

CASE STUDY · AI IN RETAIL & CUSTOMER EXPERIENCE

Azizsaif Perfumes — WhatsApp Automation Bot

Feasibility & Scope of Work — meet the AI assistant “Ahmed”, by the AZ Media team

Dr. Aftab Ahmad

June 2026

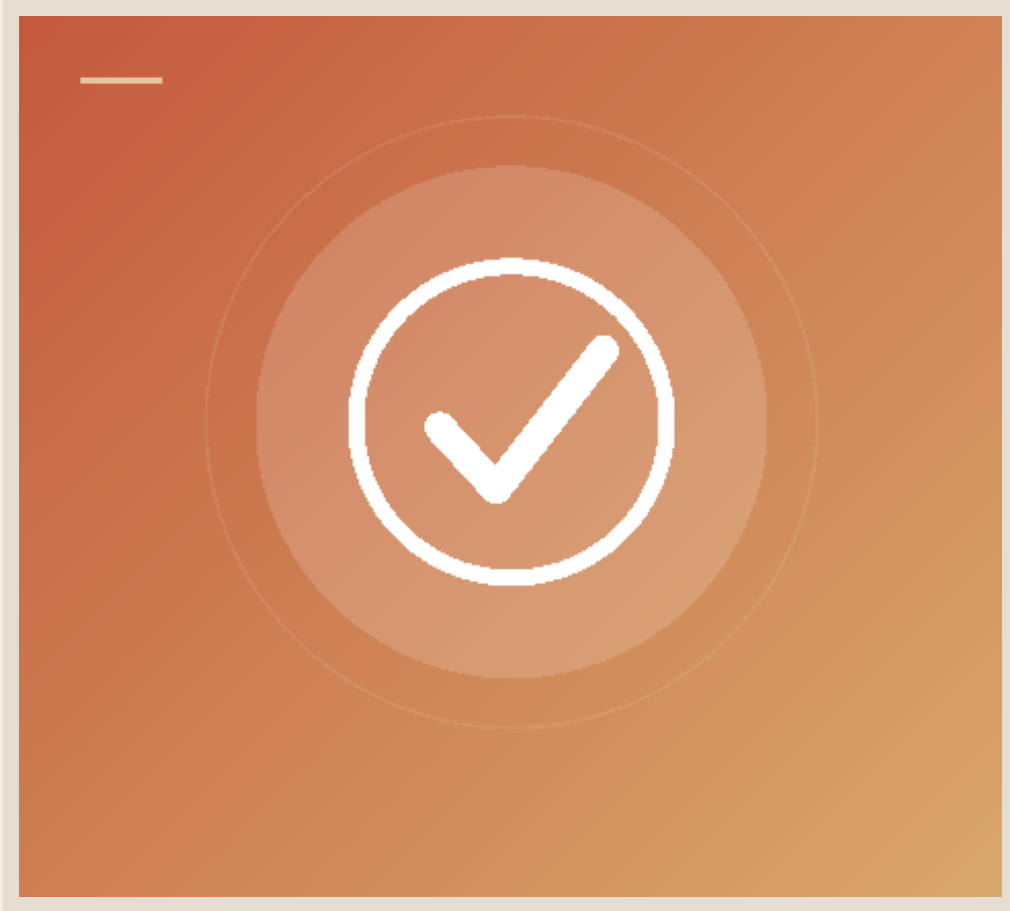
azizsaif.com - Aziz Saif

1 • Executive Summary

- AZ Media's feasibility verdict on Azizsaif Perfumes' WhatsApp bot brief.
- Meet "Ahmed" — the brand's primary WhatsApp contact.
- Serves retail, wholesale and international audiences.
- Goal: convert enquiries into sales on azizsaifperfumes.com.



