

AI AGENT ON WHATSAPP

A customer messages at 11 p.m. Who answers?

82% of small businesses in Brazil sell on WhatsApp, and messages don't wait for business hours. An AI agent replies, books and takes orders at any hour, with a spending cap and a person approving anything with real effect.

82% of small businesses in Brazil sell on WhatsApp (Sebrae, 2026)	**92%** of Brazilian internet users send instant messages (Cetic.br, 2025)	**17%** of Brazilian companies already use AI (Cetic.br, ICT Enterprises 2025)	**2 min** to resolve a support case with AI at Klarna, down from 11 (2024)

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Everything you need to decide

Click a line to go to its page. The WhatsApp and source links work too.

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Informational material from Info4RT Design Criativo. The test and the calculator give estimates, with no guarantee.

1-MINUTE TEST

Is your WhatsApp losing customers?

Check the box for each statement that's true for your business. Then count how many you checked.

- [ ] Evening messages **wait until the next day**.
- [ ] My team **stops working** to answer the same questions.
- [ ] **I take over 5 minutes** to answer prices and hours.
- [ ] I've **lost sales** because customers got tired of waiting.
- [ ] **I don't know** how many conversations turn into orders.
- [ ] I want to **serve more customers without hiring**.

How many did you check?

0–1 **Low risk.** Your customer service looks on track. Worth checking if an agent could take the repeat questions.

2–3 **Medium risk.** There are gaps. The message left for later is the sale that goes to whoever replied first.

4–6 **High risk.** Your WhatsApp is losing customers after hours. An agent with clear rules replies right away and passes you anything that needs a decision.

I want an agent like this →

WHAT MANY PEOPLE THINK

Five beliefs about AI that don't hold up

On the left, what you hear every day. On the right, what happens in practice.

MYTH

AI will say anything.

IN PRACTICE

The agent works from a closed list: prices, hours, orders, bookings. Anything outside it, like discounts, refunds or complaints, goes to a person.

MYTH

If something goes wrong, the bot takes the blame.

IN PRACTICE

It doesn't. In 2024, a tribunal in Canada ruled that Air Canada was liable for what its chatbot promised a customer. That's why the agent only promises what the rules allow.

MYTH

AI agents are for big companies.

IN PRACTICE

17% of Brazilian companies already use AI (Cetic.br, 2025), and WhatsApp is already the small-business channel: 82% sell through it (Sebrae, 2026).

MYTH

Bots drive customers away.

IN PRACTICE

Only when there's no way to reach a person. Klarna cut support staff, saw quality drop and went back to making sure customers can always talk to someone (2025).

MYTH

AI can spend out of control.

IN PRACTICE

Only without a cap. The agent has a daily spending limit with an automatic cutoff, and everything it reads and does is logged.

SAME STORY, TWO ENDINGS

Six months of WhatsApp, with and without an agent

Same business, same messages, two ways to respond. Flip the switch and see what changes.

	Without agent	With agent
Month 1	**WhatsApp is everyone's job** Whoever is nearby answers, when they can.	**The agent learns your business** Menu, prices, hours and rules in a list it follows.
Month 2	**Nights go unanswered** Messages sent at 10 p.m. get read the next day.	**Instant replies, any time** The agent replies, takes orders and books appointments.
Month 3	**The team repeats itself** Prices and hours, dozens of times a day.	**The team handles what matters** Anything that needs a decision reaches a person with a summary of the chat.
Month 4	**The customer buys elsewhere** Whoever replied first got the sale.	**No conversation gets lost** Every conversation logged, with what was asked and what was done.
Month 6	**Growth means more people** Serving more means hiring more.	**Serve more with the same team** The agent handles the volume, and the spending cap keeps the bill in check.

RUN THE NUMBERS

How much do you lose after hours?

Run the numbers: how many orders a week arrive when no one can reply, and what each one is worth.

THE MATH	YOUR NUMBERS
Lost orders per week after-hours messages	
Average order value in reais (R$)	R$
Per week orders × value	R$
Over 52 weeks, the sales you miss	**R$**

WHERE CUSTOMERS REACH OUT

82% on WhatsApp

It's the main sales channel for small businesses in Brazil (Sebrae, 2026). An unanswered message is a sale waiting to happen.

NOT COUNTED

your team's time

The hours spent answering the same question go back to the work only your team can do.

IT HAPPENED IN SWEDEN

Klarna put AI on customer service, and found the limit

Klarna, the payments company, put an AI assistant on customer service in 2024. The numbers came fast, and a year later the company itself admitted that cutting too many people lowered quality. It's not a small business, but the lesson applies to everyone.

2.3M

Feb/24 In the first month, **2.3 million conversations**: two-thirds of all chats, the work of 700 agents.

Feb/24 Resolution time drops from **11 to under 2 minutes**, and repeat inquiries fall 25%.

2024 The company **freezes hiring** in customer service.

May/25 The CEO says **quality dropped**, and the company starts hiring people again.

May/25 Klarna makes sure customers **can always talk to someone**.

> The agent handled volume and speed; what was missing was a way out to a person. That's why Info4RT's agent works with a closed list, a spending cap and a person approving anything with real effect.

WHAT IF I KEEP GOING WITHOUT AN AGENT?

Six things that can happen

01

The sale goes to whoever replied first

A message read the next day is a customer who bought elsewhere.

02

Your team becomes a help desk

The same questions dozens of times a day.

03

No conversation record

Nobody knows what was promised or what became an order.

04

A bot without rules overpromises

Air Canada had to honor what its chatbot promised (2024).

05

AI without a cap becomes a surprise bill

With no daily limit, spending can exceed the plan.

06

Growth means hiring

Every new wave of messages needs another person.

WITH AN AI AGENT, YOUR BUSINESS GAINS

Replies at any hour

Prices, orders and bookings right away.

82% sell on WhatsApp in Brazil · Sebrae 2026

Closed list

It only does what's on the list.

lesson from the Air Canada case · 2024

A person approves

Anything with real effect goes through you.

payments and refunds never on its own

Spend cap

A daily limit, with a cutoff.

no surprise bill

Everything logged

What it read, decided and did.

every reply explainable

On your business WhatsApp

Through the official API.

92% use messaging · Cetic.br 2025

HOW IT WORKS

From script to agent up and running

You tell us how your customer service works. Info4RT handles the rest, and nothing with real effect happens without you.

01

First talk

What customers ask, what they order and what only you can decide.

02

List and rules

What the agent answers, what it does and what it hands to a person.

03

Test

You chat with the agent as a customer before it talks to anyone real.

04

Live with a cap

On your business number, with a spending limit and conversation reports.

82%
of small businesses in Brazil sell on WhatsApp (Sebrae, 2026)

17%
of Brazilian companies already use AI (Cetic.br, 2025)

11→2 min
resolution time with AI at Klarna (2024)

INFO4RT AGENTS

Ready to answer your customers at any hour?

In the first conversation you'll see how the agent would answer for your business, with the rules you choose.

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www.info4rt.com/en/benefits/ai-agents

Sources (accessed on November 16, 2026)

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2. Entrepreneur: Klarna rehires customer service staff (May 2025). entrepreneur.com
3. Moffatt v. Air Canada, ruling of February 14, 2024, with commentary by Barry Sookman. barrysookman.com
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6. Cetic.br, ICT Households 2025: 92% of Brazilian internet users send instant messages. cetic.br

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