



AI WHATSAPP ASSISTANT FOR TRAINING CENTERS

Your seats, always filling.

The one who answers every prospective student,
every time.

Course enquiries, trial classes, enrolment, reminders, payment collection and certificate delivery, all handled in Arabic, English and French, 24 hours a day, on the WhatsApp number your students already message. Voice AI on your landline available as an add-on.

BUILT FOR TRAINING CENTERS & ACADEMIES

24/7 on WhatsApp Business

Arabic, English & French

Understands students' voice notes

Fills your intake funnel automatically

Live in 2 to 4 weeks

Optional: voice line add-on on your landline

MSPE

AI assistants for training
Baabda, Lebanon · mspe.pro

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12 things it handles inside your center

Every one of these runs on your existing WhatsApp Business number. No app for students to download. Integrates with your enrolment system, payment links and calendars.

01

Course enquiries, 24/7

"Do you have IELTS classes?" "How long is the course?" "What is the schedule?" answered instantly with your course catalogue, fees and start dates. Never a "we will get back to you tomorrow".

03

Enrolment & payment

Walks the student through course selection, captures registration details, sends the payment link, confirms enrolment automatically. Turns what used to be a 3-visit process into one WhatsApp thread.

05

Class reminders & cancellations

Automatic reminders before each session. If a student cancels last minute, the seat is offered to the waitlist and rebooked in seconds. Empty seats are money left on the table.

07

Tuition & instalment reminders

Automatic reminders before each instalment, with a payment link, receipt confirmation and the accounts ledger updated. No more awkward accountant phone calls chasing fees.

09

Course marketing & intake broadcasts

New IELTS intake opening, summer coding bootcamp, new semester: segmented messaging to your alumni and warm leads, captures interest, and books discovery calls with admissions.

11

Instructor & classroom coordination

Instructor sick, room changed, class moved: the update broadcast to affected students only, in seconds. No reception scramble at 7:30 AM.

02

Trial class booking

Prospective student wants to try a class: qualified (level, goal, availability), trial booked into the instructor's calendar, confirmation sent with directions and what to bring.

04

Level assessment scheduling

Language schools, music, coding: placement test booked, prep material sent, result followed up and the student routed to the right class. No intake queue waiting at reception.

06

Attendance & make-up classes

Absences tracked, make-up sessions offered and rescheduled directly. Students who skip classes are usually students who drop out: the assistant catches them early.

08

Certificate & results delivery

Students notified when certificates or exam results are ready, digital certificate delivered securely, and the "how did I score?" follow-ups handled on the spot.

10

Re-enrolment for graduating cohorts

End-of-course push reaches every graduating student with next-level options, captures intent, routes the interested to your admissions team. The cheapest enrolment is the one you already have.

12

Reviews & alumni referrals

NPS pulse after course completion. Happy students prompted for Google reviews and a referral code. Unhappy ones routed privately to the director before they post.



A day inside your center, with it on duty

This is what reception actually looks like once it is live.

06:45

DIASPORA

Overseas parent enquires about summer IELTS

A family in Jeddah messages about your July IELTS bootcamp. The assistant replies in Arabic, sends the schedule, and books a Thursday video consultation. Your admissions officer opens Slack at 9 AM to a booked call.

09:15

RUSH HOUR

Trial class booked during check-in

A prospective student messages about beginner French. Qualified (goal: travel, availability: Tue/Thu evenings) and a trial booked into the instructor's calendar, while your receptionist is checking in the 9 AM class.

11:30

CANCELLATION

Instructor cancels the 4 PM guitar class

Instructor WhatsApps: "I am sick, cannot do the 4 PM." The assistant notifies the 8 enrolled students, offers a make-up next Wednesday, and captures confirmations. Zero angry parents at the desk at 4 PM.

14:00

PAYMENT

Payment reminder converts two overdue fees

Three students on the overdue list get a polite WhatsApp reminder with a payment link. Two pay within the hour. Receivables drop without your accountant making a single call.

17:30

WAITLIST

Waitlist seat auto-filled

A student drops the Saturday coding class 12 hours before start. The assistant offers the seat to the top of the waitlist, gets an acceptance in 4 minutes. Class stays full, revenue protected.

20:00

CERTIFICATES

22 IELTS students get their results on WhatsApp

Last Saturday's batch receives results and digital certificates individually, and the assistant handles the follow-ups on scores and next-level courses. No one calling the centre one by one.

22:15

LATE NIGHT

Late-night bootcamp enquiry converted

A working professional messages at 10 PM about the weekend Python bootcamp. The assistant sends the syllabus, prerequisites and fee schedule, and books a discovery call for Saturday morning. Enrolment secured before your competitors read the message on Monday.



What your center gets

The assistant

- ✓ **Your own assistant**, trained on your courses, schedules, fees and enrolment rules. Not a generic bot.
- ✓ **WhatsApp Business number** (new or your existing one), plus an optional chat bubble on your website.
- ✓ **Arabic, English & French by default**, including Lebanese dialect and students' voice notes.
- ✓ **Integrated with your systems**: enrolment software, payment links, instructor calendars, CRM. We plug in where they live.
- ✓ **Human hand-off built in**. Admissions questions and fee disputes go to named staff on their verified numbers, never a dead end.

The service around it

- ✓ **Weekly report**: enquiries captured, trials booked, enrolments converted, payments collected, satisfaction pulse.
- ✓ **Continuous tuning**: every unanswered question becomes an answer the following week.
- ✓ **Full transcript archive** for quality assurance and enrolment review.
- ✓ **Waitlist automation**: every empty seat automatically offered to the next student in line, in real time.
- ✓ **Named Lebanese support**: you call people you have met, in your time zone.

Built to work with your team, not around them

Your director, your admissions lead and your instructors stay in charge of the center. We bring one service and plug it in where they tell us to.

Nothing to install

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

Your team approves the access

Read access to the schedules and student lists they choose, revocable at any time.

We carry the running of it

Hosting, updates, monitoring and backups of the assistant are ours, not another job on the front desk's list.

Voice optional

The core is WhatsApp messages. If you want it answering your landline too, voice AI is a separate, opt-in add-on.

Investment

One-time build fee plus a flat monthly service fee, priced against what one to two reception FTEs cost you every month. Nothing is metered, so an intake surge does not produce a surprise bill. Exact quote after the 15-minute discovery call. We measure enrolments captured on *your* numbers after your first intake cycle and show you the report.

NEXT STEP · 15 MINUTES

See it book a real trial class.

Book a short demo. Your assistant will book a trial class, capture a mock enrolment and answer a course question in Arabic, end to end, in front of you. No slides, no commitment, and you will know within fifteen minutes whether this fits your center.

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