Hey Walter

CASE STUDY · F1RST IN SERVICE

Every WhatsApp lead, checked against F11.

Contact Check went live in 7 days. Now only the contacts and partners F11 doesn't already have reach a person.

Built on Chipp · October 2026

heywalter.dev

AT A GLANCE

Live in 7 days. Partners 15 days later.

7 days

From request to live, October 1 to 7, 2026.

2,170

F11 contacts every new contact is checked against.

Seconds

For the WhatsApp agent to get each answer back while it writes the brief.

14 in 1 call

Partners checked in the first partner run, Oct 22: 6 already on F11, 8 sent for review.

0

Writes to F11. Contact Check only reads it.

1 email

Per batch to F1S's partnerships inbox, with new contacts and partners together.

THE CHALLENGE

Every lead in the brief read "F11: Not checked."

F1S advisors share hotel, cruise, tour and airline contacts in WhatsApp every day. A Chipp agent already caught them in a 5am brief for the team, but nobody could tell which ones F11, F1S's system of record, already had. Each one meant a manual lookup.

One answer per record

Already in F11 means no action. Not in F11 means a person reviews it.

F11 stays untouched

The team keys in new records themselves. The app only reads.

Nothing lost

A failed lookup never counts as "not in F11", and a skipped record needs a reason.

No new routine

It works inside the brief the team already reads, with no extra steps for advisors.

WHAT WE BUILT

Three pieces. None of them writes to F11.

THE WEB APP

Contact Check

Takes each contact and partner from the agent, checks it against F11, and answers in seconds. Contacts match on phone or mobile, then email, then exact name.

THE AGENT

Two new actions

The WhatsApp Monitor sends each contact in the brief, and all its partners in one call. It then prints the answer on every row: "In F11", or "Not in F11 · sent for review".

