RelayCRM

AI-Powered WhatsApp Customer Service for Modern Businesses

by Pivot Dynamics

THE REALITY TODAY

Customers message on WhatsApp expecting an answer right now. Most businesses can't keep up.

After-hours messages go unanswered

A question at 9pm waits until the next morning — or gets forgotten.

The same questions, over and over

Price lists, availability, hours — typed out by hand, every single time.

Real leads slip through the cracks

Without a system, a promising conversation is easy to lose track of.

One AI assistant.
Every conversation. Always on.

RelayCRM answers your customers instantly — grounded in your own catalog and documents — and hands off real leads to your sales team the moment it matters.



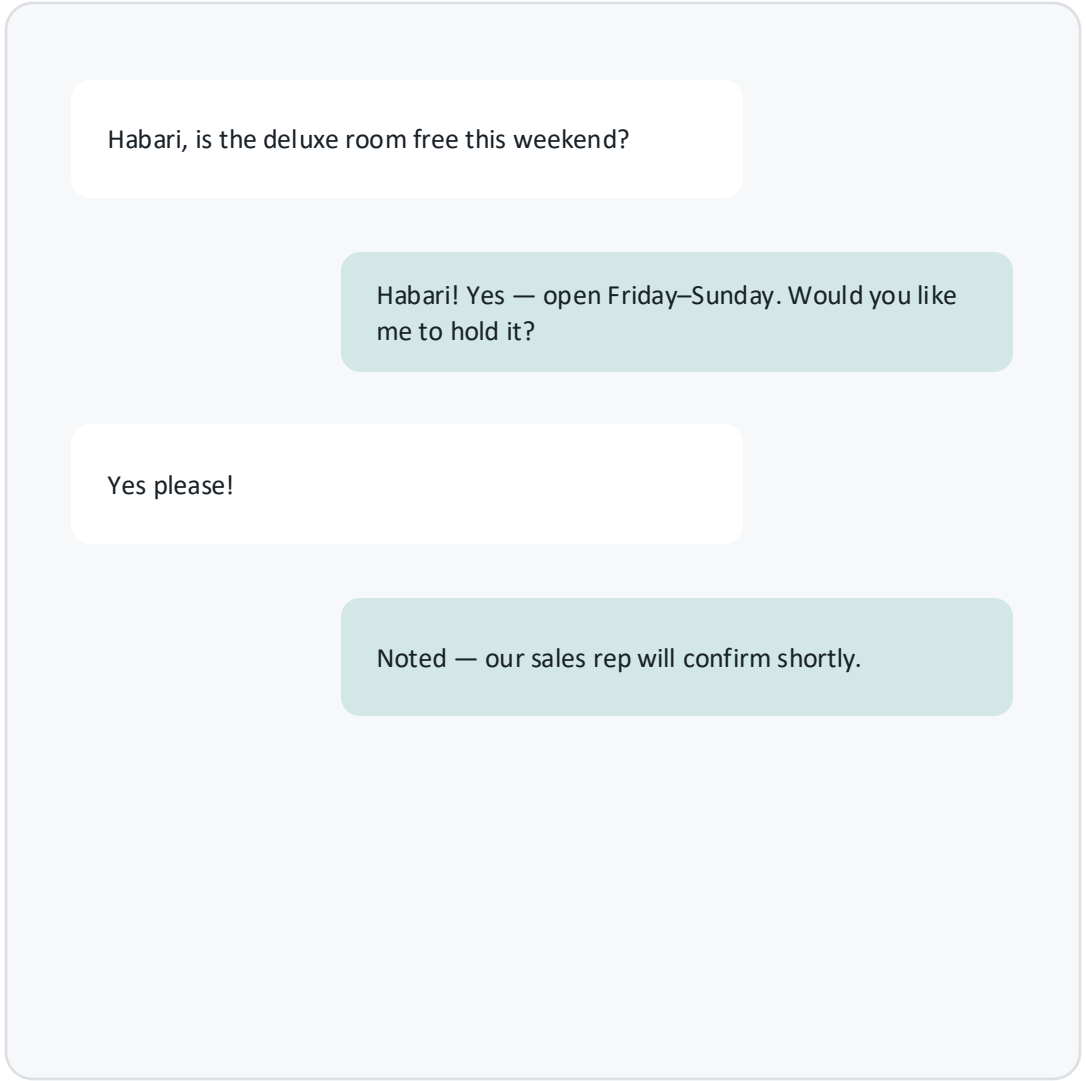
- **Instant, 24/7 replies**
- **Grounded in your own catalog**
- **Seamless human handoff**

