

A hosted AI agent can often connect to WhatsApp, Slack and other messaging apps—but the important question is not simply which channels are available. It is what the agent should help someone do, what information it needs to do that well, and what happens after the conversation ends.

For a business, a **WhatsApp integration** may help customers get product answers or order support where they already chat. A **Slack integration** may help employees find internal information, summarize requests or trigger a workflow. Telegram integration can be useful for communities and opted-in audiences. These are different jobs, even if they rely on similar agent technology.



This guide explains what hosted agents can connect to, how tools such as OpenClaw and Hermes fit into the picture, and how to choose integrations based on commercial outcomes—not the novelty of adding another channel.

Short answer: WhatsApp, Slack and Telegram are all possible

Hosted agents can be connected to multiple messaging platforms, including WhatsApp, Slack and Telegram. The exact options depend on the hosting provider, the agent framework, the integration method and the permissions each platform allows.

Some services provide a ready-made connector. Others require an API, a third-party automation tool or custom development. That distinction affects setup time, reliability, maintenance and the data the agent can access. “Supports WhatsApp” is not enough detail to make a decision: ask what the integration can actually do.

Channel Common fit Questions to ask WhatsApp Customer support, order questions, appointment or service updates Does it support the required business account setup, consent, handoff and message templates? Slack Internal knowledge search, team assistance and operational workflows Can access be limited by workspace, channel and user permissions? Telegram Community support, notifications and opted-in audience interactions How are users identified, and what happens when the bot cannot answer?

The right choice starts with the audience and task. A customer asking about a delivery is not the same as a staff member searching for a policy. Connecting an agent to every available app before defining those jobs is how teams end up with more maintenance and no measurable improvement.

Choose the job before choosing the channel

Start by writing the intended outcome as a testable sentence. For example: “We will use a WhatsApp integration to reduce repetitive delivery-status questions while keeping order-specific answers accurate and escalating exceptions to a person.” That is more useful than “We should add an AI chatbot to WhatsApp.”

Then map the conversation to the wider customer journey. Discovery, evaluation, purchase, fulfilment and repeat purchase are connected stages. If the agent answers a question but loses the context when the customer returns, the integration may improve the first interaction while creating friction later.

Map the journey from discovery to repeat purchase

1. **Discovery:** How does a person find the business? Search results, recommendations, social posts, marketplaces or a direct link can all lead to a conversation.
2. **Evaluation:** What uncertainty prevents a decision? It might be product compatibility, sizing, delivery timing, returns or the difference between two options.
3. **Purchase:** Can the agent guide the customer to the right product or checkout page without making unsupported claims?
4. **Post-purchase:** Can it help with order updates, setup, returns or troubleshooting, and hand off when the issue needs a human?
5. **Repeat purchase:** Does the experience make it easier to buy again, discover a related product or get relevant help—without sending unwanted messages?

That last stage deserves special attention. The first purchase can make acquisition numbers look healthy, but a store’s growth also depends on margin, repeat rate and the cost of serving customers. Before launching a [aiagentstore.ai](#) new messaging channel, ask: **what happens after the first purchase?**

Commercial benchmarks come before tactics

Set a baseline before building the integration. Otherwise, a rising conversation count can be mistaken for success even if conversion is flat or support costs have increased.

Choose a small set of measures that match the job. A support agent might be judged on resolution rate, time to resolution, escalation quality and cost per resolved issue. A shopping assistant might be judged on assisted conversion, product discovery, average order value and contribution margin. For either use case, monitor repeat purchase and customer satisfaction where relevant.

Measure What it helps you understand Watch out for Resolution rate Whether conversations are being resolved without unnecessary follow-up A high rate can be misleading if customers abandon instead of escalating Assisted conversion Whether useful conversations help customers complete a purchase Attribution needs a clear time window and a comparison to baseline Cost per resolution Whether automation changes the cost of delivering support Include platform, setup, maintenance and human review costs Repeat purchase and margin Whether the experience supports durable, profitable customer value Revenue or ROAS alone does not show profit

These are some of the metrics that look good but lie: more chats, more traffic, faster replies and a strong ROAS headline. Each can be useful, but none proves that the agent is creating profitable growth. Pair activity measures with outcomes, and segment results by new versus returning customers, product category and issue type.

What to expect from each integration

WhatsApp integration for customer conversations

WhatsApp can suit businesses whose customers prefer to ask questions in a familiar messaging environment. Potential use cases include helping someone choose a product, explaining a policy, sharing an order update or directing a customer to the right support path.