2 • The Verdict at a Glance



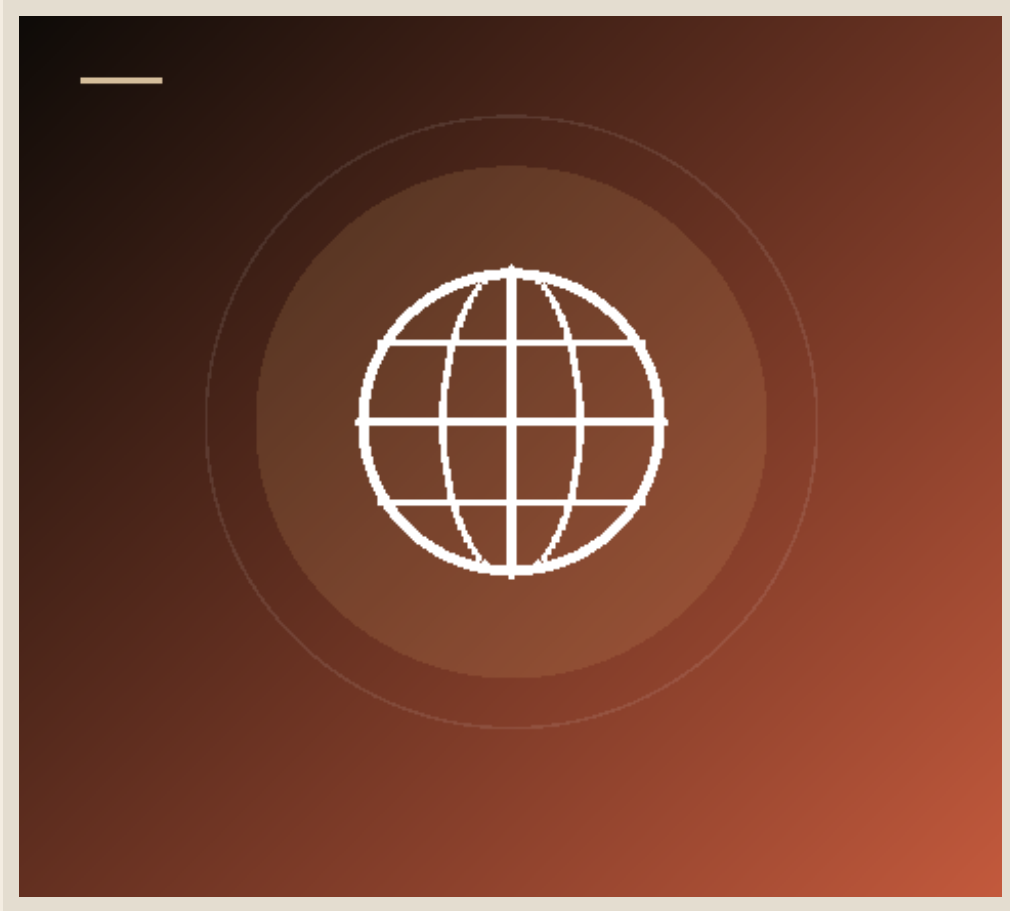
- Most capabilities: Feasible.
- Two partial (~): order-screenshot OCR & competitor image ID.
- One not feasible (): Google My Business API.
- A practical workaround is agreed for every gap.

3 · Meet “Ahmed” — Identity & Voice

- Greets the customer and captures their name.
- Detects the language automatically — no manual toggle.
- Voice: professional, helpful, human — never robotic.
- Every product reply guides toward the website.