FEATURE

AI-Powered Conversations, 24/7

Your AI assistant replies instantly in English or Swahili, grounded in your own uploaded documents and catalog — never guessing, never inventing answers.

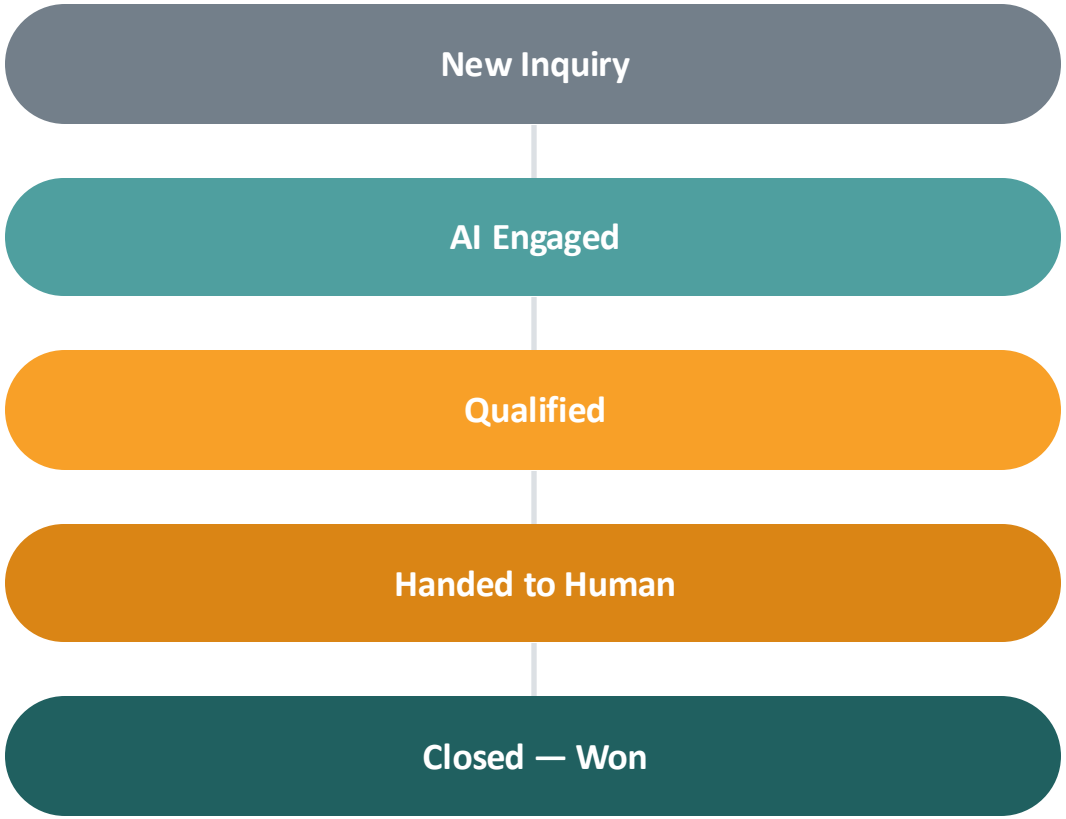
- Answers grounded in your own catalog & docs
- Fluent in English and Swahili, switches naturally
- Never quotes a price it isn't allowed to share



FEATURE

Smart Lead Handoff & Pipeline

The moment a conversation needs a human touch, the AI builds a structured lead — what they want, urgency, key details — and your team picks it up in the same WhatsApp thread.



