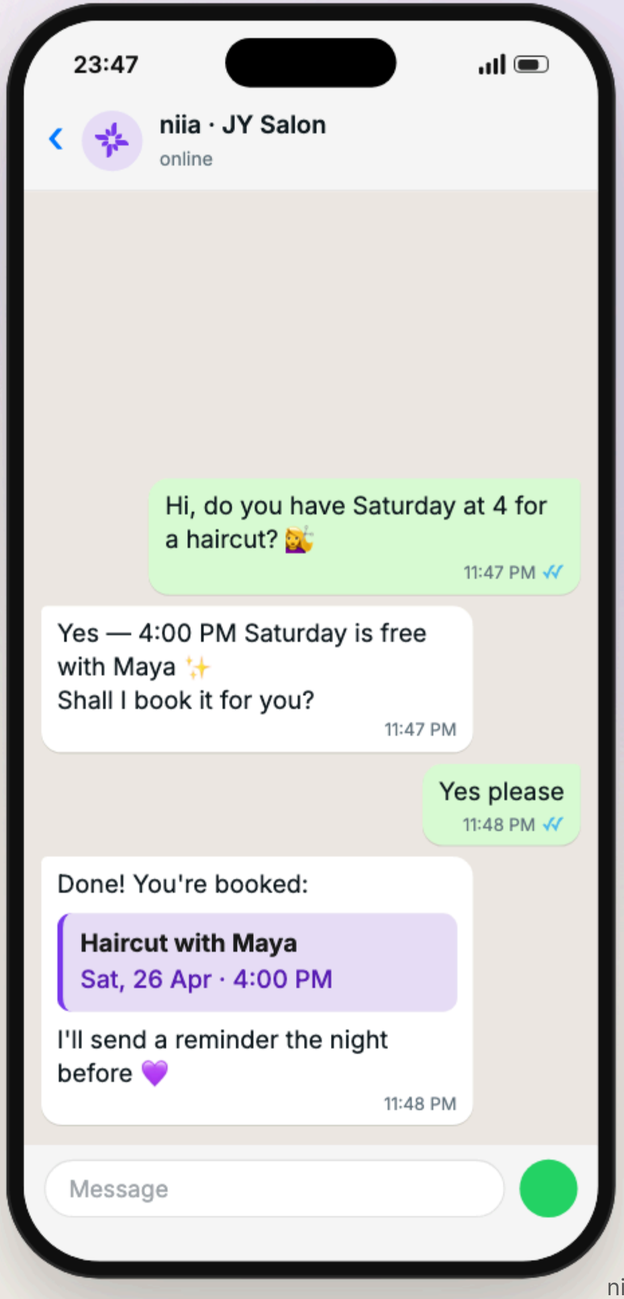
niia

Live 24/7 on WhatsApp

The WhatsApp assistant for salon *teams*.

niia answers every enquiry, books and reschedules appointments, and sends reminders, day and night, in your customers' own language. Your team gets its time back for the clients in the chair.



THE PROBLEM

Every unanswered message is a booking someone else *gets*.

Your team is with clients

Stylists and the front desk are mid-service when WhatsApp lights up. Replies have to wait. Customers don't.

Messages arrive after hours

Enquiries arrive at 9pm, 11pm and 6am, when the salon is closed and the team is off the clock.

The first reply wins

A customer who's left waiting often books with whichever salon answers first.

Your team shouldn't have to choose between the client in the chair and the one on WhatsApp.

MEET niia

niia works *inside* your team.

She takes the repetitive replies and the after-hours messages. Your team stays in charge of everything else.

niia takes care of

- Replying to every WhatsApp enquiry within seconds, 24/7
- Booking, rescheduling and cancelling, using your real availability
- Reminders, review requests and waitlist offers
- Questions about services, prices, hours and location, answered from your own information

Your team takes care of

- The clients in the salon
- Anything niia flags: callback requests, unhappy customers, special requests
- Any conversation they want, with one tap on Take Over
- Approving bookings for the services you'd rather confirm yourself

If niia doesn't know an answer, she says so and offers a follow-up from your team, rather than guessing.

FOR YOUR CUSTOMERS

Booking is as easy as sending a *message*.

No app, no account

Customers message your WhatsApp number, just as they do today.

Their own language

English, Arabic (including Gulf), Hindi, Tagalog and more, detected automatically, even when mixed.

