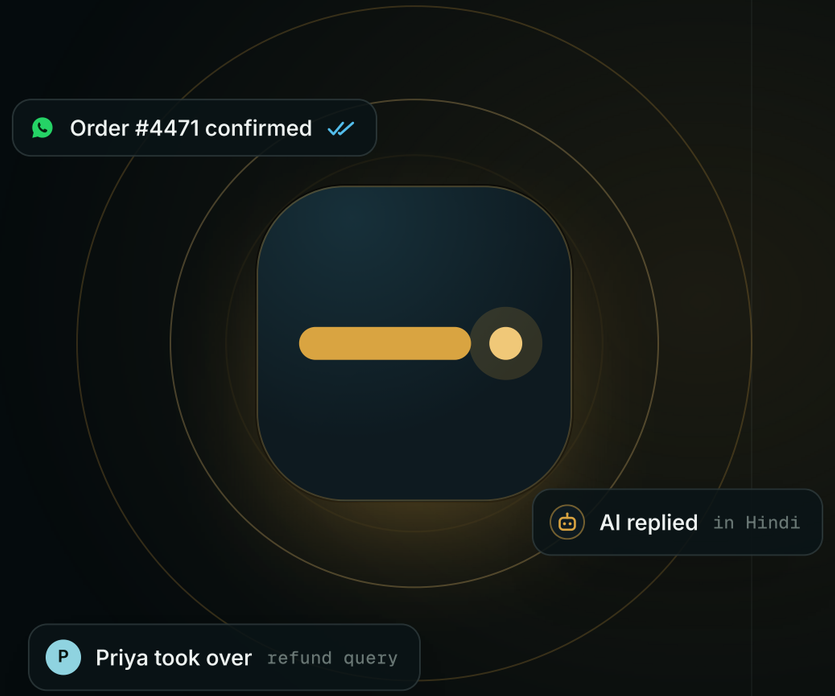
TAAR · A CWI STUDIO PRODUCT

WhatsApp, answered. By AI and your *team.*

One shared inbox for every WhatsApp number and Instagram account. AI answers first, a person steps in when it matters, and campaigns go out from the same place.

- WhatsApp Cloud API
- Instagram messages
- AI with human handover
- Campaigns & automations



तार

TĀR · WIRE

Customers write on WhatsApp. Then *what?*

One phone in the shop, five people who need it, no record when someone leaves, and a bot that can't call for help.

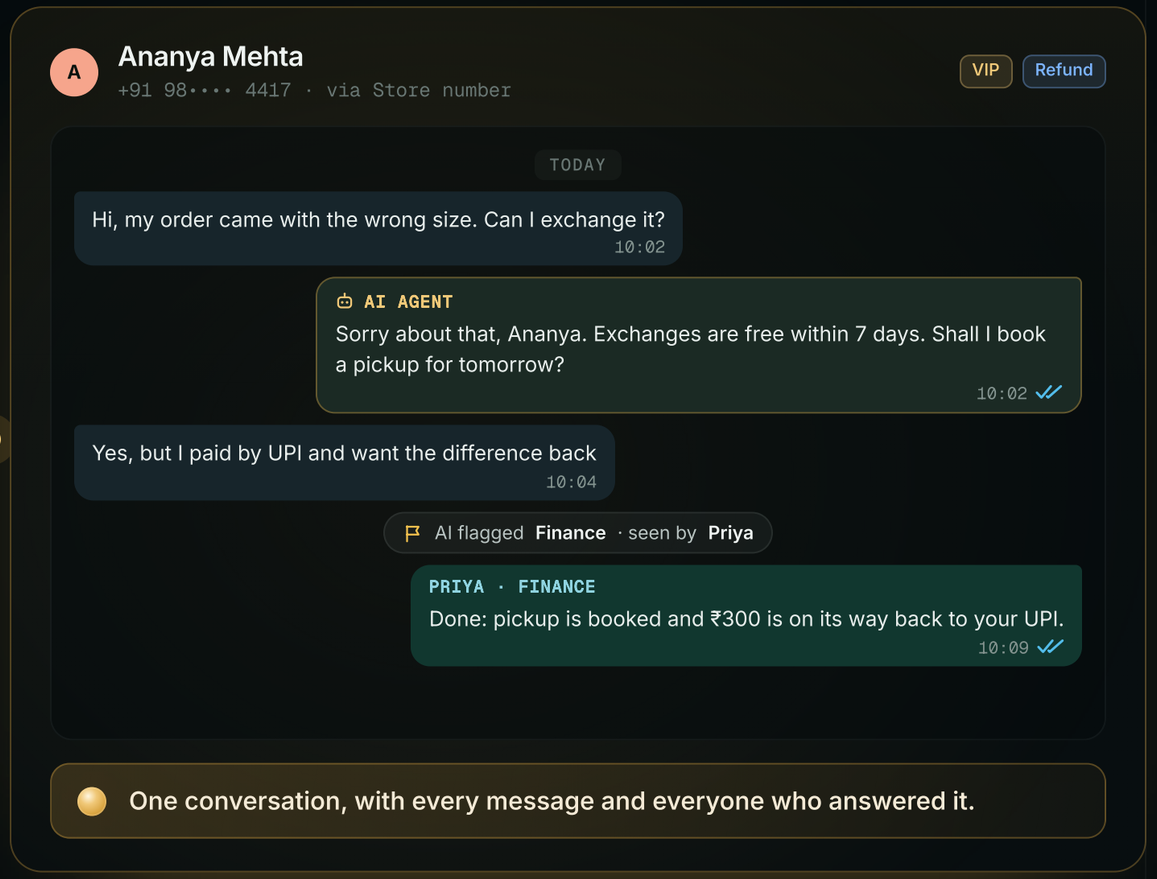
One shared phone
"Who has the phone? Reply to her"
ONE AT A TIME