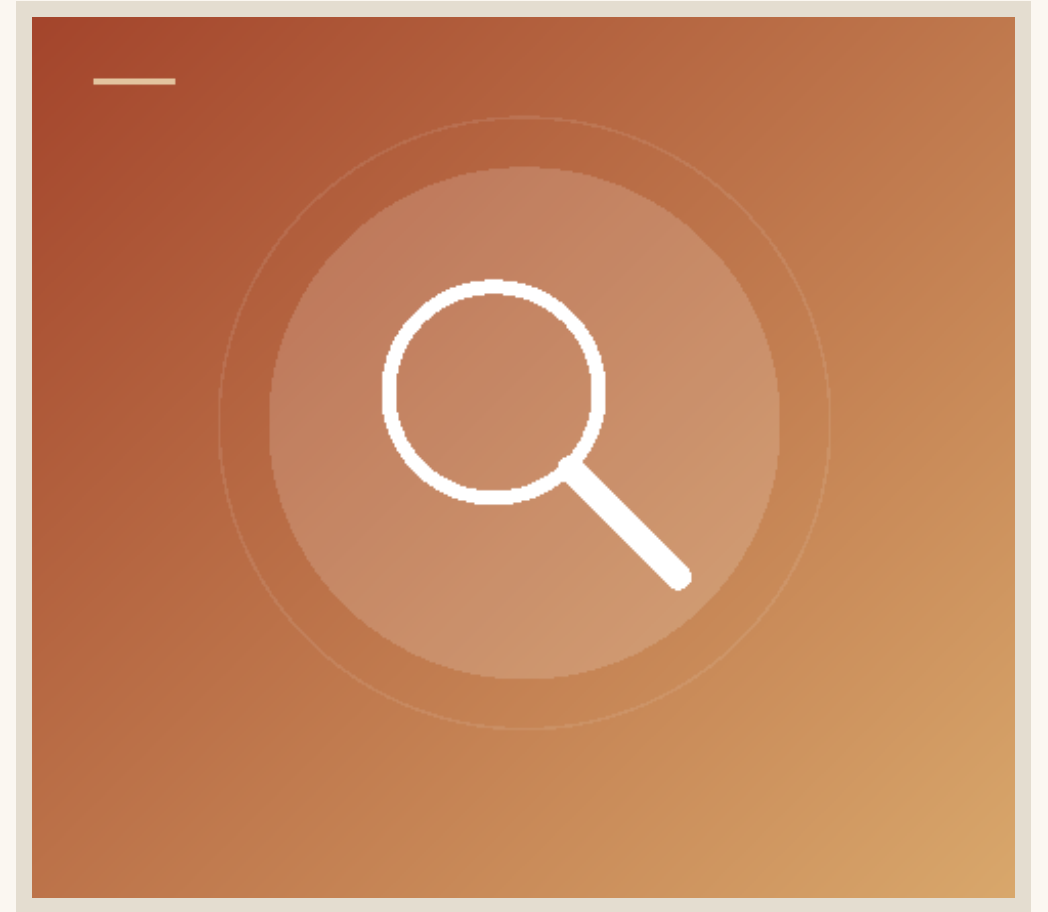
4 • Multilingual Support



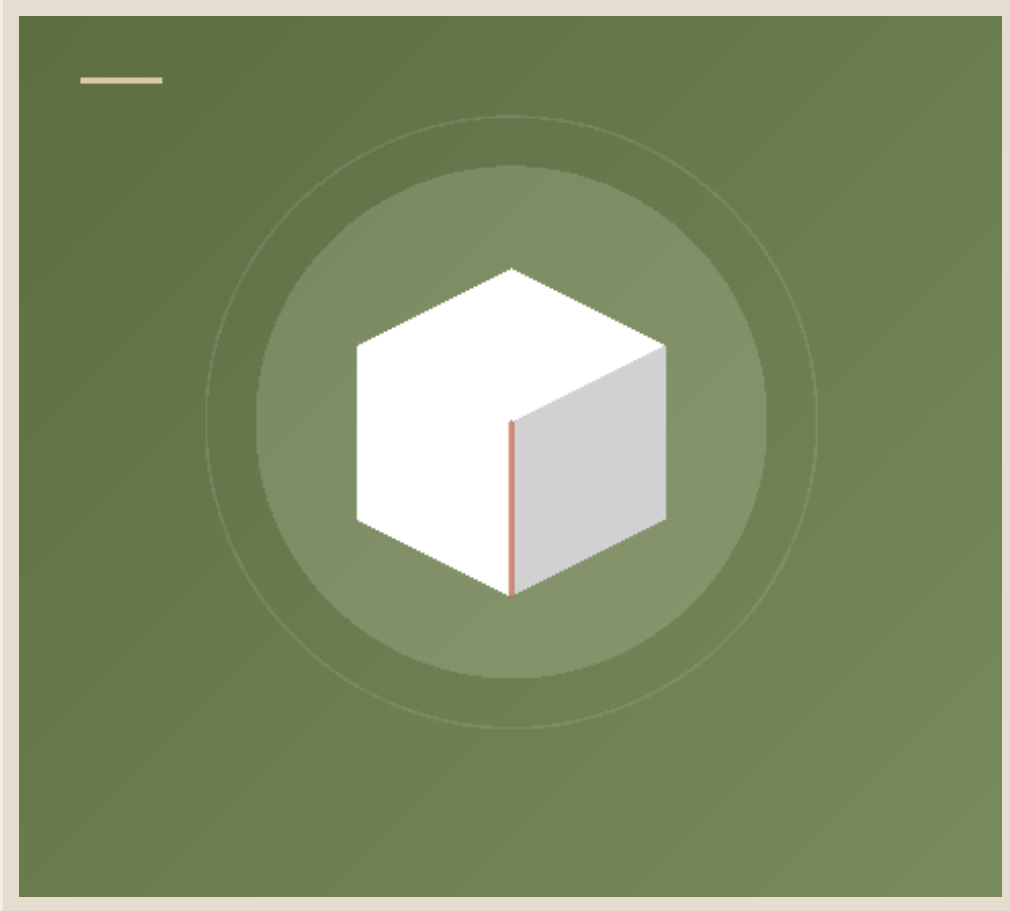
- Detects and replies in English, Arabic, French and more.
- Language preference held for the whole session.
- No effort or setup required from the customer.

5 · Product Information Lookup

- Name, price, notes and description from the official site.
- Returns the exact product-page URL.
- Asks a clarifying question when several products match.
- Always ends with a call to action to buy online.



