Operational WhatsApp — the numbers behind the proposal

Three groups · 1 January to 26 September 2026 · 27,622 messages over 269 days. Every figure on this page is counted from the WhatsApp exports.

GROWTH THIS YEAR
+157%
Messages per day, January against September

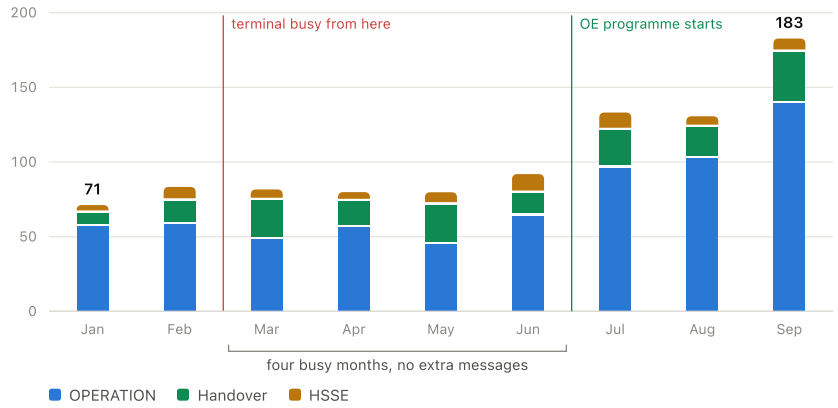
ONLY CONTINUES THE LAST MESSAGE
35%
Sent by the same person, within three minutes of their own previous one

PHOTOS WITH NO TEXT
2 in 5
5,443 pictures posted with nothing written before, on or after them

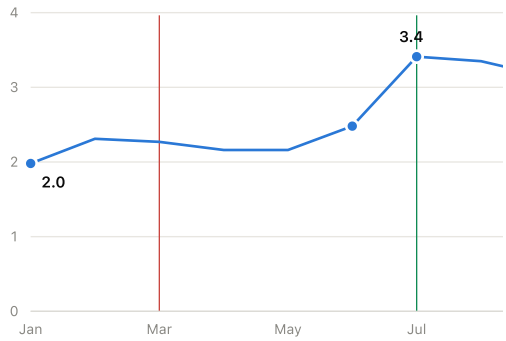
ARRIVES AT NIGHT
22%
Between 22:00 and 06:00, are off shift

WHAT CHANGED IN JULY — AND IT WAS NOT THE WORKLOAD

Messages per day, per month, stacked by group. September covers 1–26.



Messages per day per person who actually posts that month.

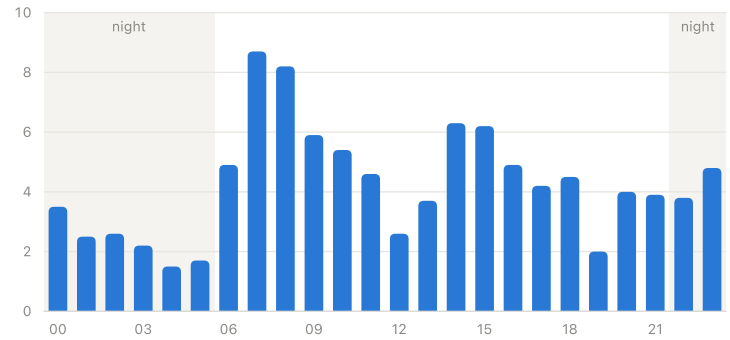


Same people, **70% more each** — nobody asked them to

The terminal has been busy since March, when the Strait of Hormuz closed — but the traffic does not follow that. March to June sits flat at 80–92 messages a day: four bus messages. The step comes in **July**, the month the Operational Excellence programme started.
Nobody has been asked to report more. The communication workstream has not begun; communication was named in the SWOT and nothing has been done with it yet. The san started posting **70% more each** (2.0 → 3.4 per person per day), and by September **19 more people had joined in** (39 → 58). **The behaviour changed on its own, with no instru** That is the case for giving it a shape now — while the communication workstream is still being designed, rather than after it has been rolled out on top of a habit that is already run
One caveat before this is presented: if the cargo backlog genuinely peaked in July rather than March, part of the step is extra work rather than extra reporting. Worth a glance at th those months.

