduled follow-ups and re-engagement.

HUMAN

Agent console: live queue, one-tap takeover, canned replies, escalation routing, conversation search.

DATA

Order book, conversation archive, analytics, CSV/Sheets export, full audit trail of every automated action.

WHAT IT IS MADE OF

CHANNEL

- WhatsApp Cloud API
- Signed webhooks
- Media object store
- Template registry

INTELLIGENCE

- LLM with retrieval grounding
- Intent router
- Transliteration
- Confidence thresholds

SERVICES

- Node / Nitro APIs
- MongoDB
- Queue with retries
- Idempotency keys

OPERATIONS

- Agent console
- Live dashboards
- Audit log
- Uptime + delivery alerts

NOTE 01

Grounded generation: the model may phrase the answer, but every price, stock figure and order status is read from your data — never generated.

NOTE 02

Every outbound message is queued, retried and logged, so a network blip cannot lose a customer’s order.

NOTE 03

The order state machine is idempotent: a duplicate tap or a repeated webhook can never create two orders.

08 — FEATURE DEEP DIVE

FEATURE DEEP DIVE — 1 OF 2

Every feature on the product page, taken apart: what it does, how we engineered it, and the business reason it exists.

Instant replies, 24/7

WHAT IT DOES

Every inbound message — text, voice note or image — receives a relevant first reply within seconds, at any hour.

HOW WE BUILT IT

Webhook ingest feeds an intent router with confidence thresholds; anything above threshold answers, anything below escalates.

WHY IT MATTERS

The first useful reply is the single strongest predictor of who gets the order.

Auto order capture

WHAT IT DOES

Item, variant, quantity, address and notes are extracted from the conversation into a structured order record.

HOW WE BUILT IT

A slot-filling state machine asks only for what is still missing, then writes an immutable order with a reference number.

WHY IT MATTERS

Dispatch stops guessing. Every order is queryable, reportable and auditable from day one.

Catalog sharing

WHAT IT DOES

Products, variants, prices and photos are sent as rich cards, filtered by exactly what the buyer asked for.

HOW WE BUILT IT

Retrieval over your catalog collection with live stock lookup; out-of-stock items are never shown as available.

WHY IT MATTERS

Buyers see the right three products instead of scrolling forty images — and staff stop repeating themselves.

09 — FEATURE DEEP DIVE

FEATURE DEEP DIVE — 2 OF 2

The second half of the feature set — the parts that turn a working system into a compounding one.

Payment links

WHAT IT DOES

A verified payment link for the exact cart total, with confirmation posted back into the same thread.

HOW WE BUILT IT

Server-side link generation against your gateway, webhook reconciliation, automatic retry on failed or abandoned payments.

WHY IT MATTERS

No screenshot verification, no half-paid orders, and a clean reconciliation at month end.

Delivery updates

WHAT IT DOES

Dispatch, in-transit and delivered milestones are pushed to the customer without anybody being asked.

HOW WE BUILT IT

Courier webhooks or a status field update the order state machine, which fires the matching approved template.

WHY IT MATTERS

The single highest-volume support question disappears, freeing the team to sell.

Multi-language support

WHAT IT DOES

Replies in English, Hindi, Telugu, Tamil and common transliterated forms, matched to how the customer wrote.

HOW WE BUILT IT

Per-message language and script detection, language-locked response templates, human review of every new language before launch.

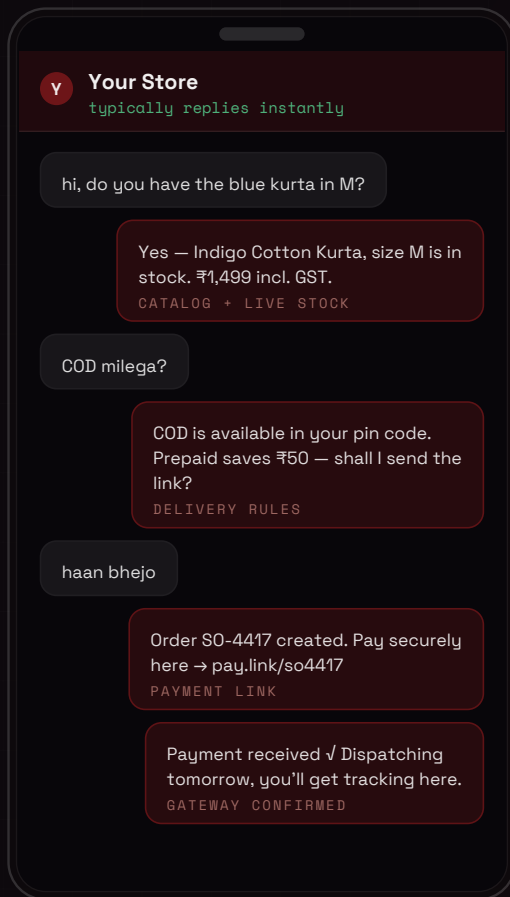
WHY IT MATTERS

Customers buy in the language they think in — and regional reach stops being a hiring problem.

10 — INTERFACE

WHAT IT LOOKS LIKE

The customer's view: a complete purchase — enquiry to payment — without leaving the chat or waiting for a human.