ONE SOURCE

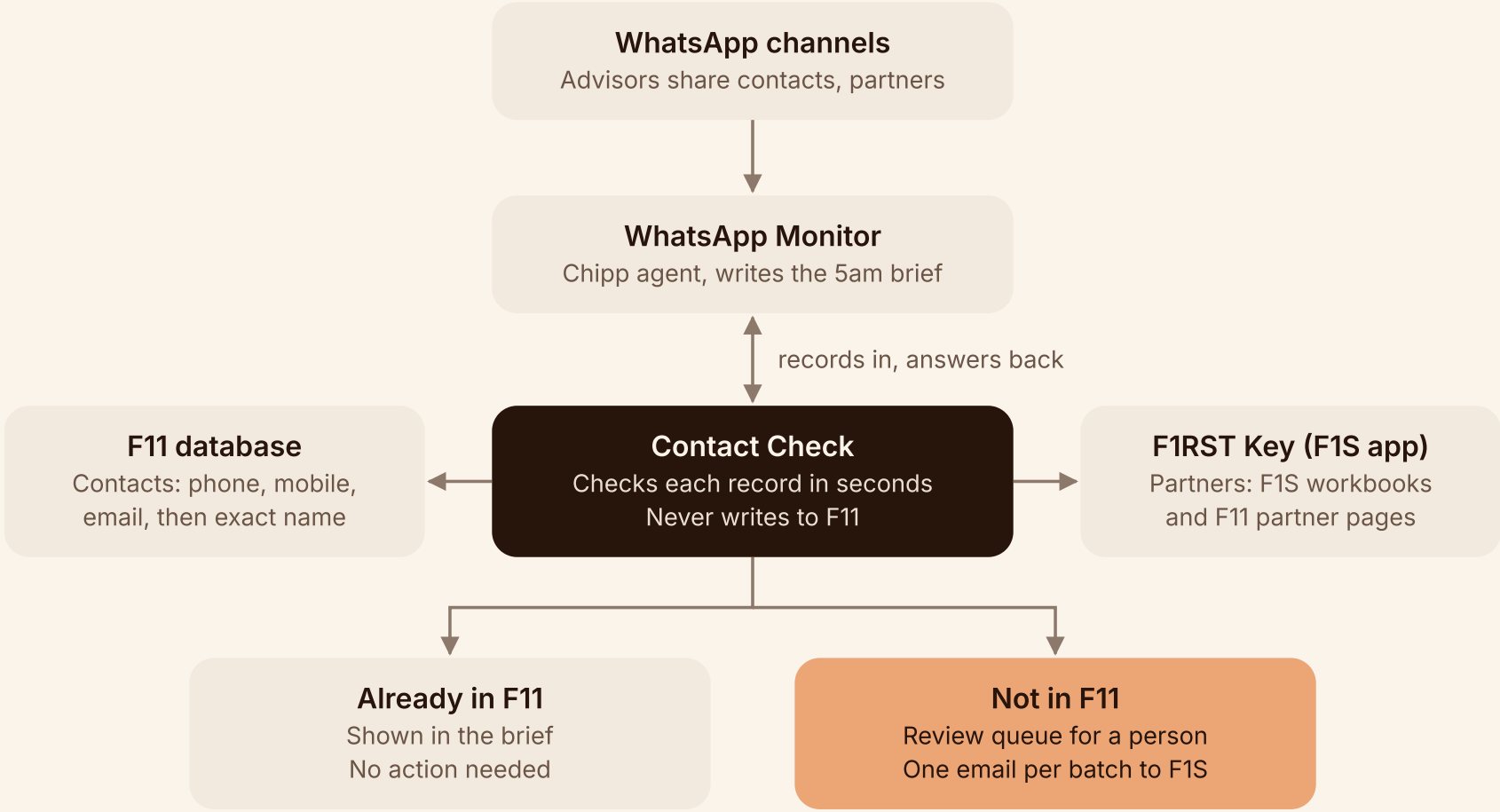
Shared partner answers

Partner checks ask F1RST Key, the F1S app that copies the Partnerships workbooks from SharePoint and reads F11's partner pages. Both apps give the same answer.

