



ROV Creator BOT

Function Guide for Creator Operations

A visual guide to the current public management demo: creator data, campaign delivery, communication, human review, tasks, and audit controls.



CURRENT DEMO SNAPSHOT

SOURCE ROWS
794

PROGRAM / CONTRACT
748 / 46

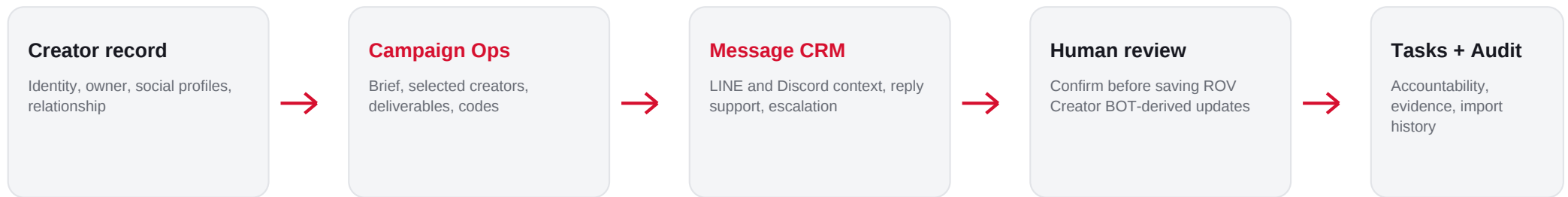
CAMPAIGNS
3 active

SAFETY
Human review



One record, two operating systems

Campaign Ops manages delivery. Message CRM manages conversations. Both use the same creator record.



OPERATING PRINCIPLES

- Creators are reusable master records and are never locked to one campaign.
- Campaign assets, briefs, deliverables, and code batches belong to the campaign.
- LINE and Discord can be different channels, but resolve to the same creator context.
- ROV Creator BOT can observe, summarize, draft, and recommend. People approve consequential updates.
- Technical IDs, raw imports, and audit evidence stay secondary to daily operational work.



HOME

Daily operations dashboard

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Start the day with priorities, open tasks, campaign health, and ROV Creator BOT reviews in one scan.

PURPOSE

A focused command center for the Creator Ops team. It answers what needs attention now without exposing technical detail first.

HOW THE TEAM USES IT

- 1 Scan needs-attention, task, campaign, and source-record totals.
- 2 Open the highest-priority creator issue or overdue task.
- 3 Check campaign delivery progress before moving into a campaign.

ROV CREATOR BOT BOUNDARY

ROV Creator BOT surfaces signals and suggested next steps. It does not silently confirm updates or send consequential messages.

CURRENT STATE
LIVE DEMO

OPERATOR OUTCOME
Faster triage

**RoV Creator Hub**
CREATOR OPERATIONS

WORKSPACE

Home

Creators

Campaigns

Inbox

Tasks

RoV Thailand / Creator Operations

Team guide PDF

Sanitized workspace

BH Bank H.

WEDNESDAY, 26 AUGUST

Good morning, Bank.

Here's what needs your attention today.

NEEDS ATTENTION

3

Open escalations

OPEN TASKS

2

1 high priority

ACTIVE CAMPAIGNS

3

8 items need attention

VERIFIED SOCIAL REACH

35.5M

684 creators · 910 profiles

My priority queue

Work that needs your attention first

CREATOR

ISSUE / TASK

PRIORITY

DUE

STATUS

ML

MaiMai Live
ROVC-000012

Confirm existing creator match
Identity review · Source import

Medium

Now

Needs review

MM

MookMek Gamer
ROVC-000018

Review payment issue
Payment update

High

Today

Needs review

TT

TonTurbo
ROVC-000007

Escalate overdue payment
Payment · TH-RV-2026-0814

High

6d overdue

Overdue

PP

PlayPloi
ROVC-000024

Confirm campaign delivery
Commitment · Summer campaign

Normal

Tomorrow

Open

Open ROV Creator BOT Reviews

Active campaigns

Delivery progress

CW

Creator Week

28 of 32 creators confirmed

66%

R1

RoV 10th Anniversary

32 of 48 creators confirmed

64%

TG

TikTok GIP · August

50 of 56 creators confirmed

82%

2 ROV Creator BOT signals awaiting review

Human confirmation required

v1.0.24



CREATORS

Creator directory

Search and manage 794 sanitized source rows at operational scale.

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PURPOSE

The master creator directory. It keeps creator identity reusable across many campaigns and communication channels.

HOW THE TEAM USES IT

- 1 Search by name, handle, or ID.
- 2 Filter by source, activity, ownership, or review state.
- 3 Open a creator record without losing list context.

ROV CREATOR BOT BOUNDARY

Imported rows can remain separate until identity is confirmed. Deduplication and merges require an explicit operator decision.

CURRENT STATE
LIVE DEMO

OPERATOR OUTCOME
Find anyone fast

 **RoV Creator Hub**
CREATOR OPERATIONS

WORKSPACE

Home

Creators

Campaign Ops

Message CRM 2

Tasks

DATA STEWARD

Data 1

RoV Thailand / Creator Operations

Reset demo

Sanitized workspace

BH Bank H.

Creators

Search, assign and manage creator relationships.

