Spur × FamilyCare

CUSTOMER STORY · SERVICES · SHARED WHATSAPP INBOX · UAE

FamilyCare and Home Care reply to families in a median 22.7 minutes

Families hiring domestic help in Dubai write in on three different WhatsApp numbers, often with CVs, voice notes and contracts. Five teammates answer all three from one shared Spur inbox, and 97.8% of conversations with a human reply got it within a day.

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22.7 min
Median first human reply
1 June to 26 August 2026

97.8%
Answered within 24 hours
Of conversations with a human reply

36,098
Inbox messages exchanged

3,742
Active conversations

Reporting window
1 June to 26 August 2026

FamilyCare Center and Home Care Center are sister centres in Dubai that help families hire maids, nannies and other domestic staff legally, from candidate selection through visa, medical and contract. Enquiries arrive on WhatsApp in Arabic and English, and the two centres route work between each other.

IN THIS STORY

The challenge
The setup
The results

Hiring domestic help is a conversation, and it was spread across three phones

Every enquiry the centres receive turns into a long thread with files in it. The thread used to belong to whichever phone it started on.

FamilyCare and Home Care help families in Dubai hire domestic staff legally. A family starts by looking at candidate profiles online, and everything after that happens in conversation: is this candidate available, can we see her CV, what are your household requirements, when can we interview, what does the visa cost, here is the contract. Most of it happens on WhatsApp, in Arabic or English, with voice notes and documents going back and forth.

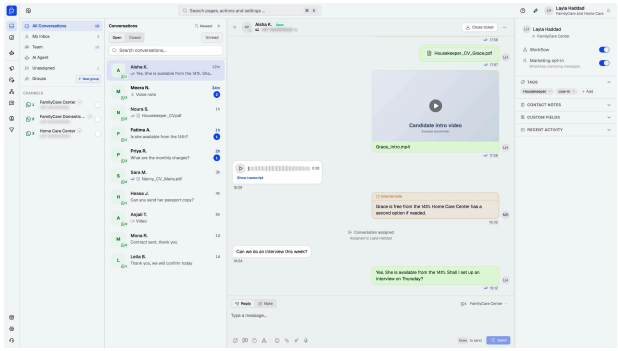
The two centres run three WhatsApp numbers between them and five people answer. Before Spur, that meant three phones. A conversation lived on the device where it started. If the teammate who began it was off shift, a colleague either waited or picked up the phone and scrolled. If the better candidate was at the sister centre, the family was asked to message a different number and start again.

The volume made this worse, not better. Over twelve weeks the centres exchanged 36,098 messages across 3,742 active conversations. Among them were 886 voice notes, 1,059 images and 1,459 documents, the CVs, passports and contracts a hire runs on. Losing track of any one of those in a handover costs the family a repeat and the centre a day.

What the centres needed was not automation. It was one place where every thread, on every number, with every file, was visible to every teammate, and where handing a conversation to a colleague or to the other centre did not mean losing it.

Why not a chatbot

The enquiries here are high value and personal, and most of the messages are files and voice notes from families. The centres kept people on the front line and used Spur to make five people work like one team, rather than to replace them.



Spur Inbox, with all three numbers in one view. Every name, number and file here is an example, not a customer conversation.

Run every WhatsApp number from one inbox

Spur puts your numbers, your team and your customers' files in one shared view, with assignment, routing and reply time reporting built in.