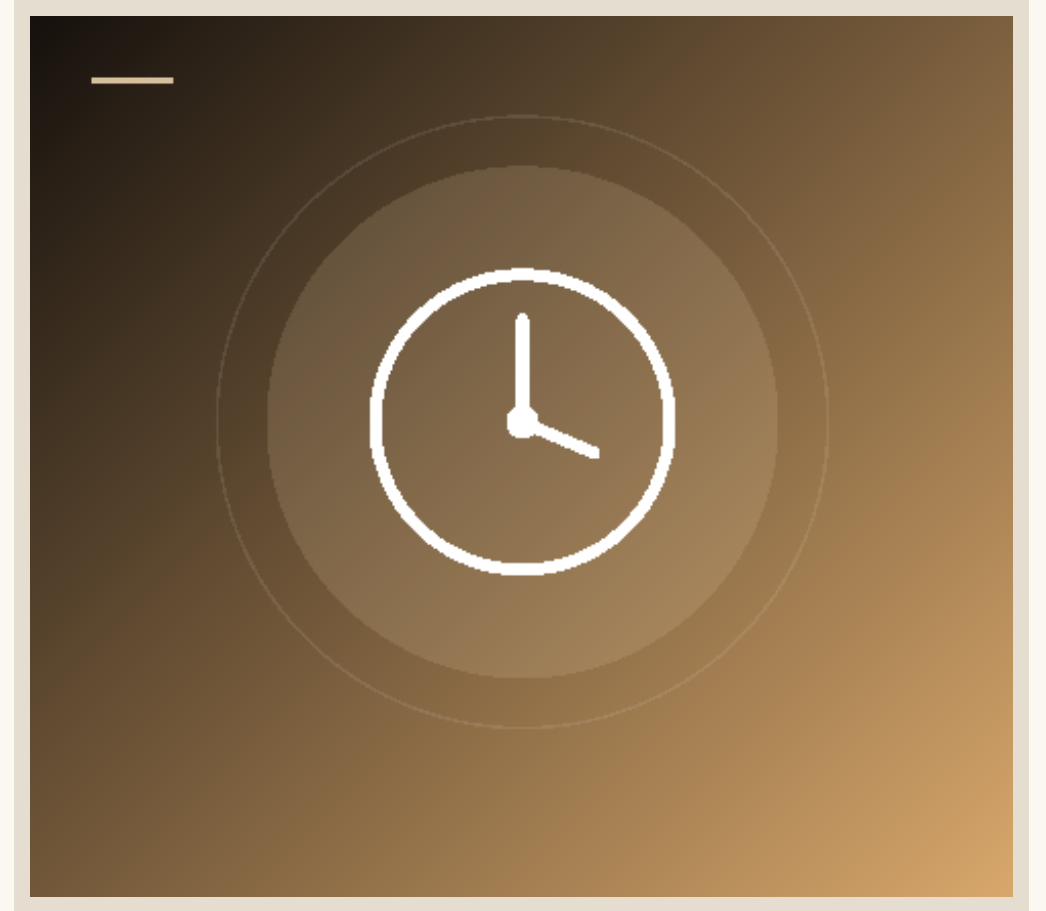
6 · Order Lookup & Tracking



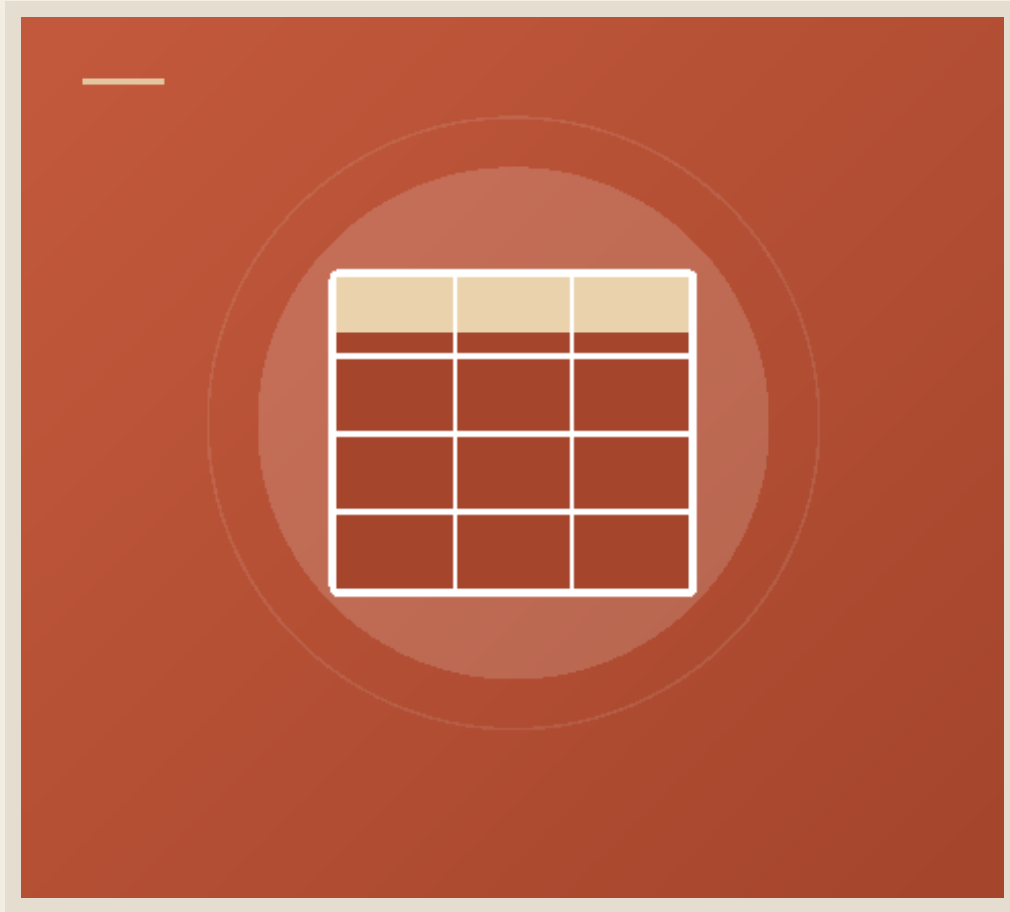
- Shopify is the single source of truth for orders.
- Order number via text — or OCR from a screenshot.
- Unreadable image > the bot asks for the number.
- Never fabricates order or shipment information.