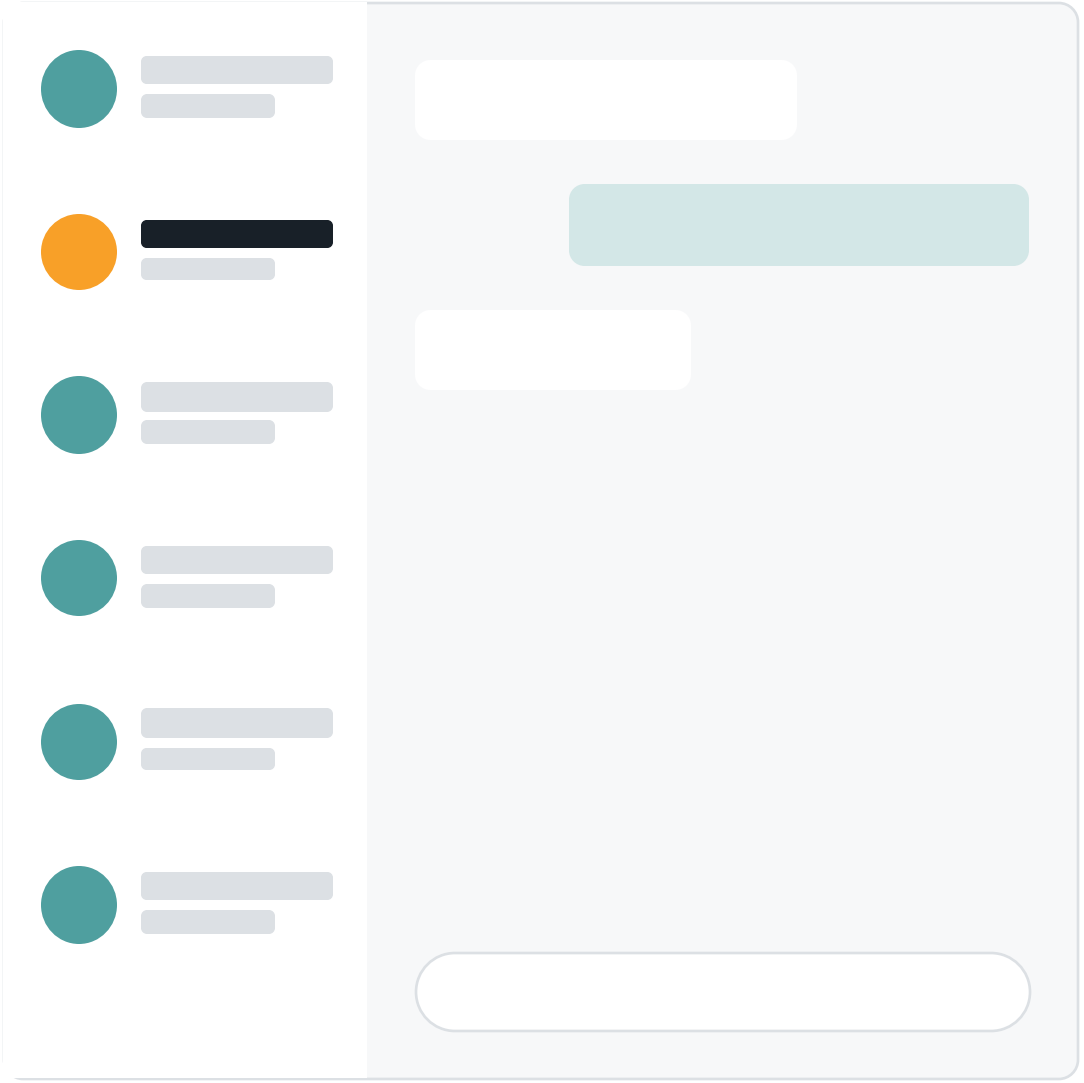
Every lead tracked from first message to won deal — no spreadsheets.