Staff's own numbers
Customer chats on a personal phone
LEAVES WITH THEM

Broadcast lists
Sent to the list. Who read it?
NO REPORT

A bot on its own
"Sorry, I didn't understand that"
NO WAY OUT

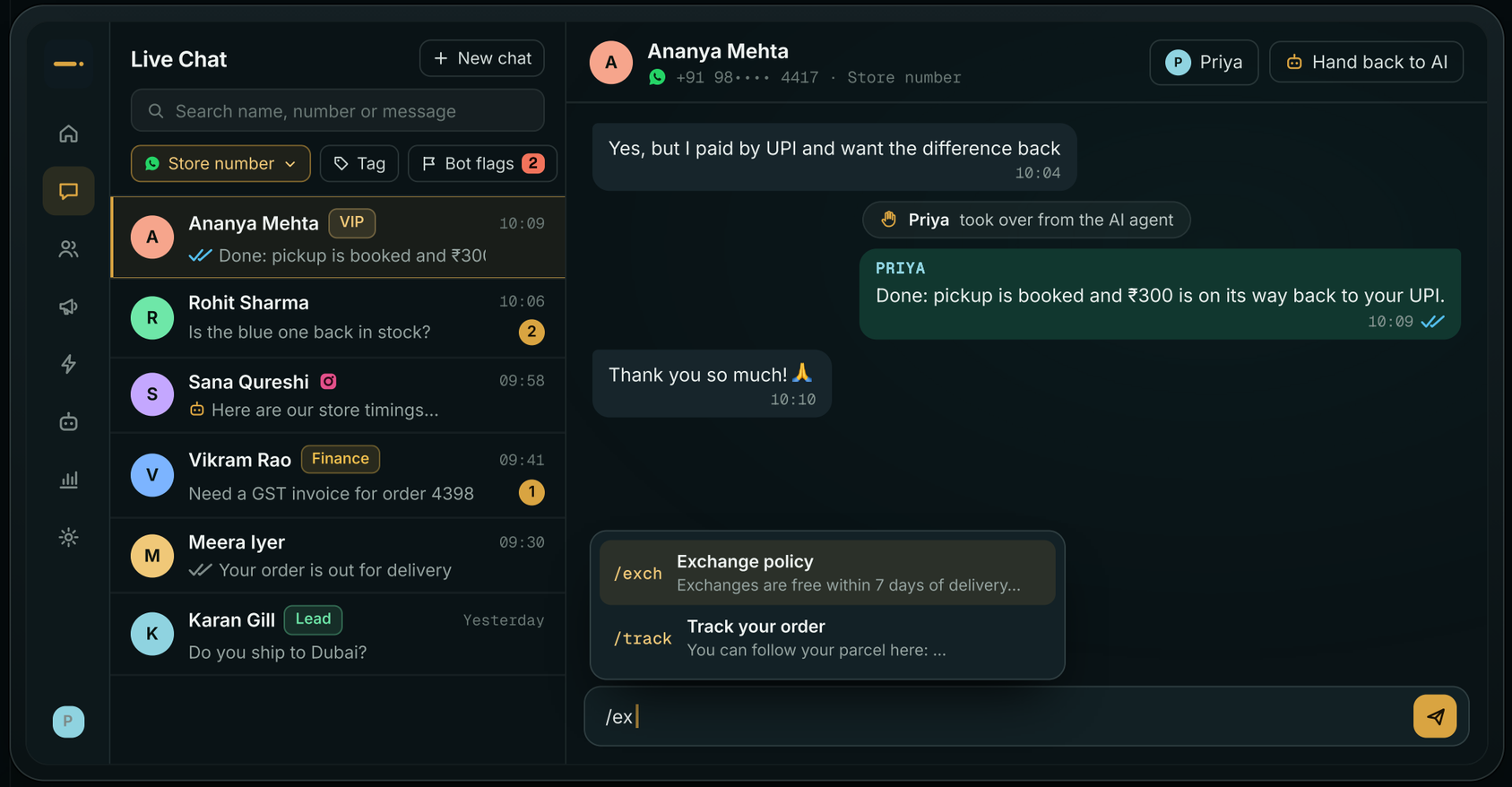
Instagram DMs
Another app, another inbox
SPLIT