Voice notes

niia understands voice notes and replies with text and a voice note of her own.

Real bookings

She checks real availability, reads the details back, and confirms with an add-to-calendar link.

Several services, or someone else

"A haircut and a blow dry" is booked back to back. "One for me and my sister" makes a booking for each.



HOW IT WORKS DAY TO DAY

A day at the salon, with *niia*.

11:47 PM

niia

"Any slots Saturday at 4?" niia books a haircut with Maya while the salon is closed.

7:00 AM

niia

Reminders go out. One customer asks to move her visit, and niia reschedules it in the chat.

10:15 AM

niia

A cancellation frees up 2 PM. niia offers it to customers on the waitlist, and the slot is filled.

1:30 PM

YOUR TEAM

A bride asks for a call about makeup for six. niia flags a callback, and the front desk takes it from there.

Closing

niia

The daily email lands: services completed, top services, and tomorrow's appointments.

Everything niia does appears in the dashboard as it happens, so the team always knows what's been booked and what needs them.

GROW

More bookings from the customers you *already have*.

A waitlist that refills itself

When a booking is cancelled, niia offers the slot to customers waiting for that day, and holds it while they reply.

Reminders that cut no-shows

Two-way WhatsApp reminders. Customers confirm or reschedule right in the chat.

Add-ons, without the hard sell

After a booking, niia offers one add-on you've chosen, only if it fits right after. She asks once.

More Google reviews

After a completed visit, niia asks the customer for a rating, then for a Google review.

Rebooking reminders

Automatic messages when a customer is due for their next haircut, or hasn't visited in a while.

Broadcasts

Send offers and last-minute openings to all, new or inactive customers, now or scheduled.

FOR YOUR TEAM

Your team stays in *control*.

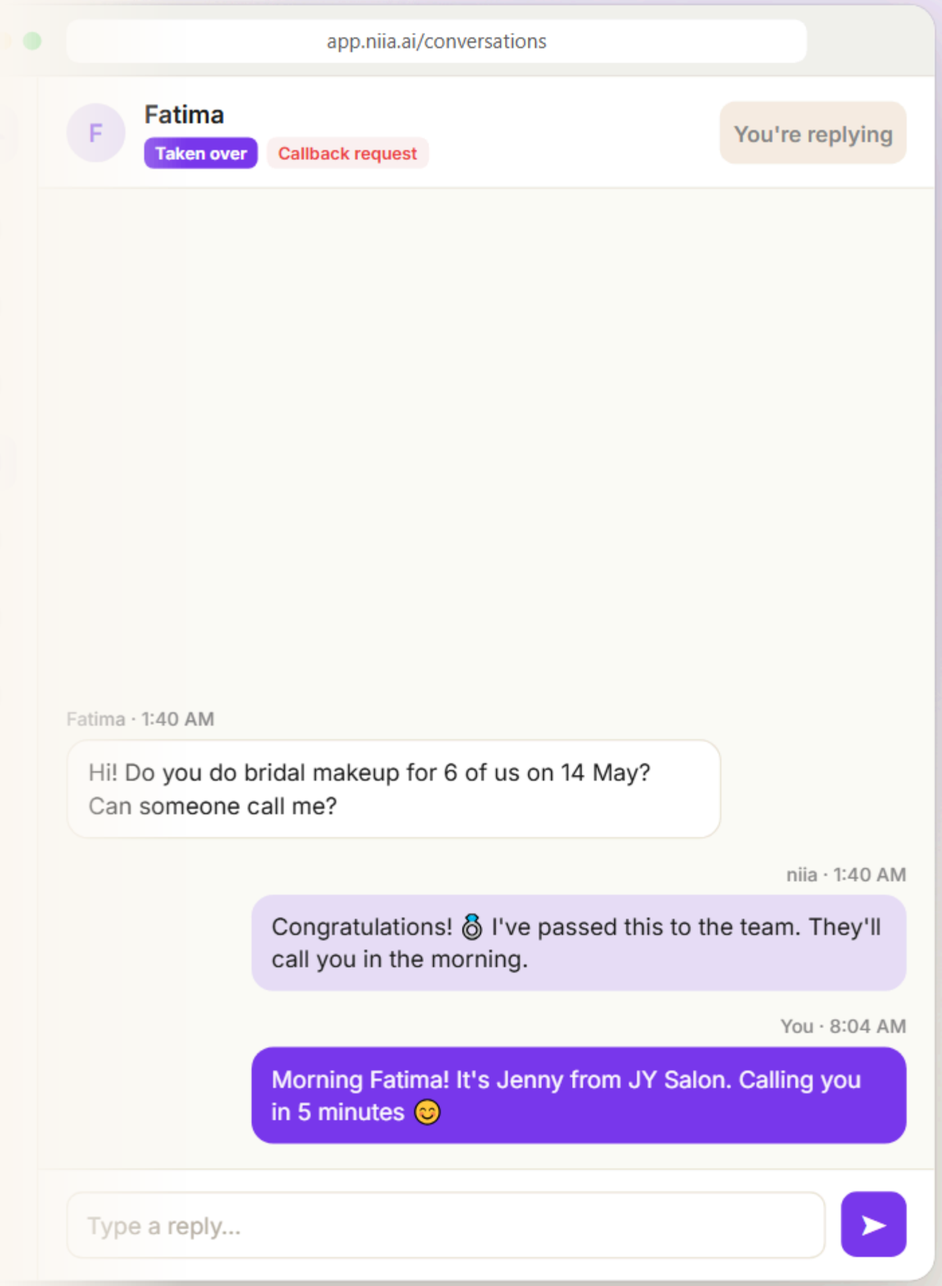
One inbox
Every WhatsApp conversation in one place, with the full history.

