

THE PRACTICAL GUIDE

The WhatsApp Desk that runs your inbox *on its own*

How Indian businesses use AI to read, sort, answer and log every WhatsApp message — so no order is ever lost and nothing slips through.

BUILT ON CLAUDE + N8N

Sharanjeet Singh

AI Automation Consultant · @sharanjeet_singh.ai

Why your inbox is leaking money

For most Indian businesses, WhatsApp is the real office. Orders, questions, complaints, payment screenshots — everything lands in one place. And when it's all mixed together, something slips through every single day.

A single chatbot with one canned reply doesn't fix this. What works is a system — several AI agents, each doing one job, that read, sort, answer, escalate and record every message. That's the difference between a bot and a desk that runs itself.

A BASIC CHATBOT

One scripted reply for everyone. Can't tell an order from a complaint, and never logs anything.

A gimmick

A WHATSAPP DESK

Reads, understands, replies, escalates and records — so your inbox is organised without you.

A system

This guide walks through the exact system I build — a 5-agent WhatsApp Desk. You'll see what each part does and roughly how it's built on Claude and n8n. The prompts and routing rules are what I set up for you.

The 5-Agent WhatsApp Desk

A message comes in — a text, a voice note, a screenshot. Here's how the system handles it end to end, each agent doing one job.

1

The Reader

Reads every incoming message — including voice notes, which it transcribes and understands like text.

2

The Classifier

Instantly tags what each message is: an order, a question, a complaint, or a payment.

3

The Responder

Answers the common ones on its own — price, hours, availability, order status — no waiting.

4

The Router

Sends the messages that need a human — a big order, a serious complaint — to the right person.

5

The Logger

Records every conversation into a sheet or CRM, so nothing is lost and everything is searchable.

The result

Nothing missed, no order lost — and at month-end you can see exactly what customers ask most. Your inbox becomes a source of insight, not stress.

How it's actually built

The system is built on Claude — Anthropic's AI — as the brain, connected with n8n, a no-code automation tool, to the WhatsApp API. Each agent is a Claude call; n8n moves the work. Roughly, the flow is:

1. Catch the message

n8n receives every incoming WhatsApp message through the API the moment it arrives.

2. Claude reads & sorts

Claude understands the message (voice notes get transcribed first) and decides what it is and what to do.

3. Reply or route

For common questions Claude drafts the answer and n8n sends it; anything important is pushed to a human.

4. Log everything

n8n writes each conversation to a Google Sheet or CRM, tagged and searchable.

What this guide leaves out (on purpose)

The exact Claude prompts, the classification and routing rules, the WhatsApp API setup, and handling the messy real-world mix of languages and voice notes — that's the part I build and tune per business. Every shop's inbox is different, so there's no copy-paste version that just works.

The exact tools you'll need

Here's the actual stack. You can build a working version on a small budget — the real work is in the setup, not the software.

Claude

Paid (usage-based)

THE BRAIN

Reads, understands and replies to every message. Anthropic API.

n8n

Free (self-host) / cloud

THE AUTOMATION LAYER

Connects WhatsApp to Claude and your sheet/CRM, and runs it all. No coding.

WhatsApp API

Paid (provider plans)

THE INBOX

The official gateway to send & receive messages. Via AiSensy or a similar provider.

Speech-to-text

Free / low cost

FOR VOICE NOTES

Transcribes voice notes so Claude can read them. Built into many providers.

Google Sheets / CRM

Free / existing

THE RECORD

Where every conversation is logged, tagged and searchable.

Freelancer tip

Start with one message type — auto-answering FAQs (price, hours, status). Nail that first, then add sorting, routing and logging. A reliable narrow desk beats a shaky do-everything bot.

AVOID THESE

4 mistakes that break inbox AI

01 Ignoring voice notes

Half of Indian WhatsApp is voice notes. A system that only reads text misses most of the inbox.

02 One reply for everything

If it can't tell an order from a complaint, it either spams wrong answers or annoys real customers.

03 No human escalation

Some messages must reach a person. A system that answers everything itself will eventually mishandle a big order.

04 Not logging anything

If chats aren't recorded, you lose the follow-ups and the insight into what customers actually want.

The takeaway

A chatbot answers one thing. A five-agent desk runs your whole inbox — and never loses an order while you're busy.

WANT ONE BUILT FOR YOUR BUSINESS?

Let's build your *WhatsApp Desk*

I set up the whole thing — reading, sorting, auto-replies, escalation and logging — tuned to how your customers actually message.
You just stop losing orders.

- Reads every message, even voice notes
- Auto-answers FAQs & sorts by type
- Escalates the important ones to you
- Logs every chat to your sheet or CRM

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+91 97738 60448

Sharanjeet Singh · AI Ko Simple Banate Hain