FEATURE

One Unified Inbox

Every conversation lives in one dashboard your whole team can see — claim a lead, reply, and pick up right where the AI left off, all without leaving the browser.

- See every conversation across your team
- Reply suggestions drafted by AI
- Works on desktop, tablet, and phone

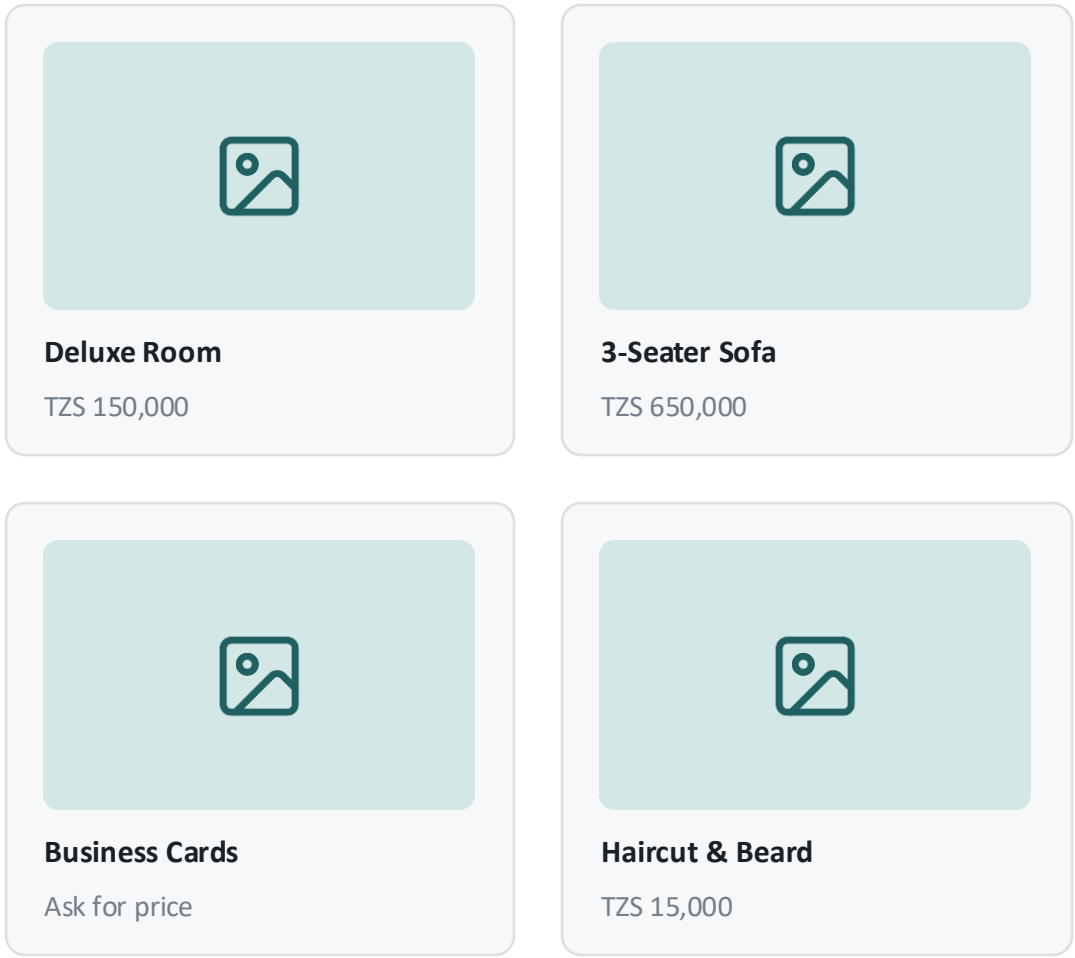


FEATURE

Catalog & Pricing Control

Upload a price list and RelayCRM extracts your catalog automatically. Add photos, and choose exactly what pricing — if any — the AI is allowed to share with customers.

