



Hades WA

WhatsApp Business CRM

Complete Feature Overview

WhatsApp Business API + CRM + AI Assistant

Version 1.0 • Prepared for prospective and enterprise customers

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hades.ae • whatsapp.hades.ae • support@hades.ae

00 About Hades WA

Hades WA is an end-to-end WhatsApp Business platform that combines a shared team inbox, a full CRM, template & campaign management, an AI assistant with per-contact memory, analytics, and role-based team collaboration — all connected directly to Meta's official WhatsApp Business Cloud API. It is designed for clinics, agencies, retailers, service providers, and any team that treats WhatsApp as a primary sales & support channel.

Direct Meta integration. The platform speaks natively to Meta's WhatsApp Business Cloud API — no third-party BSP fees, no message-relay margins, full template control, and instant webhook delivery for statuses and inbound messages.

Who it is for

- Dental labs, clinics, and healthcare providers
- Real-estate agencies and property managers
- Retail and e-commerce customer-service teams
- Digital agencies handling client comms at scale
- Restaurants, gyms, and appointment-based businesses
- Any team of 2-50 agents managing WhatsApp customers

01 Inbox & Conversations

A shared team inbox designed for WhatsApp's realities — the 24-hour reply window, multi-agent handoff, message statuses, and real customer conversations rather than ticket rows.

- Unified inbox showing every conversation across every connected WhatsApp number
- Thread statuses: **Open**, **Pending**, **Resolved**, **Archived** — with one-click transitions
- Unread badge per thread + global sidebar unread counter
- Pin important threads to the top of the list
- Filter by status, assignee, read/unread, WhatsApp number, or tag
- Assign any conversation to a specific team member
- Multi-line message composer with template picker, emoji insertion, file upload, and voice recording
- Reply-to / quoted-message support (Meta context IDs preserved)
- Per-message delivery statuses: sent → delivered → read → failed, with timestamps and Meta error codes
- Rich media support: images, videos, audio notes, documents, stickers
- Media auto-download to the platform (no reliance on Meta's 30-day expiry)
- Interactive & button reply support
- 24-hour customer service window indicator on every thread
- Auto-fallback to template messages when free-form is blocked by the 24-hour rule
- Per-thread AI toggle — enable AI on individual conversations without touching the global setting

02 Contacts & CRM

A proper contact database, not a chat log. Every message adds structured signal to the customer record.

- Auto-create contact on first inbound WhatsApp message (with WhatsApp profile name captured)
- Fields: display name, first/last name, phone (E.164), email, company, specialty, city, country, language, timezone
- VIP flag for priority customers (surfaces in inbox + filters)
- Marketing opt-out flag (respected across all campaigns)
- Block/unblock contacts
- Custom fields via structured JSON metadata
- Per-contact tag membership with color-coded chips
- Full history: every thread, message, campaign, case, note, and follow-up on one page
- Per-contact activity feed
- Contact notes — private team annotations, timestamped and attributed
- Follow-up tasks with due dates and completion tracking
- Contact search by name, phone, email, company, or city (2-char minimum)
- Filter contacts by tag, company, city, VIP status, opt-out, or last-message age
- Bulk CSV import with column-mapping wizard
- Bulk CSV export of any filtered contact segment
- WhatsApp chat export import — drop in a WhatsApp backup and reconstruct threads
- Duplicate detection on E.164 phone number (unique per organization)

03 WhatsApp Templates

Meta-approved message templates — the only way to initiate a new WhatsApp conversation outside the 24-hour window.

- Full template library synced with Meta (approved / pending / rejected / disabled / paused)
- Auto-sync from Meta on demand — imports every template on your WABA
- Live status tracking via webhook (template lifecycle events)
- Meta quality-rating tracking (GREEN / YELLOW / RED) with alerts on downgrades
- Template categories: Marketing, Utility, Authentication, Service
- Multi-language template support (one template, many locales)
- Variable placeholder detection ({{1}}, {{2}}, ...) with count and preview
- Template submission workflow (draft → submit to Meta → track approval)
- Rejection reason display when Meta declines a template
- Header / body / footer / button component editor
- Template picker in composer AND in "New Chat" dialog — with live variable substitution preview
- Auto-filter templates by the selected WhatsApp number (only shows templates that belong to that WABA)
- Human-friendly error handling for common Meta rejections (hello_world block, 24-hour window, unapproved template)

04 Broadcasts & Campaigns

Two levels of outreach — quick one-off broadcasts and multi-touch campaigns tracked on a Kanban board.

Broadcasts

- One-off template blast to any contact segment, tag, or full list
- Per-recipient variable substitution
- Real-time delivery tracker (sent / delivered / read / failed / opted-out)
- Automatic respect of opt-out flag
- Send-now or schedule for a future time

Campaigns

- Kanban board view: **Draft** → **Scheduled** → **Running** → **Completed**
- Multi-board organization (separate boards per team or product line)
- Per-campaign analytics: sent, delivered, read, replied, failed, opted-out counts
- Recipient-level status (see exactly who received / read / replied)
- Campaign scheduling with timezone-aware run windows
- Pause & resume mid-campaign
- Segment builder — target by tag, city, company, language, VIP status
- Export campaign results as CSV
- Campaign templates support all variable placeholders + media headers

05 Auto-Reply Rules

Deterministic automation for common patterns — before the AI kicks in. Rules run in priority order and stop at the first match.