THERE IS NO QUIET HOUR

Average messages per hour of the day, across all three groups.



22% of all traffic arrives between 22:00 and 06:00

The peak is **07:00**, with a second one at the **14:00 shift change**. But the line never reaches zero. **Assuming everyone is watching all day is the flaw in how we use it now** — nobody is, and nobody can be.

One thought, three messages

27,622 MESSAGES SENT → **18,022** SEPARATE THINGS SAID

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14:05  [photo]
14:05  [photo]
14:06  hold 3 lashing damaged
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9,600 messages add nothing new — they continue what the s moments earlier. Three notifications, one piece of information.

This is also why photos look worse than they are: 3,083 pictures just in a separate message afterwards. Put the line **with** the pict drops by a third **without anyone saying less**.

THE 12,948 PHOTOS AND VIDEOS

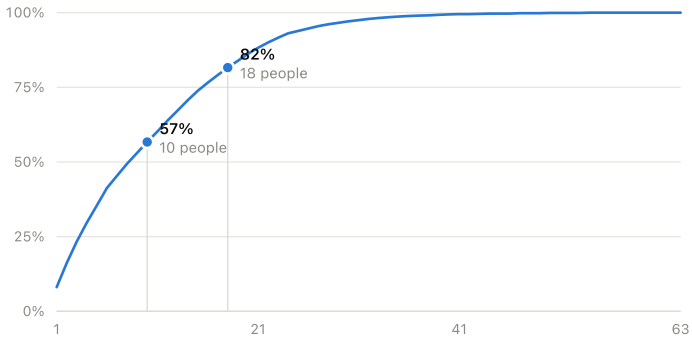
Nearly half of all traffic is a picture. This is what came with them.

42%	24%	34%
No text at all — nothing but the picture 5,443 photos and videos	Text follows in a separate message 3,083 photos and videos	Caption on the picture itself 4,422 photos and videos

Two in five pictures arrive with nothing at all — no caption, and no message from the same person before or after it. There is no way to know whether it concerns you without op rest, more are explained in a follow-up message than on the picture itself, which is the habit worth changing first.

YOU DO NOT HAVE TO CONVINCE 63 PEOPLE

Cumulative share of all messages, people ranked by volume.



People ranked by how much they post — all 63

Ten people produce 57% of the traffic, eighteen produce 82%. That makes this fixable. The format does not need 63 people to change a habit — it needs the eighteen who carry the volume, and the rest will follow what they see.

What it costs to simply keep up

Messages per day across the three groups

Of which photo or video — must be opened, 8 sec each

Text messages — glanced at, 3 sec each

Per person, per day

Per person, per year

Across the 18 people who must follow it

This is an estimate, not a measurement. The message counts are real; the 3 and 8 sec assumptions, and they are deliberately low — they assume you never reply, never scroll b your place. The true figure is higher, and interruption costs more than the seconds sugge

THE SERIES BEHIND THE CHARTS

MONTH	OPERATION	HANDOVER	HSSE	TOTAL / DAY	POST
January	59.0	8.5	3.6	71	
February	60.3	15.5	7.6	83	
March	50.0	26.0	5.6	82	
April	58.1	17.3	4.4	80	
May	46.9	26.2	6.6	80	
June	65.8	15.1	11.0	92	
July	97.8	25.1	10.3	133	
August	104.1	20.8	5.6	131	
September	141.1	34.3	7.3	183	

Shaded rows are the four months the terminal was already busy.

Method. WhatsApp exports of OPERATION, GSV/SV4 shift handover and Operations-HSSE, restricted to messages dated 2026 (27,622 messages, 269 days, 63 participants). Monthly figures are each month so the partial September is comparable. A picture counts as explained if there is text on the same line, or a text message of two words or more from the same person in the same grou message counts as a continuation on the same test. “Posters” is the number of people who sent at least one message that month. **Not measured:** vessel calls and tonnage — the workload compa told the terminal is busy from March, not on operational data. How much of the repetition is deliberate escalation rather than waste is also not measured; some of it is correct, and the proposal ke reading-time block is the only estimate on this page and is labelled as such.