Illustrative interface · data is an example

Every number. One shared *inbox.*

The whole team works the same conversations, with live ticks, tags, saved replies and the customer's details beside the chat.



All your numbers, one list

Every WhatsApp number and Instagram account in one inbox. Filter to a single number in a click.

Your own tags

VIP, Follow-up, Lead: as many tags as you need on a chat, shared by the team and filterable.

Saved replies

Type **/** to search answers you send every day.

Why a message failed

A failed message shows WhatsApp's reason and error code, so nobody guesses.

Illustrative interface · data is an example

AI answers first. A person when it *matters.*

The AI agent handles the routine questions. When it needs someone, it flags the right team, and stays quiet until they hand back.

Namaste, kal tak delivery ho jayegi kya? Order 4402
16:21

AI AGENT
Ji haan, order 4402 kal shaam 6 baje tak pahunch jayega. Tracking link neeche hai.
16:21

Mujhe address change karna hai, aur COD ko prepaid karna hai
16:23

AI AGENT
Main aapko hamari team se jod raha hoon. Woh 15 minute mein jawab denge.
16:23

Flagged for **Dispatch** · Seen by **Imran** 16:25

Imran took over · AI paused

IMRAN · DISPATCH
Address updated. Payment link bhej diya hai, pay karte hi order prepaid ho jayega.
16:31

BOT FLAG

Dispatch · address + payment
Customer wants to change the address and switch COD to prepaid.

due in 12 min — Seen

ON THIS CHAT

AI agent	PAUSED
Imran	HANDLING
Neha	CAN REPLY

Hand back to AI

01 · Answer

An AI agent on your number

Bring any model through a standard API, or connect the bot you already run. It replies in the customer's language.

02 · Flag

It calls the right team

Finance, dispatch, a doctor: the flag shows the team and the time left. Pressing Seen tells the bot who has it.

03 · Take over

People take over, then hand back

The AI pauses while your team works the chat. Any member can reply or hand it back to the AI.

Illustrative interface · data is an example

Send to your list. See every *tick.*

Pick an approved template and an audience, check the count, and launch. Every recipient is tracked to delivered, read or failed.

Launch campaign

STEP 2 OF 3

AUDIENCE

Contact list | Paste numbers | Imported audience

SOURCE

Store CMS

SAVED AUDIENCE

Festive buyers, 2025

2,418	37	12
Valid numbers	Duplicates removed	Invalid, not sent

TEMPLATE

festive_offer Marketing

HEADER

Image · festive-banner.jpg



Hi {{1}}, our festive sale is live: 20% off everything until Sunday.