- Auto-extracts items from uploaded documents
- Internal vs. public pricing, fully separated
- Photos, discounts & scheduled sales

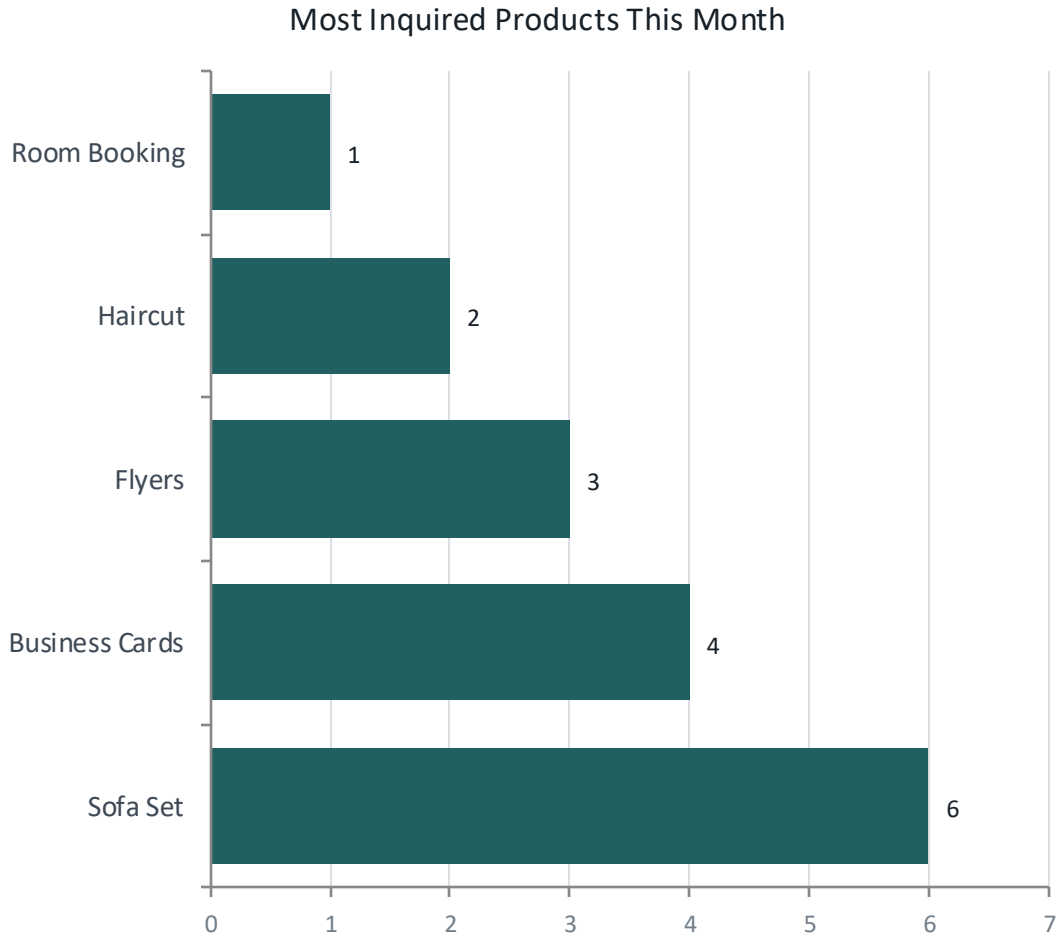


FEATURE

Analytics That Matter

See exactly what customers are asking for, how fast your team responds, and which rep is closing the most leads — at a glance, every month.