- Trigger types: **keyword**, **greeting** (hi / hello / hey / salam / hola / bonjour), **after-hours**, **fallback** (catch-all)
- Keyword match modes: **exact**, **starts-with**, **contains**, or **regex**
- Response types: pre-written text, Meta template, or AI-generated reply
- Per-rule active window (weekdays + time-of-day)
- Rule priority ordering (drag to reorder)
- Rule enable/disable toggle without deletion
- Usage counter per rule (see which rules fire most)
- Rule preview + test panel
- Business-hours integration for accurate after-hours detection

06 AI Assistant AI

A Grok-powered assistant that reads your knowledge base, remembers each customer, and replies in their language — all under your rules.

- Powered by **xAI Grok-4.3 / 4.5 / 4.6** — swappable per prompt profile
- **Global AI toggle** — one switch mass-enables/disables AI across every thread
- **Per-thread AI toggle** — override any single conversation independently
- AI ignores after-hours rules when a thread is explicitly turned on (respect the user's intent)
- Multiple AI prompt profiles (personas) — swap tone/style per campaign or department

- Per-profile config: system prompt, temperature (0-100 scale), max tokens, model
- Escalation keyword list — instant human handoff when a customer says specific words
- Live prompt tester in the admin panel
- Full audit log of every AI conversation (prompt tokens, completion tokens, latency, cost)
- Response latency and daily cost dashboard
- Guardrail against invented facts — AI answers from your knowledge base, chat history, or defers to a human

07 AI Knowledge Base AI

Feed your business facts into the AI. Every reply is grounded in what you've written here.

- Unlimited knowledge documents (FAQ, service descriptions, pricing, policies)
- Document types: **text**, **URL**, **file upload**, **FAQ**
- Character count + AI-context-window projection per doc
- Enable/disable individual docs without deleting
- Tag-based organization (e.g., "pricing", "policy", "services")
- Up to 20 active docs loaded per AI reply (~8000 characters of context)
- Recent-first prioritization ensures fresh info wins
- Version tracking (updatedAt timestamp)
- Simple prompt-stuffing today; upgrade path to vector embeddings for larger KBs

08 Contact Learning & Memory Unique

The AI doesn't just answer — it *learns* each customer over time.

- **Full chat history** injected into every AI reply — up to 500 messages across every thread that customer has ever had with you
- **Rolling AI summary** — after each reply, a small Grok call refines a ≤400-character factual memory (asked about X, prefers Arabic, mentioned son named Adin)
- **Automatic contact enrichment** — AI extracts name, company, specialty, city, country, language, and email from conversation and fills blank CRM fields
- Never overwrites human-typed values — only fills gaps
- Self-correction: fields the AI populated can be refined by later AI extractions as more context emerges
- **AI Memory card** visible on every contact page — shows the rolling summary + auto-filled field badges
- Language auto-detection (Arabic script → replies in Arabic)
- Full customer profile injected into every reply — greets by name, references company, respects language preference from message #1
- Cross-thread memory — if the same person opens a new chat months later, the AI remembers

09 Analytics & Reports

Metrics your ops team actually uses — response times, agent workload, campaign ROI.

- Dashboard: contacts, open threads, messages sent/received (today & 7-day), reply rate, AI reply count, average response time
- **Overview report** — messaging volume, reply rate, AI usage share
- **Agent performance report** — messages handled, average handling time, first-response time per agent
- **Campaign report** — delivery, read, reply, conversion per campaign
- **Contacts report** — growth curve, opt-out rate, new-contact source
- Scheduled email reports — daily, weekly, or monthly
- Export formats: HTML (inline email), PDF, CSV
- Historical report archive with delivery status

10 Team & Permissions

Four-tier role model tuned for WhatsApp workflows.

Admin	Full access — billing, integrations, team, AI, all data
Manager	All data + reports + rules + AI settings; cannot manage billing or delete organization
Agent	Inbox + contacts + templates; can send messages and use quick replies
Viewer	Read-only access — good for auditors or clients

- Email-based team invitations with expiring links
- Invitation revocation before acceptance
- Deactivate members without deleting (preserves activity history)
- Role change at any time (with activity log entry)
- Last-login timestamp per user
- Full activity log — who did what, when, and to which entity (compliance-ready)

11 Multi-Number Support

Run several WhatsApp Business numbers from one workspace — perfect for multi-brand teams.