Shop now

Launch to 2,418 customers →

Festive offer

launched Sat 11:00 · 2,418 recipients

Export CSV | Print

Sent	Delivered	Read	Failed
2,418	2,301	1,746	117

Why messages failed

WhatsApp's reason, in plain words

Marketing limit reached for this person WhatsApp caps marketing messages per user. Try again later.	131049	71
Message could not be delivered Often the number is not on WhatsApp.	131026	34
Spam-rate limit on your number Send to fewer people who did not opt in.	131048	12

Status: Failed | Sent: Sat | Consent: any

117 SHOWN

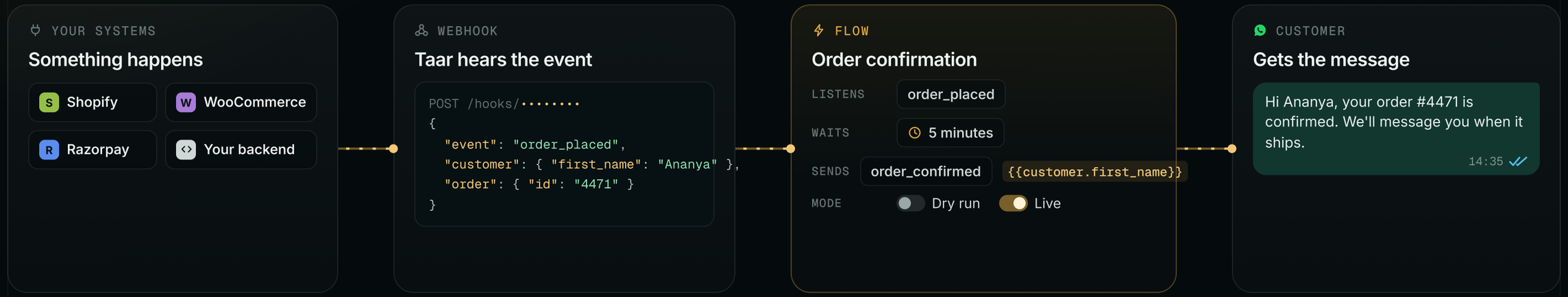
CONTACT	PHONE	STATUS	FAILURE REASON
Deepak Joshi	+91 99•••• 2203	Failed	Marketing limit reached
Farah Khan	+91 97•••• 8810	Failed	Could not be delivered

Illustrative interface · data is an example

STORE & APP OWNERS

Your store says *order placed.* Taar says the rest.

Point your store, payment gateway or backend at a flow's webhook. The right WhatsApp message goes out on its own, after the delay you set.



Automation runs

EVERY RUN, WITH THE REASON IN PLAIN WORDS

Flow: all | Status: all

TIME	FLOW	CUSTOMER	STATUS	WHAT HAPPENED
14:35	Order confirmation	Ananya Mehta	Sent	Template order_confirmed delivered
14:41	Order confirmation	Rohit Sharma	Scheduled	Sends at 14:46, after the 5-minute wait
13:20	Payment received	Meera Iyer	Dry run	Would have sent payment_thanks; nothing went out
12:02	Cart reminder	Karan Gill	Skipped	Flow is paused
11:47	Shipping update	Vikram Rao	Failed	Plain message outside the 24-hour window; use a template

Know what your number *did.*

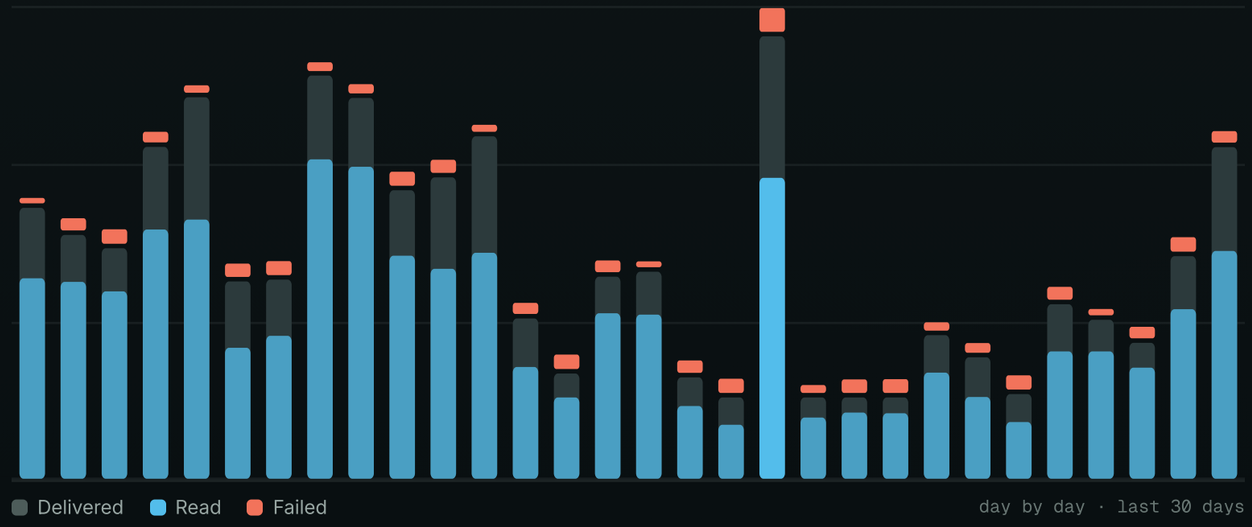
Sign in to sent, delivered, read and failed for the last 7, 30 or 90 days, and bring your contacts in without breaking anything.