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What they set up

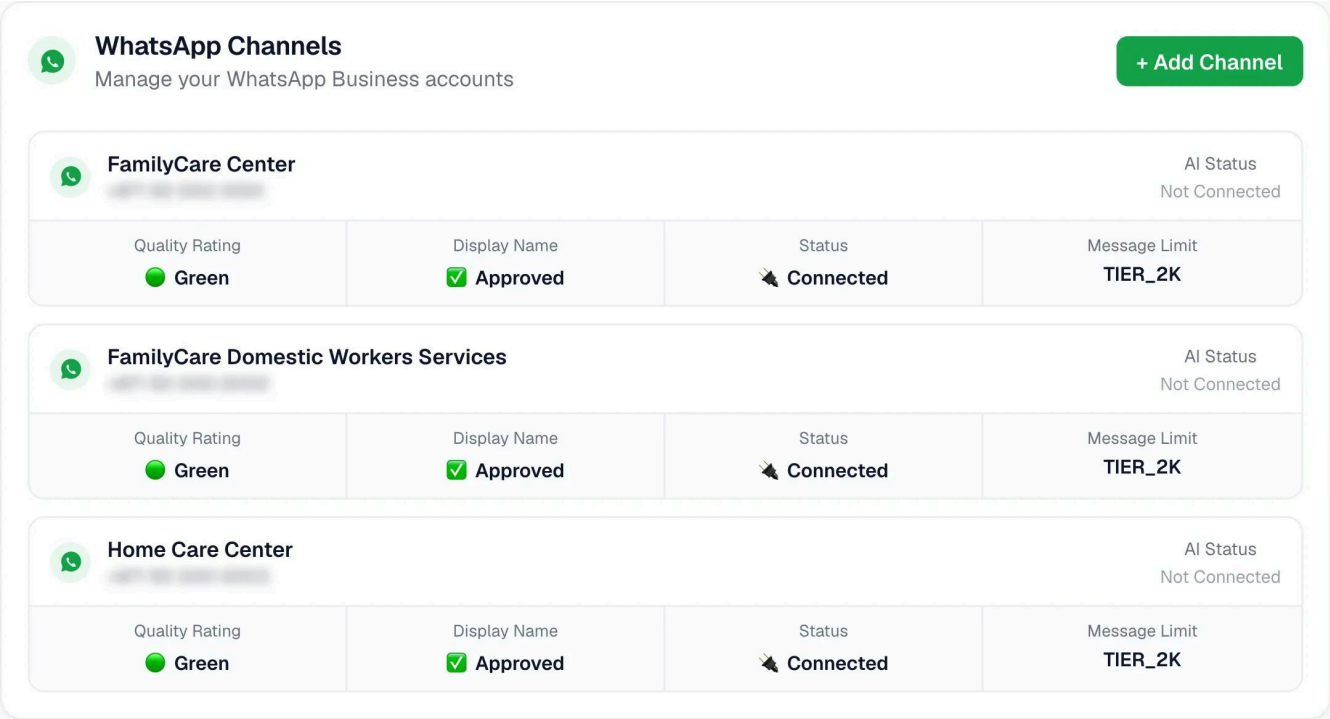
Three numbers in, one inbox out, and a team that can pass a thread without dropping it.

01. Connect all three numbers to one workspace

Each centre's WhatsApp numbers were connected to Spur through the WhatsApp Business API, so messages to any of the three arrive in the same inbox. The number a family wrote to stays visible on the conversation, and replies go out from that same number.

Configuration

Setting	Value
Channels	Three WhatsApp Business numbers
Inbox	One shared view across both centres
Reply from	The number the family wrote to



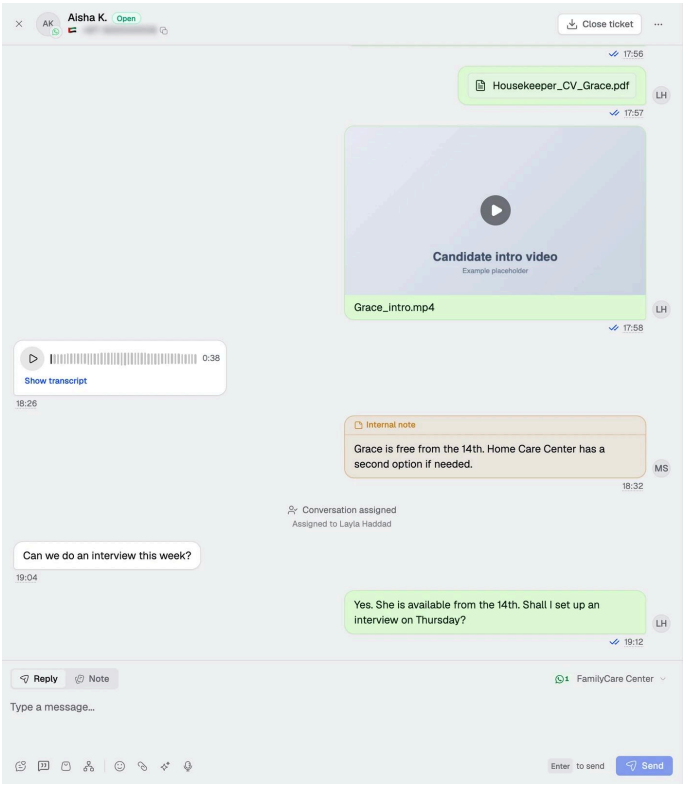
The three numbers, as connected in Spur. Every one of them lands in the same shared inbox.

02. Give every teammate the whole thread

Any of the five teammates can open any conversation and see everything that has happened in it: every message, every voice note, every CV and contract that was sent, and who on the team said what. Picking up a colleague's thread means reading, not asking the family to repeat.