Take over in one tap
Anyone on the team can reply themselves at any time, and niia steps back.

Alerts for anything that needs a person
Callbacks, unhappy customers and escalations, each with a short summary. Still unanswered after 3 hours? The team gets a reminder.

The right access for each role
Owner, Branch Admin and Front Desk accounts.

Google Calendar sync
Bookings sync in real time, with a personal calendar for each stylist if they want one.



FOR THE OWNER

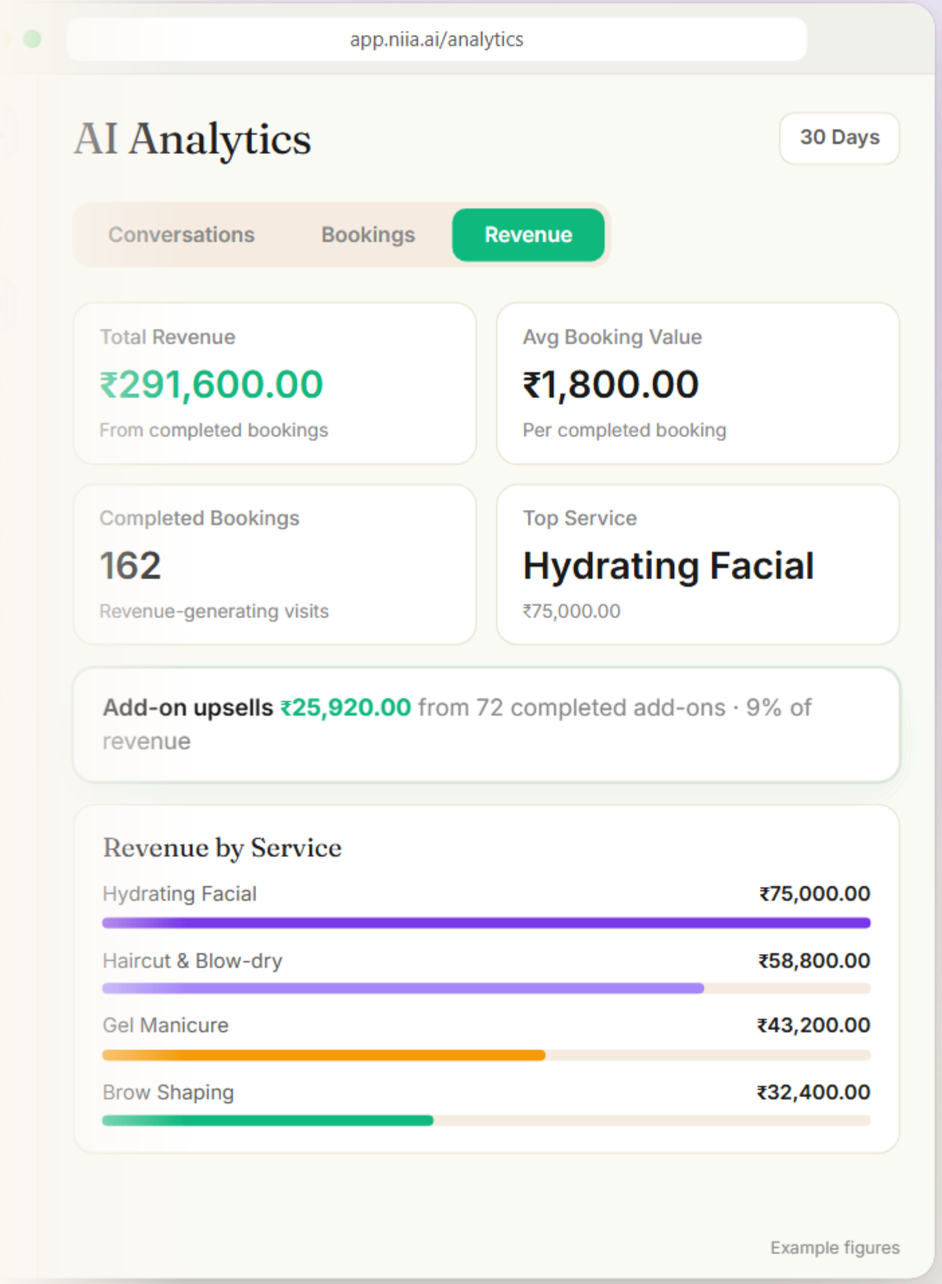
See what niia brings *in*.