Overview

Store number

7 days | 30 days | 90 days

Sent	Delivered	Read	Failed
18,604	18,012	14,377	592
templates + replies	96.8% of sent	79.8% of delivered	reasons on each chat



Import contacts

CUSTOMERS.CSV · 1,254 ROWS

1 Upload — 2 Map columns — 3 Preview — 4 Import

Customer Name	→ Name
Mobile No.	→ Phone · India +91
City	→ Custom field: city

1,204	38	12
Ready to import	Duplicates	Invalid numbers

WILL NOT BE IMPORTED

Row 14	98765 4321	Number too short
Row 212	+91 98•••• 2203	Already in row 31
Row 640	(blank)	No phone number

Rows not imported, with reasons

Import 1,204

Illustrative interface · data is an example

Bring your bot, your CRM, your *code.*

Taar is open at every edge: plug in the bot you already have, send events to your systems, pull audiences in from them.

Bot API

Connect your own bot to a number. It hears when each reply is sent, delivered, read or failed, can show typing, and its operator can take a chat over.

sent · delivered · read | typing | operator takeover

AI agents

Human and AI agents sit side by side. Point an AI agent at any model that speaks the Chat Completions API, or at another agent over A2A.

Chat Completions | A2A protocol | per organisation

Webhooks out

Your systems hear about new and changed messages and conversations as they happen, so the CRM, ERP or ticket desk stays in step.

```
"entity": "messages", "action": "update",
"data": { … "status": "read" }
```

API keys

Organisation-scoped keys for your scripts and services, created and revoked from Settings by an admin.

per organisation | revocable

MCP server

AI tools that speak the Model Context Protocol can list conversations, search contacts, read templates and send messages through Taar.

Model Context Protocol | send_message

Audience sources

Connect a CMS or CRM with its URL and an API key. Its saved audiences become campaign audiences; the key is never shown again.

CMS · CRM | saved audiences

ADMINS

Your number. Your team. Your *cloud.*

Connect a number through Meta's own sign-up, invite the team with the right access, and run it hosted by us or on your servers.

CONNECT

Your number, in minutes

Send the owner a sign-up link. They connect the number through Meta, and it shows up in Taar.

taar.cwistudio.in /onboard/whatsapp/•••• Copy link

- Meta sign-up completed
- Number connected +91 90•••• 1208
- Templates synced all approved
- Instagram account optional

TEAM

Everyone, with the right access

Invite members, choose their role and which templates they can send, all on one screen.

R	Ritu Agarwal Owner	ADMIN
P	Priya Nair Finance · 4 templates	MEMBER
I	Imran Shaikh Dispatch · 6 templates	MEMBER
	AI agent Store FAQ	AI

Activity log keeps who did what, and when.

RUN

Hosted, or on your cloud

The same Taar either way. We run it and look after it, or it runs on your own infrastructure.

Hosted by CWI Studio
Your organisation on taar.cwistudio.in

Or self-hosted
On your servers, set up by us

Each organisation sealed off
Row-level security on every table

Usage you can see
Messages and quotas in Stats

NEXT STEP

WORKING TOGETHER

Start with one *number.*

Bring one WhatsApp number and the questions your team answers every day. We connect it, set up the AI and put your team on it.

YOU BRING

- One WhatsApp Business number
- Access to your Meta Business account
- The questions customers ask most
- Who answers what on your team

TOGETHER

Every chat answered
People where it matters
Every tick on record

CWI STUDIO BRINGS

- Your Taar organisation, hosted
- Number connected, templates set up
- An AI agent trained on your answers
- Campaigns, automations and support

TO BEGIN

One number connected, your team invited, the AI answering your top questions.

SET UP WITH YOU

WhatsApp number · AI agent · Handover teams · Templates · Store webhooks

TALK TO US

EMAIL aniket@cwistudio.in
CALL Book 30 minutes ↗
WEB taar.cwistudio.in