Configuration

Setting	Value
Visible to all	Messages, files, voice notes, internal notes
Languages	Arabic and English, answered by whoever is on



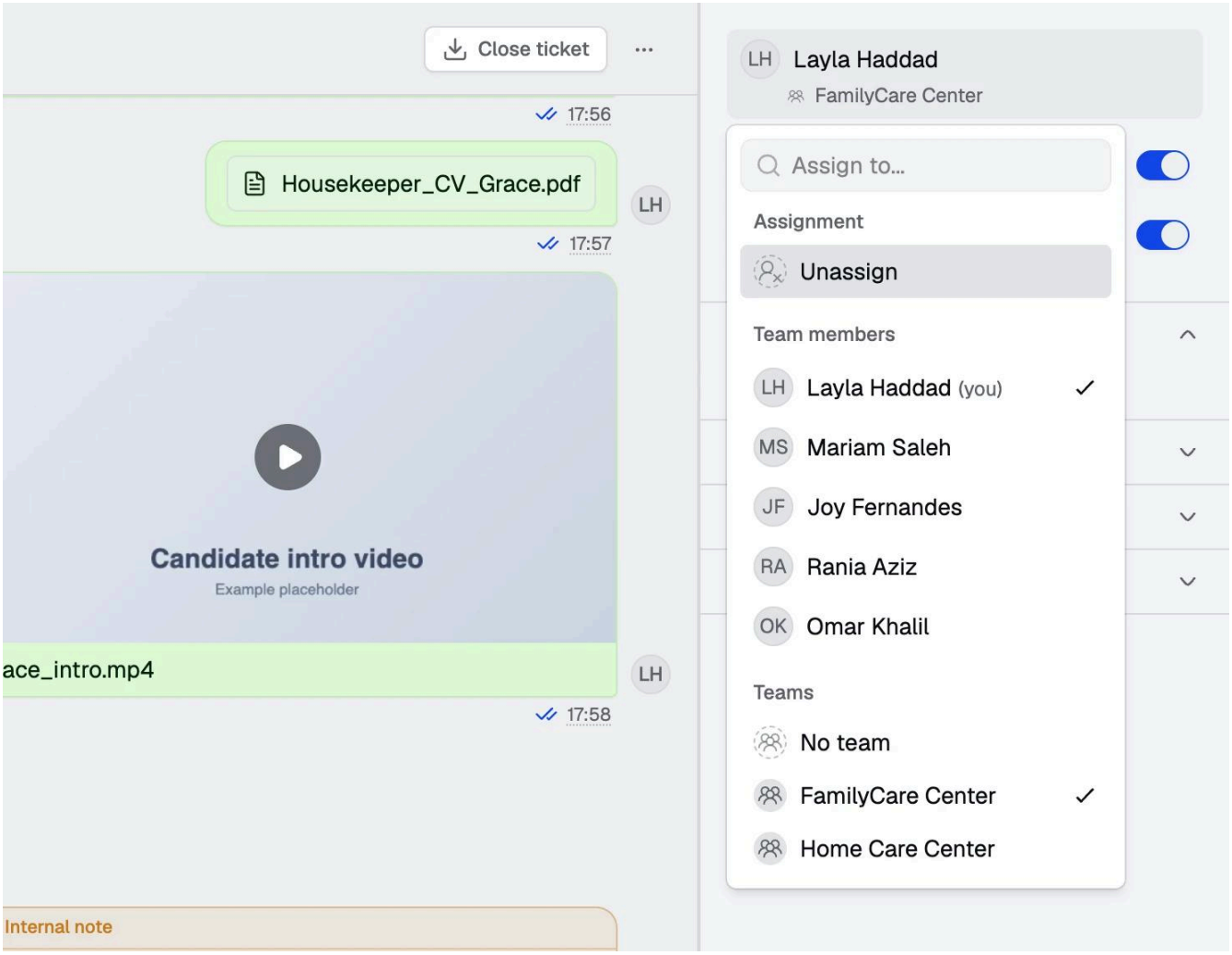
The whole conversation in one thread: files, voice notes and a colleague's internal note, visible to whoever picks it up. Names and files are examples.

03. Assign, hand over and route

Conversations are assigned to a teammate so ownership is clear, and reassigned with one click when a shift ends or a specialist is needed. When an enquiry would be better served by the sister centre's candidates, it is routed there with the full history, so the family never has to start over on a new number.

Configuration

Setting	Value
Assignment	One owner per conversation, reassignable
Routing	To the sister centre, history intact
Status	Open, pending, closed, so nothing waits unseen



Assigning a conversation to a teammate or a team, from the panel beside the chat. Names are examples.

04. Measure the replies

With every conversation in one place, response time became something the centres could see rather than guess. Spur records the time to the first human reply on every conversation, and the two figures below are calculated from those times for this window.

Configuration

Setting	Value
First reply	Median of the recorded times, from a family's message to a human answer
Within 24 hours	Share of human replied conversations answered inside a day

Both measures are elapsed time, including nights and weekends, on conversations that received a human reply.