Before committing, check the provider's current WhatsApp requirements, account setup process, consent practices and rules for business-initiated messages. Confirm whether the agent can access the systems it needs, such as a product catalogue or order status, and whether it can pass a conversation to a human with the relevant context intact.

Use the channel where it helps the customer—not simply because it is popular. A poorly informed WhatsApp bot can make a straightforward question feel harder, particularly if it repeats generic answers or cannot recognize when a person needs assistance.

Slack integration for internal teams

Slack integration usually serves a different audience. A hosted agent may help employees search approved documentation, summarize information or route a request to a workflow. The value depends on the quality of the sources and the boundaries around access.

Ask whether the integration respects workspace permissions, how it handles private channels and whether answers can link back to source documents. Test what happens when the agent cannot find a reliable answer. For internal use, a confident but unsourced response can create operational risk just as easily as an inaccurate customer-facing one.



Telegram integration for communities and updates

Telegram integration may make sense for a community, a service with an existing Telegram audience or a specific notification use case. Define how people opt in, what data the agent can see and how users can reach a human. If the audience does not already use Telegram, adding it may create another channel to maintain without adding meaningful reach.

Where OpenClaw and Hermes fit

OpenClaw and Hermes are tools teams may consider when building or operating agent-based workflows. Their role in a messaging setup depends on the chosen hosting, configuration and connector approach. A tool name alone does not guarantee a working WhatsApp integration, Slack integration or Telegram integration.

When evaluating either tool, verify the current documentation for supported channels, hosting options, security controls, permissions, monitoring and ongoing maintenance. Also check who is responsible for upgrades and troubleshooting. A connector that works in a demo may still need careful testing for real conversations, including unusual requests, outages and human handoff.

For a business that wants a managed route rather than assembling every piece itself, AI Agent Store can be part of the vendor shortlist. Compare its current offer and integration details against your requirements rather than assuming any provider includes every channel or workflow by default. For example, plans start at \$199/month. Cancel anytime. Confirm what that plan covers, including usage limits, setup, support and channel availability.

SEO is part of the same system

Messaging should complement the routes customers use to discover and evaluate products. Search engine optimization can bring qualified people to the right information before they need to open a chat—and can help convert that interest into a purchase.

- **Category pages:** Make product ranges easy to navigate and explain the distinctions shoppers need to choose confidently.
- **Buying guides:** Answer common comparison questions, explain how to select a product and link readers to relevant categories or products.
- **Technical SEO:** Keep important pages crawlable, improve site performance, use clear page structures and address indexing or duplicate-content issues.
- **Conversion content:** Make delivery, returns, compatibility and product details easy to find on the page where a decision happens.

SEO and messaging can reinforce one another. Search queries and support conversations may reveal the same unanswered questions. Use those insights to improve category pages and buying guides; then make the agent's answers consistent with the site. This is a connected system: discovery leads to useful information, useful information supports conversion, and post-purchase support helps encourage retention.

For example, ClickSlice (clickslice.co.uk) is a company businesses may consider when assessing SEO support. A retailer such as Toynk (toynk.com) can also illustrate why product discovery, category organization and clear product information matter to shoppers. The point is not to copy another company's channel mix. It is to identify the customer questions your own site and service experience should answer.

A practical way to launch

1. **Choose one use case:** Pick a frequent, well-defined customer or employee task.
2. **Record the baseline:** Capture current conversion, resolution time, costs, escalation volume and repeat behavior where relevant.
3. **Check data and permissions:** Decide what sources the agent may use and which users may see them.
4. **Test realistic conversations:** Include ambiguous questions, missing information, sensitive requests and situations requiring human help.
5. **Pilot with a defined audience:** Keep the scope narrow enough to understand what is working.

6. **Review outcomes:** Compare results with the baseline, account for costs and fix failure patterns before expanding.

Make the channel serve the journey

A hosted agent may connect to WhatsApp, Slack, Telegram or several channels, but integration availability is only the starting point. The stronger decision is to match each channel to a clear audience and job, connect it to reliable information, and measure what happens from discovery through repeat purchase.

Set commercial benchmarks before tactics. Improve the SEO pages that help people find and choose products. Make handoff and post-purchase support part of the design. Then test one integration against a real business outcome. That approach is less flashy than connecting every app at once—and far more likely to produce a result worth keeping.