

Which level is your chatbot? **The 4 levels**

Most WhatsApp bots never get past level 1. Tick every level your bot REALLY does today. Then run the 2 checks before you build the next one.

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1 Level 1: It answers common questions.

Opening hours, menu, address, parking.

WHY It saves time, but it can't DO anything. The moment someone asks something off-script, a human has to step in.

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2 Level 2: It knows who it's talking to.

It checks your customer records: new or returning, what they usually order. Same story on WhatsApp, Instagram or the phone.

WHY Otherwise every conversation, on every channel, starts from zero.

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3 Level 3: It does things, and catches the "later" people.

It books, checks availability, sends confirmations. Someone not ready yet leaves with something that follows up, like a coupon card in their phone wallet.

WHY Most bots answer the "maybe later" person, then let them walk away forever.

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4 Level 4: It acts without being asked.

A birthday offer. A "we miss you" when a regular stops coming. A follow-up after the visit asking how it went.

WHY The system responds before anyone has to stare at a spreadsheet.

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5 It can grow a level without a rebuild.

Ask what it must do in 12 months and in two years, not just today.

WHY Start at the level that fits your budget now. Built to grow, you never start from zero.

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6 You know your 3 buckets: NOW, NEVER, LATER.

Ready today, never buying, and interested but not yet.

WHY The "later" bucket is the one that changes businesses.

2 more ideas from the video

- Think like a good waiter with notes on the regulars: nobody should have to repeat themselves.
- If YOU answer the same questions and follow up by hand, that's not automation. It's expensive exhaustion with a chat widget bolted on.