Twelve weeks in numbers

The snapshot covers 1 June to 26 August 2026, as the centres reported it.

In twelve weeks the two centres exchanged 36,098 messages across 3,742 active conversations in Spur Inbox, close to ten messages per conversation. That is the shape of a hire done in chat: a first enquiry, a profile, a CV, questions, a voice note or two, an interview time, a price, a contract.

The median first human reply was 22.7 minutes, measured as elapsed time, and 97.8% of the conversations that got a human reply got it within 24 hours. For a team of five covering three numbers and two centres, those are the numbers a family experiences as being looked after.

Inbox snapshot, 1 June to 26 August 2026

	Reported
Inbox messages exchanged	36,098
Active conversations	3,742
Messages per conversation 36,098 ÷ 3,742	9.6
Median first human reply	22.7 minutes
Answered within 24 hours Of conversations with a human reply	97.8%
WhatsApp numbers	3
Teammates	5

Counts as published by Spur with FamilyCare and Home Care on 1 September 2026. Reply metrics cover conversations that received a human reply, as elapsed time. Messages per conversation is calculated from the two counts above it.

What travelled in the threads

	Count
Documents CVs, passports, contracts	1,459
Images	1,059
Voice notes	886
Videos	198
Rich media in total	3,602

Every one of these stays attached to its conversation, visible to whoever picks the thread up next.

Three numbers do not have to mean three phones

Connect them to Spur, give your team one inbox, and hand conversations over without losing the history or the files. Book a demo and we will set it up with you.

Book a demo

Why it worked

Three things carried this result, and none of them are specific to staffing.

One thread per family, whoever answers

The family has one conversation. The centre used to have three phones. Putting the numbers in one inbox means the conversation the family experiences and the one the team sees are finally the same thing, and a handover is a read rather than a re-ask.

The files are where the conversation is

A hire runs on paperwork and on voice. Over the 87 days the threads carried 3,602 rich media messages. Because they sit in the conversation rather than on a phone's camera roll, the teammate closing a contract can see the CV that opened the enquiry, and the sister centre receives the whole file with the routed thread.

Fast first replies, all day and all week

When every open conversation is visible to everyone, the one nobody has answered stands out. Assignment makes the owner clear, and reassignment at the end of a shift means a thread does not wait for one person to come back. The reply times are what that looks like from the family's side.

How to run this for your own team

For any business where the sale is a conversation with files in it.

1. Put every number in one inbox

Connect each WhatsApp Business number to the same Spur workspace. Replies still go out from the number the customer wrote to, so nothing changes for them.

2. Assign every conversation

One owner per thread, visible to all. Reassign at shift change rather than letting a conversation wait for one person.

3. Keep files in the thread

Ask for CVs, IDs and contracts in the conversation, not by email or on a personal phone. Whoever picks the thread up next has them.

4. Route between teams, not between numbers

When a colleague or a sister branch is the better fit, move the conversation to them with its history. Never ask the customer to message a different number.

5. Watch two numbers

Median time to first human reply, and the share answered within a day. Spur’s inbox analytics records the first reply time on every conversation, so both can be read off it, and both move when the team changes how it works.

Questions people ask about this setup

Can two companies share one inbox?

FamilyCare and Home Care are sister centres with a shared team, and Spur lets teammates work across their connected numbers in one view. Conversations can be routed between them with the history intact. Whether that suits you depends on your own data arrangements; Spur can also keep each business in its own workspace.

Do replies come from the right number?

Yes. Each conversation is tied to the WhatsApp number the customer wrote to, and every reply goes out from that number, whichever teammate sends it.

How are voice notes and documents handled?

They arrive in the conversation like any other message and stay there. Anyone with access to the thread can play the voice note or open the document, and they travel with the conversation when it is reassigned or routed.

Is 22.7 minutes measured in business hours?

No. It is elapsed time, including nights and weekends, on conversations that received a human reply. A business hours measurement would be shorter.

Does this need a chatbot or AI agent?

No. The centres kept people on every conversation and used Spur for the shared inbox, assignment and routing. An AI agent can be added later for first replies or common questions if the volume calls for it.

How long does the setup take?

Connecting a WhatsApp Business number to Spur takes minutes once the number is verified with Meta. Inviting the team and agreeing who owns what is the part worth spending an afternoon on.

Spur

Give your team one inbox for every number

Spur connects your WhatsApp numbers, keeps every file in its thread, and lets five people work like one team. FamilyCare and Home Care reply to families in a median 22.7 minutes.

Start for free | Book a demo

https://use.spurnow.com/auth/register

Story updated: 2026-09-24. Rebuilt product screens use illustrative example values; they are not customer conversations.