# Operational WhatsApp — what it costs and how to fix it

Measured across the three operational groups, January to September 2026 · 27,622 messages over 269 days

| MESSAGES PER DAY | PHOTOS / AUDIO WITH NO TEXT | TOPICS APPEARING IN 2+ GROUPS | NEAR-IDENTICAL MESSA |
|---|---|---|---|
| **103** | **47%** | **35%** | **13%** |
| one every 11 min in daylight | cannot be skimmed — must be opened | no single group is complete | same text, two groups, wit |

## WHERE THE TRAFFIC SITS TODAY, AND WHERE IT OVERLAPS

### NOW — THREE GROUPS, NO BOUNDARIES

**OPERATION**
78 messages/day · 37 participants

**GSV / SV4 shift handover**
21 messages/day · supervisors only

**Operations-HSSE**
9 messages/day

**The same subject on the same day appears in:**
Handover + OPERATION — 564 times · all three — 174 · HSSE + OPERATION — 106 · HSSE + Handover — 13.
**Result: no group can be trusted on its own, so everything must be read.** Supervisors are not members of every group, so the picture is split by design.

### PROPOSED — ONE COMMUNITY, FIVE CHANNELS

STEINWEG SOHAR OPERATIONS — COMMUNITY

**Announcements**
Decisions, changes, planning. Admins post, nobody replies.

**NOW**
Does someone have to stop what they are doing? If no — it does not go

**Handover**
Read once per shift. One templated message at the end of each shift. Ev
information" lives here.

**HSSE**
Safety only. Unsafe condition, incident, near miss.

**Progress**
Not required reading. Routine progress, posted for whoever wants it. Nol
to follow it — and posting here does **not** count as reported.

**Every subject now has exactly one home.** A crane failure sits in
stops the job, then one line in Handover at the end of the shift. N
three times.

## FOUR RULES

1. **No photo without one line of text.** If it is worth a photo it is worth six words. This alone makes 47% of the traffic skimmable.
2. **No "noted", "ok", "thanks".** Use the thumbs-up reaction. Roughly 1,900 messages a year.
3. **One subject, one channel.** If it is in NOW it does not also go in Handover, except as the end-of-shift summary.
4. **Progress does not count as reported.** Routine progress is welcome there and nobody has to read it. But a deviation only counts once it is in NOW — or on the phone.

## HOW TO MAKE THE FORMAT STICK

- **WhatsApp Business app (free).** Quick replies give each supervisor s
  **/handover** expands the full template. Up to 50 templates, 500 charac
- **WhatsApp Communities.** One umbrella, up to 100 sub-groups, an ac
  Announcements channel every member receives. Solves supervisors r
  groups.
- **Pin the template** in each channel and put the rule in the group descri

**The structure is the easy part. This is the hard part:** people post defensively, because posting is free and not posting carries risk — if it goes wrong and you did not repor
Until that changes, any new structure fills up again within a month.
**So it needs one sentence from someone with authority: if you put it in the agreed channel in the agreed format, you are covered.** Without that, we will simply have fiv
of three.

**Method.** WhatsApp exports of the three operational groups, all messages dated 2026 (27,622 messages, 269 days). Overlap measured two ways: near-identical wording across groups within one
above 50%), and the same subject — berth, crane, hold, gangway, lashing, gas test, VIC — appearing in more than one group on the same day. Counts of acknowledgements and media are taken
message text. **Not measured:** how much of the duplication is deliberate escalation rather than waste — some repetition is correct, and the proposal keeps a route for it.