- Most in-demand products & services
- Reply speed & conversation volume
- Rep-by-rep performance tracking



FEATURE

Team & Business Hours

Add staff with the right level of access, set your real opening hours so the AI sets honest expectations, and control who gets notified about new leads.

- Owner, Admin & Sales rep roles
- Per-person WhatsApp lead alerts
- AI adapts replies to your open hours

Owner

Admin

Sales rep

Mon–Sat, 8:00–18:00 — AI knows when you're closed

SECURITY

Built to Be Trusted With Customer Data

Encrypted at rest

Every message is encrypted — not stored as plain text.

Full audit trail

Every dashboard action is logged: who, what, and when.

Complete tenant isolation

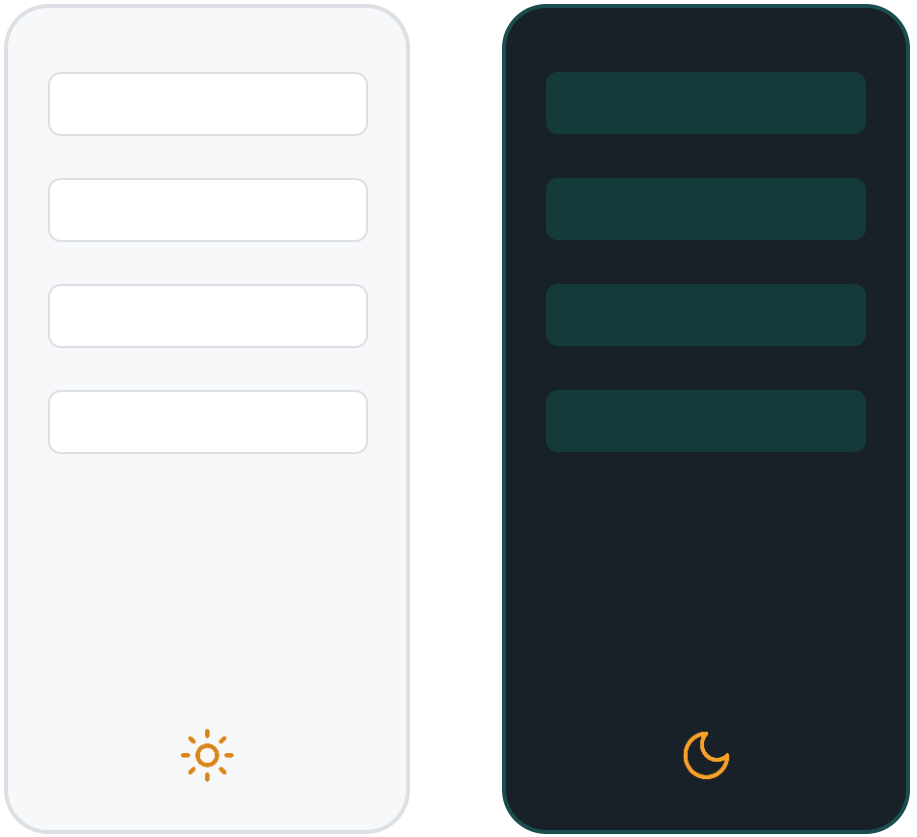
Your data never mixes with another business's, ever.

FEATURE

Works Everywhere You Do

Install RelayCRM straight to your phone's home screen like a native app. Reply from your desk or on the move — in light or dark mode, whichever you prefer.

- Installable on phone, tablet or desktop
- No app store required
- Full light & dark mode support



COMING SOON

What's Next for RelayCRM



In progress

Instagram DMs

One inbox for both WhatsApp and Instagram conversations.



In progress

WhatsApp Coexistence

Keep your existing WhatsApp number and history while adding AI automation on top.

Ready to put your WhatsApp on autopilot?

Let's set up RelayCRM for your business.

info@pivotdynamics.co.tz

pivotdynamics.co.tz