AI analytics
Customer sentiment, what customers ask about, booking conversion, and revenue from the bookings niia made, including add-ons.

Ad tracking
Links for Instagram and Facebook ads that show the clicks, chats and bookings each ad brought in.

Daily email report
At closing time: services completed, fees collected, the busiest hour and tomorrow's bookings.

Multi-branch
Each branch has its own services, staff, hours and review links, with one view across all of them. Groups go on the Chain plan.



GETTING STARTED

Set up in *minutes*.

About ten minutes of your time. No developers, and nothing for your customers to install.

1

Add your salon

Paste your website, or upload a price list, menu or photo. niia fills in your details, hours and services.

2

Add your team

Your staff, their working hours, and the services each of them does.

3

Try it first

Chat with niia in the Test Bot panel before any customer does. Test chats are free.

4

Connect WhatsApp

Link your WhatsApp Business number. niia starts replying as soon as it's approved.

PRICING

Simple pricing. No *commission*.

Every plan: unlimited bookings, services, staff seats and branch admins, plus AI analytics. 0% commission on bookings.

STARTER

$149

a month
$1,490 a year (2 months free)

- ✓ 2,500 credits a month
- ✓ 3 workflows
- ✓ 1 branch
- ✗ ~~No-show follow-up~~

GROWTH

$269

a month
$2,690 a year (2 months free)

- ✓ 4,500 credits a month
- ✓ 15 workflows
- ✓ 1 branch
- ✓ No-show follow-up

PREMIUM

$399

a month
$3,990 a year (2 months free)

- ✓ 7,500 credits a month
- ✓ 15 workflows
- ✓ 1 branch
- ✓ No-show follow-up

CHAIN

$245

per branch a month, 2 minimum
$2,450 per branch a year

- ✓ 4,500 credits per branch
- ✓ 15 workflows
- ✓ Unlimited branches
- ✓ No-show follow-up

How credits work Chat reply 1 · Voice-note reply 3 · Reminder, review or waitlist message 1 · Broadcast or marketing message 4

WHY niia

Built for salons. Not a generic *chatbot*.

	niia	TYPICAL BOOKING APPS
Where customers book	✓ Inside WhatsApp, with nothing to install	An app download or a web portal
Questions	✓ Answered 24/7, in the customer's own language	Static FAQs, or waiting for a staff reply
Reminders	✓ Two-way on WhatsApp, rescheduled in the chat	One-way SMS or email
Pricing	✓ Flat monthly price, 0% commission on bookings	Commission or per-seat fees

GET STARTED

Start your 14-day free *trial*.

No card needed. Set niia up, try her out with your team, and go live when you're ready.

WHATSAPP

Talk to our team

+971 58 663 6244

Message or call us on WhatsApp, and we'll help you set niia up for your salon.

Web niia.ai

niia is built by Navan AI Pte Ltd, Singapore.