7 • Delivery Time Guidance

- The approved country matrix drives every answer.
- Existing orders: shipping country pulled from Shopify.
- Handling time and delivery time stated separately.
- Combined total shared only on a delay follow-up.



8 • Approved Delivery Matrix



- UAE: up to 3 business days (most within 2).
- Oman 3–6 · Saudi Arabia 5–7 · Bahrain 7–8 days.
- Kuwait: 9–12 business days.
- All other countries: up to 14 days.

9 · Live Inventory & Preorder

- Real-time Shopify stock check before confirming.
- In stock > confirm online and share the link.
- Preorder > the fixed, approved message is sent.
- Never confirms in-store stock from this number.



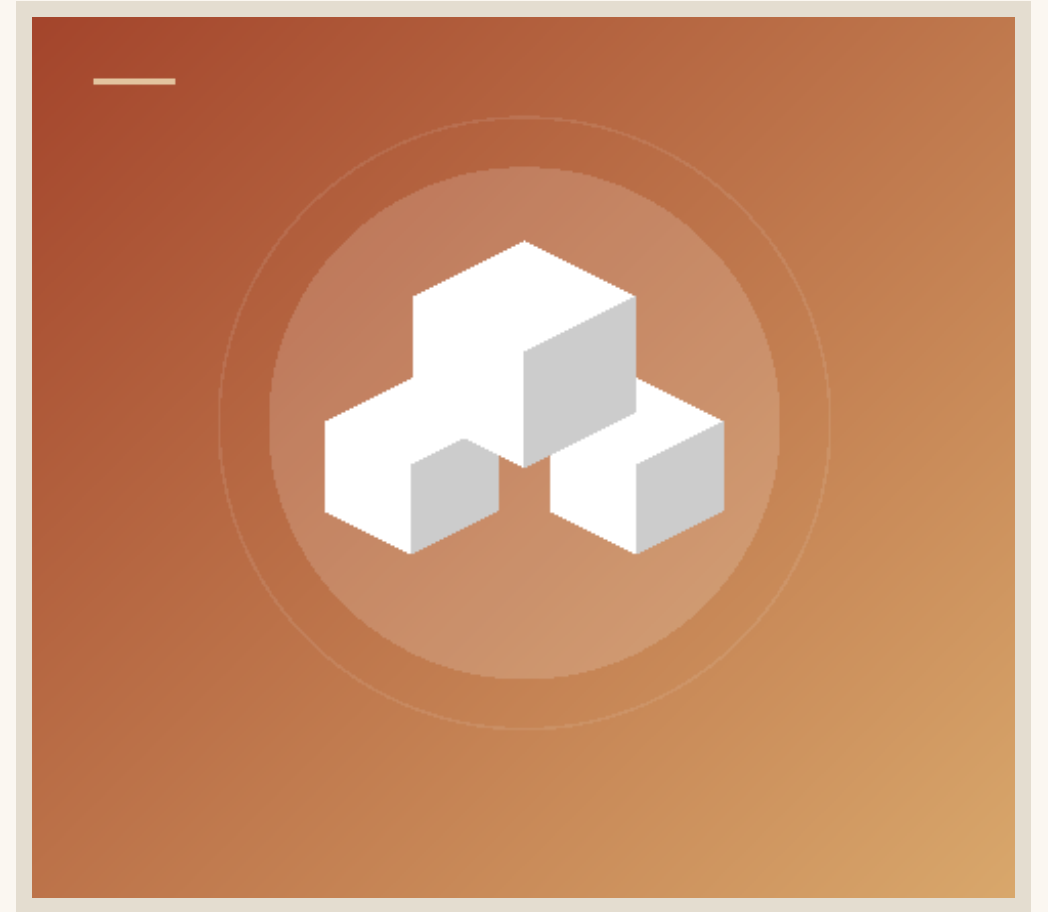
10 · Store Info — File / GMB



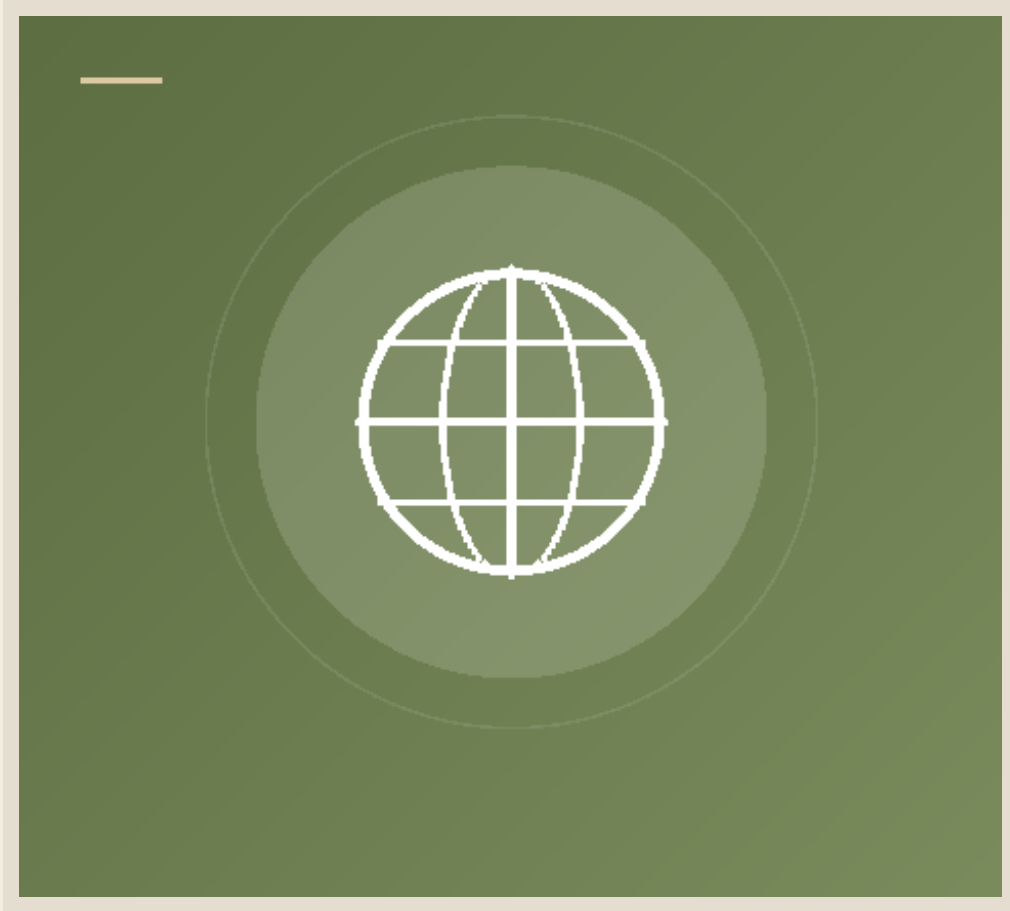
- Google My Business API: not supported by AZ Media.
- Solution: a static store master file from Azizsaif Perfumes.
- Bot asks the emirate/city, returns the nearest branch.
- For in-store stock, the customer calls the branch.

11 • Wholesale Qualification

- Detects “wholesale, bulk, carton, reseller” intent.
- Collects name, company, country and quantity.
- Shares the catalogue; MOQ = 12 pcs per SKU.
- 24 units per SKU always reserved for online sales.