WHAT'S HAPPENING ON THIS SCREEN

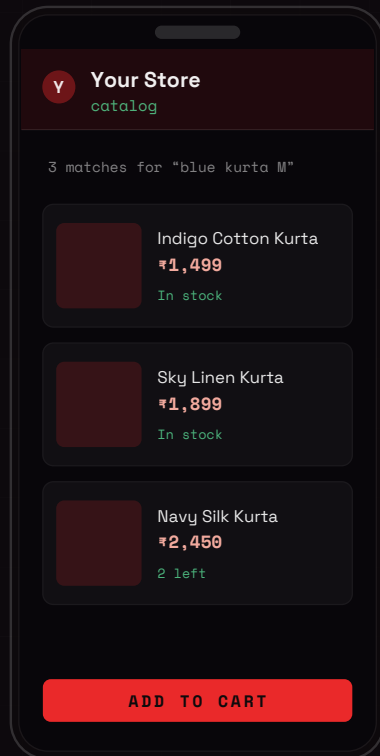
- **Understood, not matched**
'Blue kurta M' is parsed into product, colour and size, then checked against live stock.
- **Grounded catalog card**
Price and availability are read from your catalog service; nothing is improvised.
- **Cart inside the thread**
The order is built conversationally and confirmed back in plain language before payment.
- **Paid and recorded**
The gateway webhook confirms payment, the order record closes, and dispatch is notified.

NOTE

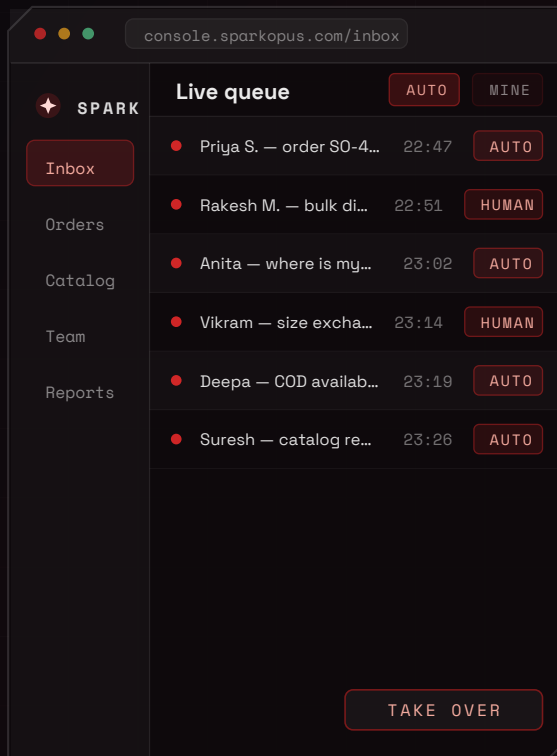
These are design representations of the shipped interface. Final screens carry your brand, your terminology and your catalogue.

11 — INTERFACE

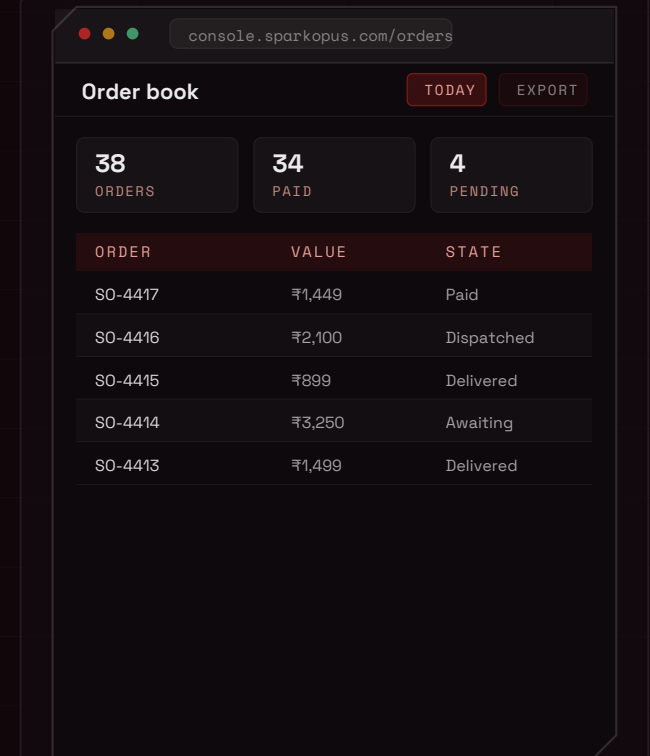
THE SUPPORTING SCREENS



01 Catalog reply — the buyer sees only the products matching what they asked for, with live stock and prices.



02 Agent console — the live queue your team watches, with one-tap takeover on any conversation.



03 Order book — every captured order as a structured, exportable record with its payment and delivery state.

12 — IN PRACTICE

A DAY IN THE LIFE

A single Tuesday, from the customer's first message to a repeat order three weeks later — and the two moments a human is actually needed.

22:41**The enquiry lands**

A customer messages after the shop has closed. SparkObot replies in nine seconds with the three matching products in stock.