Anything F11 doesn't have goes to a review queue. A person marks it "Entered into F11", or "Ignore" with a reason, and either can be undone. The partnerships inbox gets one email per batch.

HOW IT WORKS

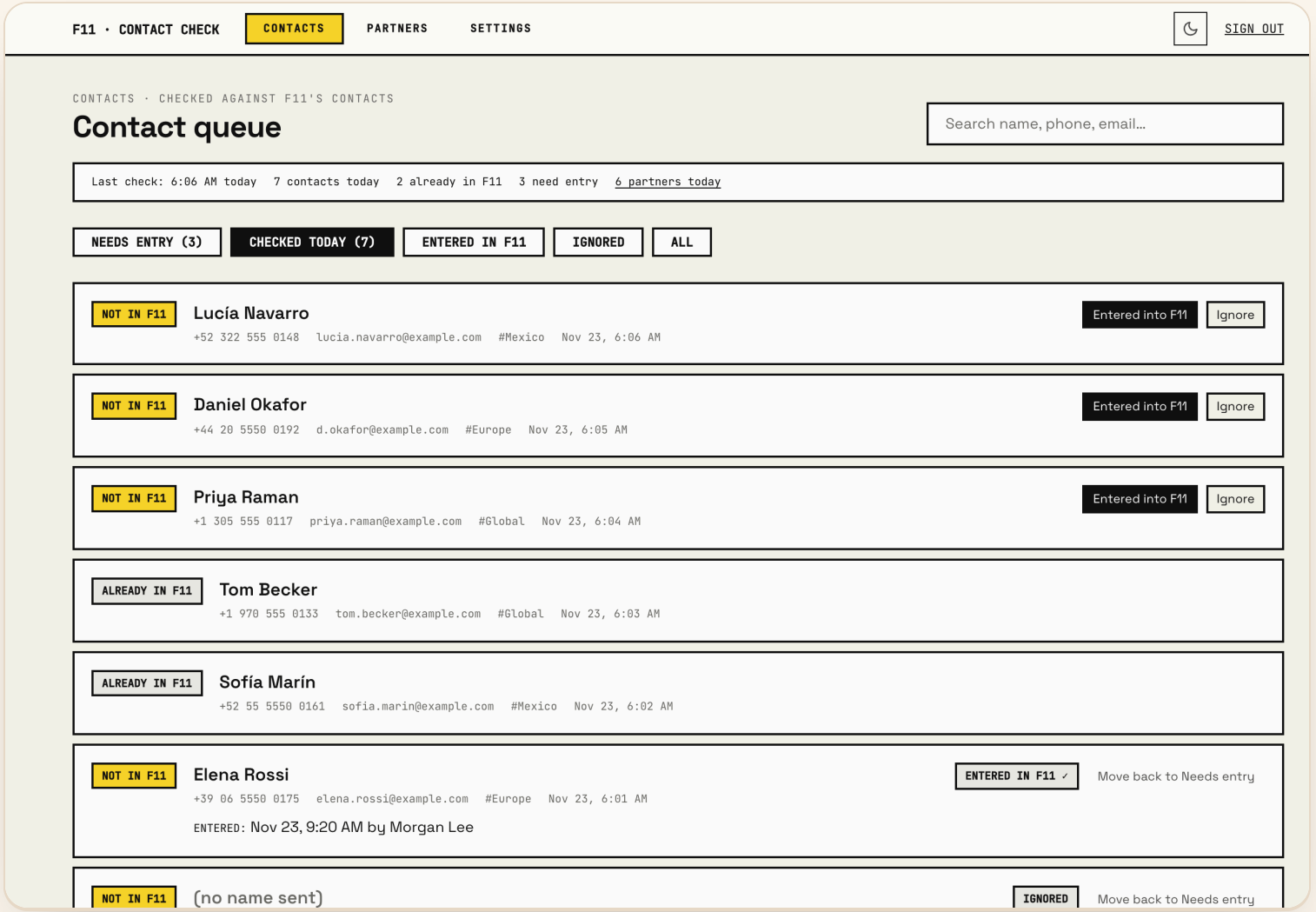
Only records F11 doesn't have reach a person.