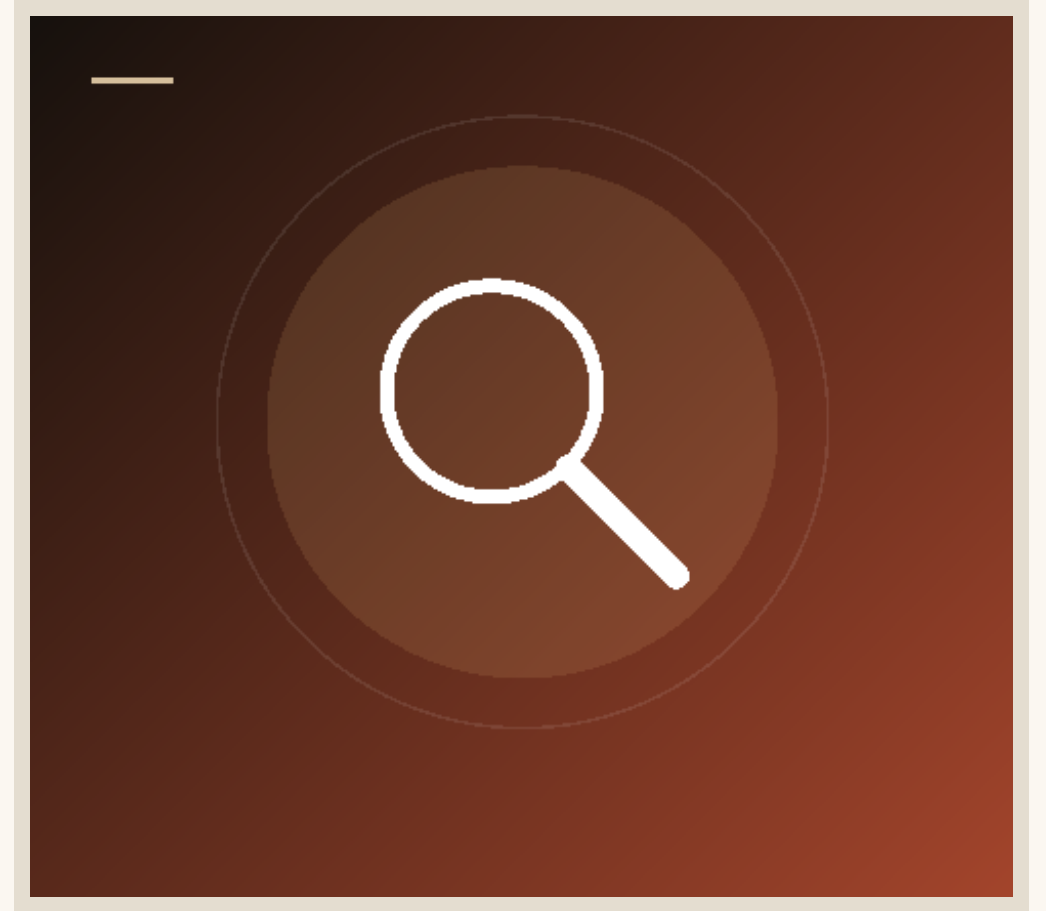
12 · Distributor Routing



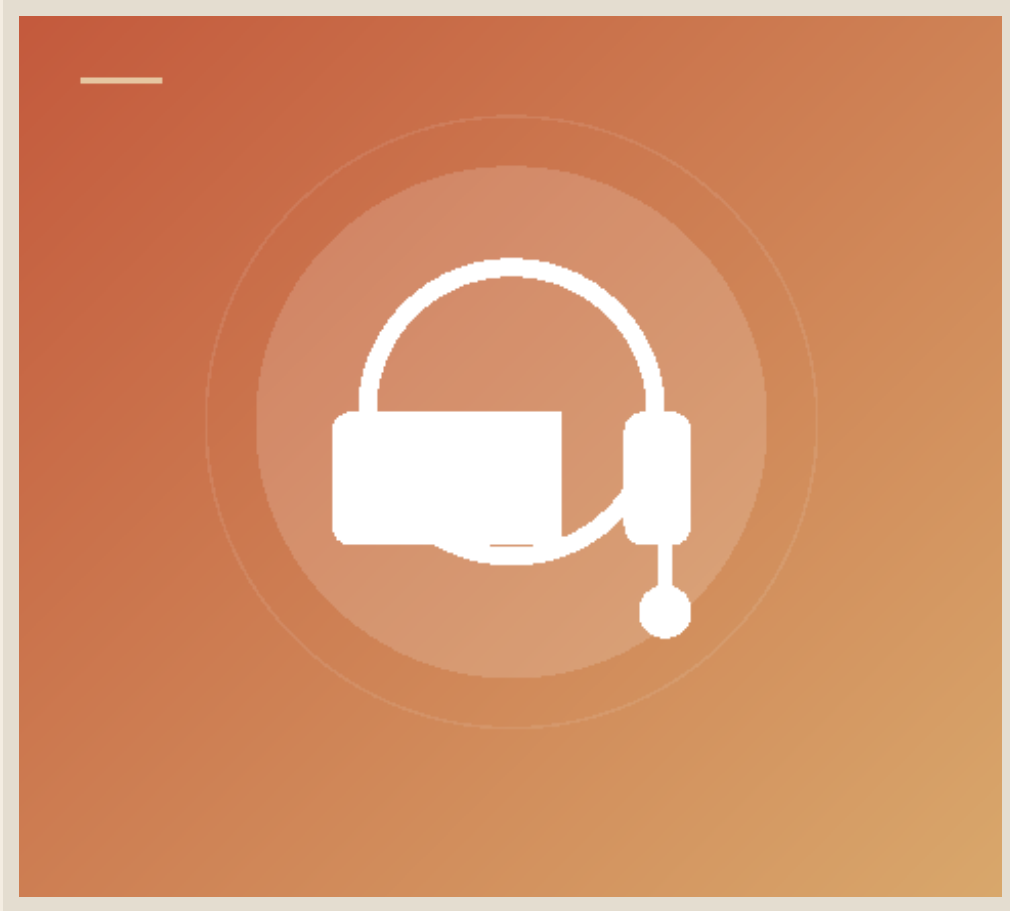
- Shares contacts only from the approved file.
- Non-serviceable country > closest-country match.
- The fallback is clearly flagged to the customer.
- Never invents a distributor contact.

