



WhatsApp

Guidelines for Abu Bakar Travel Services & Our Community

How We Connect · What We Share · How We Respect Your Space



Purpose & Tone

Our WhatsApp channels and groups exist as a warm, trusted extension of Abu Bakar Travel Services — a space where jemaah, travellers, and the community can reach us with ease, receive timely updates, and feel genuinely cared for. Every message sent or received here reflects the values we carry as an agency: **sincerity, respect, and service done with the right intention.**



How We Use WhatsApp

We use WhatsApp for three things only:

- To respond to your enquiries personally and promptly
- To share important travel updates and upcoming package details
- To keep our community informed of meaningful announcements

We do **not** use it for sales pressure, repeated follow-ups, or any form of messaging that asks more of your time and attention than is truly necessary.



Reaching Us

You are always welcome to message us directly — for pricing, itinerary questions, booking assistance, or anything travel-related. We will respond promptly and personally. If you reach us outside of office hours, rest assured your message is seen and you will hear from us as soon as we are able.

What We Share in Groups

Group broadcasts and community messages will only contain information of genuine relevance:

- Upcoming Umrah and Hajj packages with dates and pricing
- Important reminders and updates for confirmed jemaah
- Announcements of benefit to the wider Muslim travel community

We keep it **purposeful**. We keep it **brief**.

Our Commitment to Your Space

We deeply respect that your phone is personal. You will never receive repetitive messages, unsolicited promotions, or content shared without clear purpose. We do not forward unverified information, chain messages, or content unrelated to our services.

Every message we send is considered — because your attention is an amanah we do not take lightly.

A Gentle Note to Our Community

We ask that all members of our groups extend the same courtesy to one another. Kindly refrain from:

- Sending personal promotions or business advertisements within shared group spaces
- Forwarding unverified news, chain messages, or off-topic content
- Tagging members unnecessarily or posting at irregular hours

If you wish to **opt out** of any group or broadcast list at any time, please let us know — no questions asked, no hard feelings. Your comfort always comes first.



Abu Bakar Travel Services Pte Ltd

Reaching you with care, one message at a time.

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