22:43**The question behind the question**

'COD available?' — the agent answers from your delivery rules and offers prepaid with a small incentive.

22:46**Order captured**

Variant, quantity and address are collected one question at a time and written as order SO-4417.

22:47**Payment closed**

A payment link for the exact total is issued; the gateway webhook marks the order paid and notifies dispatch.

09:15**Human moment #1**

The buyer asks for a bulk discount. Confidence is low, so it escalates to your sales lead with the full thread attached.

Day 21**The return**

A repeat-order nudge goes out on your schedule. The customer replies 'same again' and the agent rebuilds the cart in one message.

WHAT THAT ADDS UP TO

Of a typical day's conversations, the ordinary majority complete without a human. Your team's attention is spent only where judgement or authority is actually required.

INTEGRATIONS, DATA & SECURITY

It has to fit the tools you already run, and it has to be safe with the data you are handing over. Both are product requirements, not afterthoughts.

MESSAGING

- WhatsApp Business Platform
- Meta-verified business number
- Approved template library

PAYMENTS

- Razorpay
- PhonePe
- Cashfree
- UPI intent links

CATALOG & STOCK

- Shopify / WooCommerce
- Google Sheets
- Spark CRM
- Custom API

FULFILMENT

- Shiprocket
- Delhivery
- Local courier webhooks
- Manual status console

HOW YOUR DATA IS HANDLED

S1

Your number, your data

The WhatsApp number and every conversation belong to your business. Export or delete on request.

S2

Consent and opt-out

Marketing messages only to opted-in contacts; 'STOP' is honoured immediately and permanently.

S3

No card data, ever

Payments happen on your gateway's hosted page. SparkObot never sees or stores card credentials.

S4

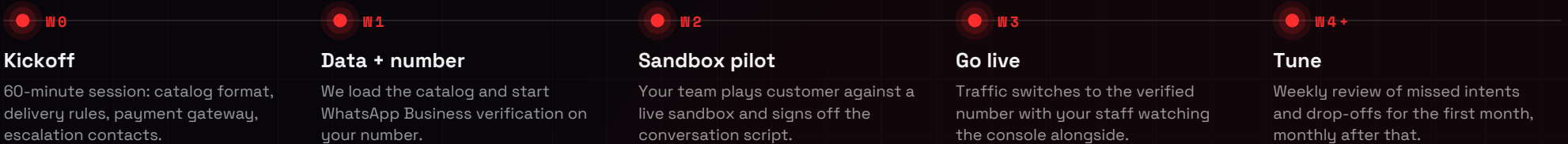
Role-based console access

Staff see only what their role allows, and every takeover or override is written to an audit log.

14 — ROLL OUT

HOW WE GET YOU LIVE

A fixed, low-effort onboarding. The heaviest thing we ask from you is your catalog and two hours of your team's time.



WHAT'S INCLUDED, AT NO EXTRA COST

- Guided onboarding call and requirements capture
- Catalog import, cleanup and structuring
- WhatsApp Business verification assistance
- Custom conversation script in your tone of voice
- Payment gateway and courier integration capture
- Agent console training for your team
- Monthly performance review with a named contact
- Priority support channel for your staff

AND AFTER YOU'RE LIVE

Named contact

A real person at SPARK OPUS who knows your setup — not a ticket queue.

Script updates

New products, offers and intents folded in as your business changes.

Monitoring

Delivery failures, webhook errors and downtime alert us before they reach you.

WHAT GOOD LOOKS LIKE

< 5s

FIRST RESPONSE

Design target for any inbound message, at...

100%

AFTER-HOURS COVERAGE

No enquiry waits for the shop to open.

1:1

ORDERS TO RECORDS

Every captured order exists as structured...

2 people

FREED FROM THE QUEUE

Typical staff time returned once...

	HOW IT WORKS TODAY	WITH SPARKOBOT
Response time	Minutes to next morning	Seconds, around the clock
Order record	Chat scroll	Structured order with a reference number
Payment	UPI screenshot, verified by eye	Gateway link, reconciled automatically
Delivery questions	Handled by the sales team	Pushed automatically at each milestone
Follow-ups	Whenever someone remembers	Scheduled, opt-out aware, measurable

These are engineering targets we design and monitor against, not a guarantee of business results. In week one we baseline your current numbers so every figure above is measured against your own starting point.

PRICING

Monthly Full product, onboarding included, no lock-in. The usual way to start.

Yearly The same thing at a discount, with a scheduled quarterly review built in.

Lifetime A one-time licence for businesses that would rather own it than rent it. Contact sales.

NEXT STEPS

01 Discovery call

Twenty minutes on your products, your volumes and where the queue hurts most.

02 We read your chats

With your permission we review recent conversations and show you exactly what would have been automated.

03 Sandbox demo

A working agent on your real catalog, on a test number, for your team to try.

04 Go live

Verification, switch-over and a month of close tuning.



You will see SparkObot answering questions about your own products before you are asked to commit to anything.

hello@sparkopus.ai

sparkopus.com/contact — or tap “Call back in 2 mins”