Lia · RIA

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PRODUCT VISION · LIA BLOG

Lia keeps working after you close the conversation.

Lia's routines: what she does overnight, first thing in the morning, during the day and at 6pm.

Internal schedule | Owner approval | November 12, 2026



NOVEMBER 2026

For businesses that serve customers on WhatsApp and want nothing left for later

lia.im/blog

You ask, close WhatsApp and move on to something else. With most tools, the work stops there: nobody comes back to it until someone opens the screen again. Lia works differently. She has an internal schedule, keeps every commitment she made and is woken at the right time to follow through.

SECTION 1

Lia's internal schedule

When Lia says "I'll get back to you tomorrow" or needs to return to something later, she puts it on her own schedule. At the set time, the schedule wakes Lia, and she does what she promised. The commitment is not lost, even if the system restarts.

- **Before adding anything, she checks** what is already on the schedule, so she never sends the same reminder twice.
- **If the matter was settled earlier**, because the customer replied or the meeting was called off, she cancels the reminder.
- **Got a detail wrong?** She corrects the reminder in place, without sending it twice.

The schedule does not send messages on its own. It wakes Lia, and Lia decides and sends according to the business's rules.

Software waits for someone to open it. Lia starts on her own.

That is the difference between helping you do the work and doing the work.

SECTION 2

A day of routines



Customer service during the day, the 6:30am finance check and the 6pm review

When	What Lia does
Overnight	Reviews the CRM: duplicate contacts, a deal stuck or in the wrong stage, details the customer gave in the conversation that never made it into the record. Flags each item with the fix ready
6:30am	Checks what came due and what was paid the day before and what is due today, and records it in the CRM
First thing in the morning	Sends the owner a daily brief, when the owner asks for it: today's appointments and tasks, overdue payments, birthdays, customers waiting for an answer and deliveries still pending. And sets up the day's reminders
During the day	Reminds the customer of the meeting 24 hours and 2 hours ahead, so they show up; follows up with contacts who went quiet, on the schedule agreed at onboarding; hands over a stored document as soon as the contact waiting for it writes back; keeps a queue of everyone still waiting for an answer
6pm	Reviews the day: what was promised and not delivered, the stalled deal, the document nobody sent back. Leaves the list in the CRM, with the suggested fix. A day with nothing open is a delivery too: "nothing to flag"

SECTION 3

The owner asks once

The owner adjusts the routine the way they would ask a colleague:

- "Every morning, send me the daily brief."
- "Every Monday at 8am, send me the pipeline."
- "If the customer hasn't sent the document by Friday, let me know."

Lia sets it up and delivers on time. The time and the days are whatever the owner asks for.

SECTION 4

What the routine never does on its own

- **Collection campaigns only with the owner's Yes.** The 6:30am check flags who is overdue; the campaign goes out after approval, asked on WhatsApp each time.
- **The review flags, it does not fix.** The CRM fix comes ready for someone on the team to apply.

- **Birthday messages only with the owner's OK.** Birthdays show up in the brief, and the message goes out after the owner confirms.
- **A system that is down becomes one line in the brief**, such as "calendar unavailable today", and the routine carries on. When a lookup only covers part of the data, she says so, instead of saying everything is fine.

SECTION 5

Why it matters

Anyone who serves customers on WhatsApp knows: customers do not only write during business hours, and a big part of the job is remembering. Remembering the callback you promised, the payment that came due, tomorrow's meeting. When the remembering is Lia's job, the team starts the day knowing what matters, and the customer is not left waiting.

SECTION 6

Frequently asked questions

Does Lia's schedule send messages on its own?

No. The schedule wakes Lia at the set time, and she decides and sends according to the business's rules.

What happens if the system restarts?

Nothing is lost. The commitment stays on the schedule, and Lia is woken at the right time.

Do I have to set up the routines?

Automatic customer reminders are turned on by RIA during onboarding. The daily brief and the reports, the owner asks for in the conversation, at whatever time they prefer.

Does Lia chase overdue payments on her own?

She checks every day what came due and proposes the collection campaign for overdue accounts to the owner. The campaign only goes out with the owner's Yes.

Does Lia fix the CRM overnight?

No. The overnight review and the 6pm review flag what is wrong, with the fix ready, and someone on the team applies it.



Want to see Lia's routines at work?

Join the early access and book a demo. lia.im/us/#early-access · lia.im/uk/#early-access