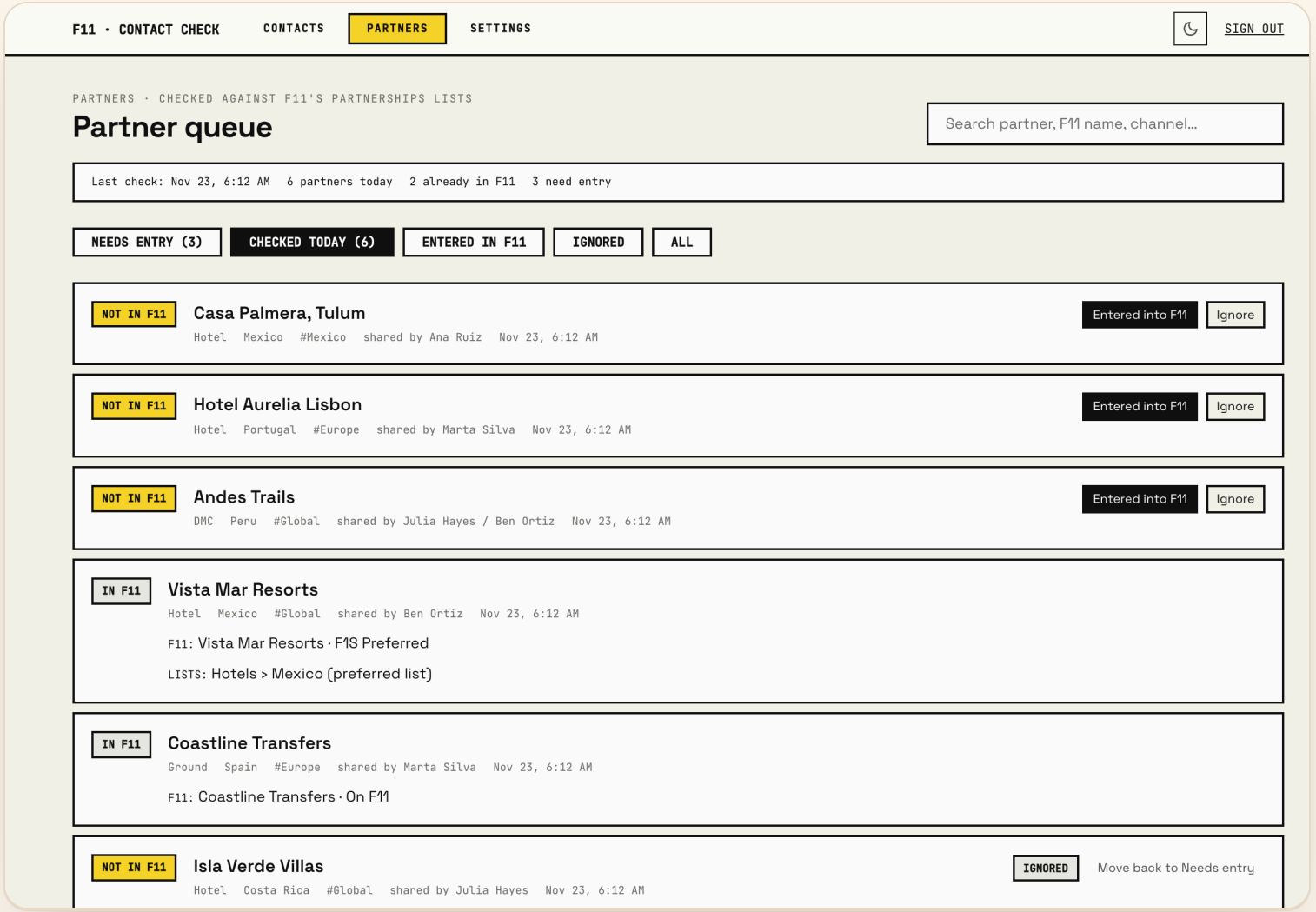
INSIDE THE APP

The contact queue

- Every contact shows its F11 answer: "Not in F11" or "Already in F11".
- New ones get two buttons: "Entered into F11" and "Ignore" with a reason.
- Either can be undone, and each card says who decided and when.
- "Checked today" shows everything the agent sent, so the team can see it working.



Screens show sample data.



Screens show sample data.

INSIDE THE APP

The partner queue

- Partners F11 already has show F11's own name and label: F1S Preferred, Virtuoso Preferred, Not vetted or On F11.
- The lists that name each one are right on the card.
- New partners carry who shared them, the channel and the date.
- The same review buttons and undo as contacts.

DELIVERY

From request to live in 7 days.

Contacts went live on day 7. Partner checks followed 15 days later, shaped by F1S's own feedback.

Oct 1

REQUEST

F1S asks for it. The app is built on Chipp over two days.

Oct 5–6

CONNECTED

Secure webhook, a read-only Microsoft login set up with F1S IT, and a full test on a copy of the agent.

Oct 7

LIVE

The real agent sends contacts. The first two are found in F11 within a minute.

Oct 8–16

FEEDBACK ROUND

Partnerships emails from Oct 9, ahead of F1S's SUMM1T event. Mobile access, plus dates, who decided and undo from Hope's review.

Oct 22

PARTNERS LIVE

The brief shows the F11 answer for every contact and partner.

HURDLES CLEARED

Most hurdles were outside the app.

F11 accepts only Microsoft sign-ins, from known addresses	F1S IT created a read-only Microsoft Entra login for the app, and allowed only Chipp's fixed address.
The encrypted database connection stalled	Chipp moved its platform runtime to a newer Deno version, where the connection completes.
16 tables and views, and no obvious contacts list	We chose the view that covers all 2,170 contacts, and added a health page that proves it.
Phone numbers stored in two columns	Matching searches both the main phone and the mobile, on the last 10 digits.
The agent's daily run is capped at 15 steps	All of a brief's partners go to Contact Check in one call, not one call each.
F11 lists partners in two places	Partner checks count both the Partnerships workbooks and F11's partner pages.
The brief the team reads every morning could not break	Every agent change went in small steps, each checked before and after, with a restore point, and went live only after a real test.

RESULTS

Manual lookups are gone.

The team opens the brief and sees, on every row, whether F11 already has that contact or partner. Only new records reach a person.

Less review work

In the first partner run, 6 of 14 partners were already on F11. Only 8 needed a person.

Fast answers

The first two live contacts, on Oct 7, were found in F11 within a minute. Neither needed manual entry.

No forwarding

The partnerships inbox hears about new contacts and partners directly, in one email per batch.

One queue for the team

Reviewers work from the same list on desktop or phone, and can undo a wrong click.

F11 stays the source

Contact Check has made 0 writes to F11. The team keys in every new record.

Shipped with feedback

Requests from F1S's own team, by email and by video review, were live within days.

WHAT'S NEXT

The improvements still open.

Different spellings

Suggest the likely F11 name when a partner is spelled another way, for a reviewer to confirm.

Changed details

Flag contacts F11 already has whose phone or email has changed.

Preferred partners

Use F11's preferred lists to spot advisors booking around a preferred partner.

Entertainment channel

Decide whether its contacts and partners join the checks.

Every lead checked. Only the new ones need a person.

Hey Walter

Software that fits the way your team already works.

Build it. Tend it. Own it.

Clayton Creed
Hey Walter Labs

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Start a conversation