

SOVA — Conversational AI Sales Agent for WhatsApp

A 24/7 multilingual AI sales agent built on the WhatsApp Business API.

The Problem

Mid-market e-commerce and service businesses lose 30–50% of qualified WhatsApp inquiries simply because no human can answer them at 11pm, on weekends, or in three different languages at once.

The Solution

SOVA is an always-on AI sales agent that lives inside WhatsApp Business. It qualifies leads, books appointments, answers product FAQs, and recovers abandoned carts — fully in the customer's own language. It hands off to a human the moment the conversation needs one, with full context preserved.

Key Capabilities

- Multilingual natural-language chat (English, Arabic, Urdu, French + 40 more).
- Plug-and-play CRM, calendar, and Shopify integrations.
- Smart lead scoring & intent detection that prioritises sales-ready conversations.
- Human handoff with full conversation memory and analytics.
- GDPR-compliant message storage with PII redaction.

Architecture

WhatsApp Business Cloud API → n8n orchestration → LLM reasoning layer (OpenAI / Anthropic) → Node.js business logic → PostgreSQL conversation store → Shopify / HubSpot / Calendly connectors.

Outcomes

- Average response time dropped from 4 hours to 8 seconds.
- 37% lift in qualified-lead conversion within 60 days.
- 24/7 coverage with no additional headcount.

Live

Visit sova.my to see SOVA in production.

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