- Connect unlimited WhatsApp Business Cloud API numbers (each is a WaAccount)
- Per-number templates, thread lists, and quality rating
- Number-selector at the top of the inbox — switch views in one click, preserved via URL param
- Per-number webhook subscriptions auto-provisioned
- Meta app-secret verification per number (HMAC-SHA256 signature validation)
- Messaging-limit tier tracking (Tier 1K → 10K → 100K → Unlimited)
- Per-number display-name approval status visible in settings
- Activate / deactivate numbers without losing history
- New-chat dialog forces number selection so templates always match

12 Business Hours & Scheduling

- Per-day opening & closing time (Sun-Sat)
- Weekend / off-day toggling
- Organization timezone setting (drives all business-hours logic)
- Public holiday calendar (full-day and half-day)
- Business hours drive: after-hours auto-reply rules, AI after-hours-only mode, response-time metrics
- Timezone-aware campaign scheduling

13 Tags, Quick Replies & Notes

- Unlimited tags with custom color
- Tag-based segmentation for campaigns and reports
- Quick-reply library — assign keyboard shortcuts (e.g., /hours, /price)
- Type a shortcut in the composer to auto-insert the reply
- Per-quick-reply usage counter
- Share quick replies with the whole team or keep them private
- Contact-level notes (private, timestamped, attributed to author)
- Case-level notes

14 Mobile App & PWA

- Native Android app (APK) — Capacitor 7 wrapper, direct install from the login page
- iOS support ready (Capacitor Xcode project)
- Progressive Web App — installable on any browser
- Offline-capable service worker with cache-first for static assets
- Mobile-first responsive UI (works on 320px+ screens)
- Touch-friendly composer with native file picker
- Collapsible sidebar drawer on small screens
- FCM push notifications on Android (via Firebase)
- Native app deep-links straight into a thread

15 Notifications

- **Web Push** — VAPID-signed notifications to Chrome / Edge / Safari (17.4+) / Firefox
- **Firebase Cloud Messaging** for Android APK & iOS builds
- Targeted per-agent notifications for assigned threads
- Org-wide broadcast fallback for unassigned threads
- Click-through opens the correct thread automatically
- In-app notification permission prompt with graceful degradation
- Notification silencing per user preference

- Automatic cleanup of expired/invalid subscriptions

16 Integrations & Webhooks

- Google Sheets sync — push contacts, messages, campaigns, or responses to a Google Sheet
- Configurable sync frequency and sync scope (contacts / messages / responses / campaigns / all)
- Sheet ID + tab name + service-account JSON authentication
- Sync status tracker with last-run timestamp and error surface
- Every external webhook (Meta, Google, xAI, manual) is logged with source, event type, payload, status
- Webhook error log with retry surface for ops teams
- Signature verification (HMAC-SHA256) for all Meta webhooks
- Multi-tenant webhook routing via `?wa=<phoneNumberId>` query parameter
- Verify-token per WhatsApp number (per-org security isolation)
- Media auto-download from Meta CDN into local storage

17 Cases & Ticketing

Turn conversations into tracked jobs. Industry-agnostic — dental labs use it for lab orders, agencies for client requests, retailers for warranty tickets.

- Cases with auto-generated reference numbers (e.g., CASE-000123)
- Priority levels: Low / Normal / High / Urgent
- Status: Open / Closed / Cancelled
- Financial tracking per case (amount in cents, currency-agnostic)
- Custom metadata (industry-specific fields like tooth numbers, shade, material for dental)
- Case-contact linking (every case has one customer)
- Case-thread linking (every case has a WhatsApp thread)
- Case-level notes and follow-ups
- Kanban board with customizable stages (drag & drop between columns)
- Stage color coding
- Filter cases by stage, priority, assignee, tag

18 Search & Audit Log

- Global full-text search across contacts, messages, threads
- Instant results (2-char minimum, up to 30 per category)
- Message search returns thread context (surrounding messages)
- Contact search matches name, phone, email, company, city
- Complete audit log — every action (create / update / delete / send / assign / role change)
- Entity type, entity ID, actor, timestamp, IP address recorded
- Audit log searchable and exportable (compliance / GDPR-ready)

19 Compliance & Security

- Argon2id password hashing
- Session-based auth with HTTP-only cookies
- Role-based server-side authorization on every action
- HMAC-SHA256 webhook signature verification
- Per-organization data isolation (multi-tenant safe)
- GDPR-ready: contact export, contact deletion, data-deletion request page
- Publicly published Privacy Policy, Terms of Service, Data Deletion pages (Meta App Review compliant)
- Marketing opt-out enforced globally across broadcasts and campaigns
- Contact block list respected on outbound & auto-reply
- TLS-only traffic (HTTPS enforced, HSTS)
- No card data touches the platform (Stripe checkout hosted)

20 Technical & Architecture

Frontend	Next.js 16 (App Router), React 19, Turbopack, TypeScript, Tailwind CSS
Backend	Next.js Server Actions + Route Handlers, Node.js 22
Database	PostgreSQL with Prisma ORM (~33 models)
WhatsApp API	Direct integration with Meta Cloud API v22 / v25 (no BSP middlemen)
AI	xAI Grok (4.3 / 4.5 / 4.6) — swappable per profile
Push	Web Push (VAPID) + Firebase Cloud Messaging (Android/iOS)
Mobile wrapper	Capacitor 7 (Android APK + iOS project)
Hosting	Self-hosted on your VPS — data stays with you, no vendor lock-in
Deployment	PM2 + Nginx reverse proxy, TLS via Let's Encrypt
Uptime target	99.9% on production tier