Meeting AI vendors? *Ask these 12 questions.*

12 سؤالاً قبل أن تختار مزوّد ذكاء اصطناعي.

LANGUAGE

- [ ] **Does it understand Gulf dialect?**
  Test with a real customer message, not textbook Arabic.
- [ ] **Does it reply in the customer's language?**
  Arabic in, Arabic out. English in, English out.

CHANNELS

- [ ] **Does it use the official WhatsApp Business API?**
  Unofficial tools can get your number banned.
- [ ] **Can it hand over to a person?**
  With the full chat and a short summary.
- [ ] **Does it connect to your CRM and calendar?**
  Leads and bookings should land where your team works.

DATA

- [ ] **Who owns the chats and leads?**
  It should be your company, in writing.

AI vendor checklist

DATA

- [ ] **Can you export everything, any time?**
  CSV or API, with no extra fee.
- [ ] **Are your chats used to train their models?**
  Ask for this to be switched off.
- [ ] **Where is the data stored?**
  Ask how they comply with the UAE data protection law (PDPL).

MONEY AND SUPPORT

- [ ] **How is it priced?**
  Per conversation, per seat or flat. Get a monthly estimate.
- [ ] **Who sets it up and maintains it?**
  And how fast they fix it when something breaks.
- [ ] **Can you speak to a UAE client?**
  A real reference beats a demo.

Want us to do it for you? Message OXEDGE on WhatsApp.

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