

Build it yourself, or hire? 8 checks

First ask: does someone in or close to your business want CONTROL of this, and will they keep putting hours in? A tinkerer AND a marketer: DIY has a real case. Nobody like that: hire smartly. Hiring? Ask checks 1 to 4. Either way, run 5 to 8.

☐**1 Ask: "What happens in six months when I need to change something?"**

Your business will change. So will the technology. That's a certainty, not a risk.

WHY A system that can't change with you becomes the thing you rebuild.

☐**2 Ask: "Does it handle every channel my customers use, or just one?"**

WhatsApp, Instagram, Facebook, your website chat, maybe voice later.

WHY Only one channel? Adding the next one means rebuilding everything.

☐**3 Ask: "Can it connect to my systems, or will some never be possible?"**

Your point of sale, your bookings, your customer records.

WHY If a system is closed, no skill or budget opens it. Know before you commit.

☐**4 Ask: "Is this one-and-done, or an ongoing relationship?"**

Someone has to own this permanently, not as a project.

WHY A bot built and then abandoned starts failing quietly the moment your business changes.

☐**5 You treat version one as a starting point, not a finished product.**

There are always edges that only real customers find.

WHY Anyone promising a finished, set-and-forget chatbot is inexperienced or not being honest.

☐**6 It's a team of specialist bots, not one bot doing everything.**

A boss bot that routes, with specialists for bookings, orders, coupons, complaints.

WHY One bot trying to do everything will eventually fail.

☐**7 Someone retrains the bot every time the business changes.**

New product, new process, a campaign. It's fast, but someone still has to do it.

WHY Bots give wrong answers not because they're broken, but because nobody briefed them.

☐**8 Whoever builds it has experience you can't shortcut.**

If they don't understand checks 5 to 8, keep looking.

WHY Judgement about which setup fits which business doesn't download overnight.

If budget decides

- A basic FAQ bot is better than nothing. Just know what it is: a starting point, not a system.
- Count the real cost of DIY: your time, the learning curve, the rebuilds and the ongoing maintenance.