



AI WHATSAPP ASSISTANT FOR SCHOOLS

Your front desk, **always** answering.

The one who answers every parent, every time.

Admissions, absences, fees, homework, bus timings, closures, all handled in Arabic and English, 24 hours a day, on the WhatsApp number your parents already use.

BUILT FOR SCHOOLS

24/7 on WhatsApp Business

Arabic (incl. Lebanese) + English

Understands parents' voice notes

Unlimited parallel conversations

Live in 2-4 weeks

One-time build + flat monthly

MSPE

AI assistants for schools
Beirut, Lebanon · mspe.pro

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12 things it handles inside your school

All of it runs on one WhatsApp Business number, plus an optional chat bubble on your school website. No app for parents to download. No new system for your staff to log into.

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- 01**
Admissions enquiries
Answers parent enquiries at any hour, sends the brochure and fee schedule instantly, captures age/grade/curriculum interest, and books a school tour straight into the admissions officer's calendar.
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- 02**
Absence notifications
A parent writes "my son is sick today" and the assistant captures name, class and reason, records the absence, confirms to the parent and notifies the class teacher. No phone tag at 7:30 AM.
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- 03**
Homework & schedule questions
"What's the homework for Grade 4B?" "Is there PE tomorrow?" "What time does school finish today?" All answered instantly from your timetable and homework planner.
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- 04**
Tuition & fee reminders
Automated reminders before each instalment, with a payment link, and polite follow-up on overdue accounts. Fewer late payments without the awkward accountant calls.
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- 05**
Bus & pickup enquiries
"Where is the bus?" "What time is pickup on Friday?" Answered instantly. During a delay, one message from the transport coordinator reaches every affected parent.
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- 06**
Document requests
Certificates, transcripts, embassy letters: the request is logged, the standard letter is generated for admin approval, and the parent is notified when it is ready for pickup.
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- 07**
Emergency & closure alerts
Weather, strike, security incident: one instruction from the principal and the message reaches every registered parent on WhatsApp in seconds. No app needed.
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- 08**
Event & trip communications
Sports day, parent-teacher meetings, field trips: announcement out, RSVPs collected, missing consent forms chased, reminders sent the night before.
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- 09**
Report cards & results
Notifies parents when grades are ready, delivers the report card securely, and answers the follow-up questions about grading, weighting or a specific subject.
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- 10**
After-school & summer camp
Walks parents through the options, captures the choice, collects payment and confirms enrolment. A spreadsheet nightmare becomes a WhatsApp chat.
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- 11**
Re-enrolment & retention
End-of-year push: every current family gets a personalised reminder, intent is captured (staying / leaving / undecided), and the undecided list is routed to admissions for a retention call.
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- 12**
Feedback & complaint routing
Complaints reach the principal privately, not Facebook, not the parent WhatsApp groups. A short satisfaction pulse after report cards catches issues early.
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A day inside your school, with the assistant on duty

This is what the office actually looks like once it is live.

05:30

OVERSEAS

A parent in the Gulf asks about admissions

A parent in Dubai messages the school WhatsApp about Grade 7 places. The assistant replies in Arabic, sends the brochure and fee schedule, and books a video tour for Thursday. The admissions officer sees the booked slot when she arrives at 8 AM.

07:15

RUSH HOUR

12 sick-notice messages at once

Parents flood in with absence notes. Every one is logged into attendance, each parent gets a confirmation, and reception opens the morning to a single consolidated list. The secretary drinks her coffee instead of taking 12 calls.

10:45

TRANSPORT

Bus breakdown on the Broummana route

The transport coordinator sends one message: "Route 3 delayed 30 minutes." Every parent with a child on Route 3 gets a personalised update within seconds. Zero panic calls to reception.

13:00

FINANCE

A parent asks about the tuition instalment

Instead of the accountant, the assistant answers, confirms the outstanding amount, sends the payment link on WhatsApp, and closes the loop when payment lands.

16:30

EVENTS

Sports day RSVPs collected on their own

Every family was asked. 340 responses in, 60 outstanding, and reminders are already going to the 60. The event coordinator watches a live tally instead of chasing it.

21:00

EVENING

A parent complains about a grade

The message comes in late. The assistant does not argue. It captures the concern, keeps the tone calm, and opens a private ticket for the principal to see first thing in the morning. Nothing reaches the parent WhatsApp group.

02:00

CLOSURE

Weather closure decision

The principal decides at 2 AM to close for the storm. One instruction. Every parent notified before 2:05. No email chain, no parent app, no missed families.



What your school gets

The assistant

- ✓ **Your own assistant**, trained on your school's information, tone and rules. Not a generic bot.
- ✓ **WhatsApp Business number** (new or your existing one), plus an optional chat bubble on your website.
- ✓ **Arabic & English by default**, including Lebanese dialect and parents' voice notes. French on request.
- ✓ **Connected to your systems**: attendance, grades, fees, timetables and bus routes, wherever they live today.
- ✓ **Escalation to your staff** on keywords, complaints or an explicit parent request. Never a dead end.

The service around it

- ✓ **Monthly report**: messages handled, tours booked, absences logged, complaints routed, new questions it could not answer.
- ✓ **Continuous tuning**: every unanswered question becomes an answer the following week.
- ✓ **Full transcript archive** for compliance, HR and quality review.
- ✓ **Encrypted, role-based access**. Your parent data stays yours, on infrastructure we manage and you can audit.
- ✓ **Named Lebanese support**: you call people you have met, in your time zone.

Built to work with your IT team, not around them

Your IT staff stay in charge of the school's systems. We bring one service and plug it in where they tell us to.

Nothing to install

No new hardware, no server in your building, no software on staff machines.

Your IT approves the access

Read access to the fields they choose, revocable by them at any time.

We carry the running of it

Hosting, updates, monitoring and backups of the assistant are ours, not another job on their list.

Engineer to engineer

Your IT gets the integration documentation and a direct line to the engineer who built it.

Investment

One-time build fee plus a flat monthly service fee, priced against what a part-time admin costs you every month, not per message and not per parent. Nothing is metered, so a busy admissions season does not produce a surprise bill. Exact quote after the 15-minute discovery call. We measure deflection on *your* numbers after 30 days and show you the report.

NEXT STEP · 15 MINUTES

See it answer a real parent message.

Book a short demo. We will take a real question from your admissions team, log a mock absence, and send a tuition reminder, end to end, in front of you. No slides, no commitment, and you will know within fifteen minutes whether this fits your school.

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