13 • Competitor Matching ~ Partial

- Image OCR attempted — depends on photo quality.
- Unreadable > ask for brand + perfume name in text.
- Text matching is reliable with a reference list.
- Offered as “similar scent profile”, with website link.



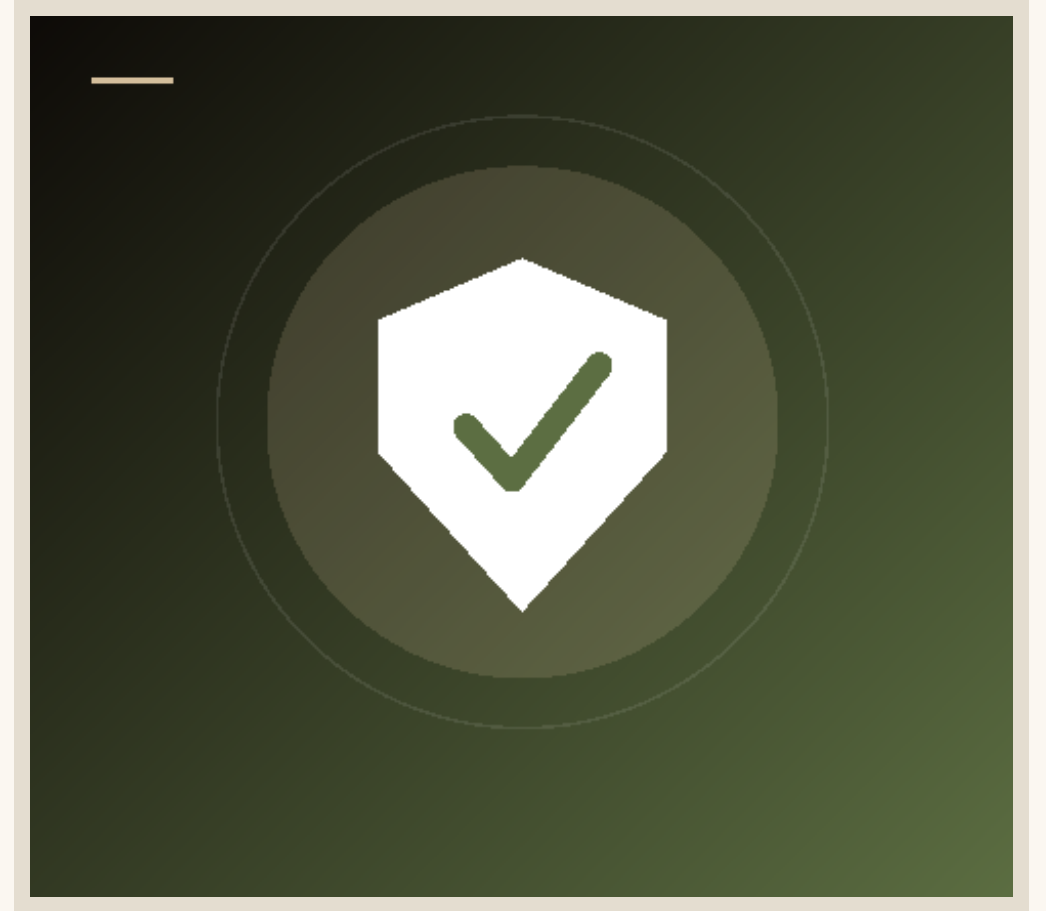
14 · Escalation & Routing



- Modify / cancel / refund > live agent Quraysh only.
- Collab > collab@ · HR > hr@azizsaifperfumes.com.
- Monthly post-purchase retargeting; STOP opts out.
- Three retries, then escalate with full context.

15 • Guardrails — What It Won't Do

- No guaranteed dates; no in-store stock claims.
- No refund or discount approvals without a human.
- Never invents prices, stock or contacts.
- Five mandatory disclaimers enforced verbatim.



16 · Client Actions Before Go-Live



- Store master file (all UAE + Oman branches).
- Distributor file + non-serviceable country list.
- Wholesale catalogue + competitor reference list.
- Shopify API credentials & approved templates.

Thank you

Verdict: feasible as scoped — one swap (GMB > store master file) and two robust fallbacks. Next: client sign-off, supply the pending files, connect Shopify, then UAT and go-live.

Dr. Aftab Ahmad