Needs review
 **572**
Profiles need attention

Unassigned
 **794**
Without an owner

Contract records
 **46**
Current roster source

Open tasks
 **—**
Across campaigns

All - 794 records

Program

Contract

Active

Needs review

Owner All

Campaign All

794 source records

Showing 50 - Source-sensitive fields excluded

CREATOR	OWNER	PROGRAM RANK	SOCIAL PROFILES	RELATIONSHIP	CONTRACT	CAMPAIGN	ACTION
 Xiaobai-ig_ A003 - STG-P-000001	Unassigned	Creator		Program active	Not evaluated	—	—
 แอดเจ็ค A010 - STG-P-000002	Unassigned	Creator	 	Program active	Not evaluated	—	—
 I_SATHUN A012 - STG-P-000003	Unassigned	Creator	 	Program active	Not evaluated	—	—
 แนวพิมพ์วิคิดเกน A011 - STG-P-000004	Unassigned	Creator		Program active	Not evaluated	—	—



One place for relationship ownership, program status, social accounts, campaigns, communication, and audit.

PURPOSE

The daily working record for a creator. It combines operational context while keeping technical evidence behind Data / Audit.

HOW THE TEAM USES IT

- 1 Assign the relationship owner and operational priority.
- 2 Review program, contract, and social profile context.
- 3 Move between campaign, communication, and activity tabs.

RoV Creator Hub

CREATOR OPERATIONS

WORKSPACE

Home

Creators

Campaign Ops

Message CRM

Tasks

DATA STEWARD

Data

RoV Thailand

Search, assign

794 source

CREATOR

Xia

A00

U

A01

I_S

A01

U

A01

G

GarrenGamer

Active

Relationship owner

Open tasks

Action needed

Unassigned

0

None

Edit

X

Overview

Social

Campaigns

Communications

Activity

INTERNAL MANAGEMENT

Manager

Unassigned

Category

Creator

Ops priority

Normal

Relationship

Program active

Working model

Not set

Internal notes

No notes added

PROGRAM AND CONTRACT

Creator Program

Active

Contract relationship

Not evaluated

Contract tier

Not evaluated

Program rank - Super Creator

Not evaluated from Program source

Separate from Program rank

DATA / AUDIT (TECHNICAL)

>

ROV CREATOR BOT BOUNDARY

Social metrics and images are refreshable metadata. The creator ID remains the stable identity and cannot be replaced by a public profile image.

CURRENT STATE
LIVE DEMO

OPERATOR OUTCOME
Complete context



Track active campaigns, creator confirmation, deliverables, code batches, and progress.

PURPOSE

A reusable campaign workspace. Creators can join many campaigns over time without changing their master record.

HOW THE TEAM USES IT

- 1 Search campaigns and review current status.
- 2 Compare selected versus confirmed creators and delivery progress.
- 3 Open the campaign drawer for brief, creators, deliverables, codes, and tasks.

ROV CREATOR BOT BOUNDARY

Campaign data is scoped to the selected campaign. It does not overwrite creator-level relationship data.

CURRENT STATE
LIVE DEMO

OPERATOR OUTCOME
Delivery visibility

**RoV Creator Hub**
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RoV Thailand / Creator Operations

Reset demo

Sanitized workspace

BH Bank H.

CAMPAIGN OPERATIONS

Campaigns

Creator rosters, deliverables, code inventory and campaign progress.

Active campaigns
3
Running now

Campaign assignments
136
Across active campaigns

Deliverables complete
195
Confirmed progress

Needs attention
8
Overdue or blocked

Search campaigns

All

Active

Completed

CAMPAIGN	PERIOD	OWNER	CREATORS	CODE BATCHES	PROGRESS	STATUS
R1 RoV 10th Anniversary 96 planned deliverables	1 Sep – 31 Oct 2026	Bank H.	32 / 48 confirmed	None	64%	Active
CW Creator Week 64 planned deliverables	15 Aug – 31 Aug 2026	Pim S.	28 / 32 confirmed	None	66%	Active
TG TikTok GIP - August 112 planned deliverables	1 Aug – 31 Aug 2026	Bank H.	50 / 56 confirmed	None	82%	Active
RB RoV Back to School 56 planned deliverables	20 Jul – 10 Aug 2026	Pim S.	28 / 28 confirmed	None	100%	Completed

+ New campaign



Create a campaign

Create the campaign shell, key dates, owner, summary, deliverables, and initial creator roster.

PURPOSE

A simple guided setup for the team. It replaces scattered campaign setup with one consistent record.

HOW THE TEAM USES IT

- 1 Enter the campaign name, owner, dates, and short summary.
- 2 Define the expected deliverables and response deadline.
- 3 Select creators from the reusable creator directory.

CAMPAIGN SETUP

New campaign

Create the roster and publish one clear brief.

Campaign name

Owner

Start date

End date

Brief summary

Deliverables

Response deadline

Deliverables per creator

Select creators
0 selected - creators remain reusable across campaigns

- ☐ X Xiaobai-ite STG-P-000001 - Creator Program
- ☐ แอดเจต STG-P-000002 - Creator Program
- ☐ I_SATHUN STG-P-000003 - Creator Program
- ☐ แมวเหมียวคิดเกม STG-P-000004 - Creator Program
- ☐ การ์ดเรนเจอร์ STG-P-000005 - Creator Program
- ☐ พลิงลิ้ง/Nulingdesign STG-P-000006 - Creator Program

Select at least one creator.

ROV CREATOR BOT BOUNDARY

Creating a campaign does not send a message. Publishing and creator communication remain separate intentional steps.

CURRENT STATE
LIVE DEMO

OPERATOR OUTCOME
Clean setup



Brief workspace

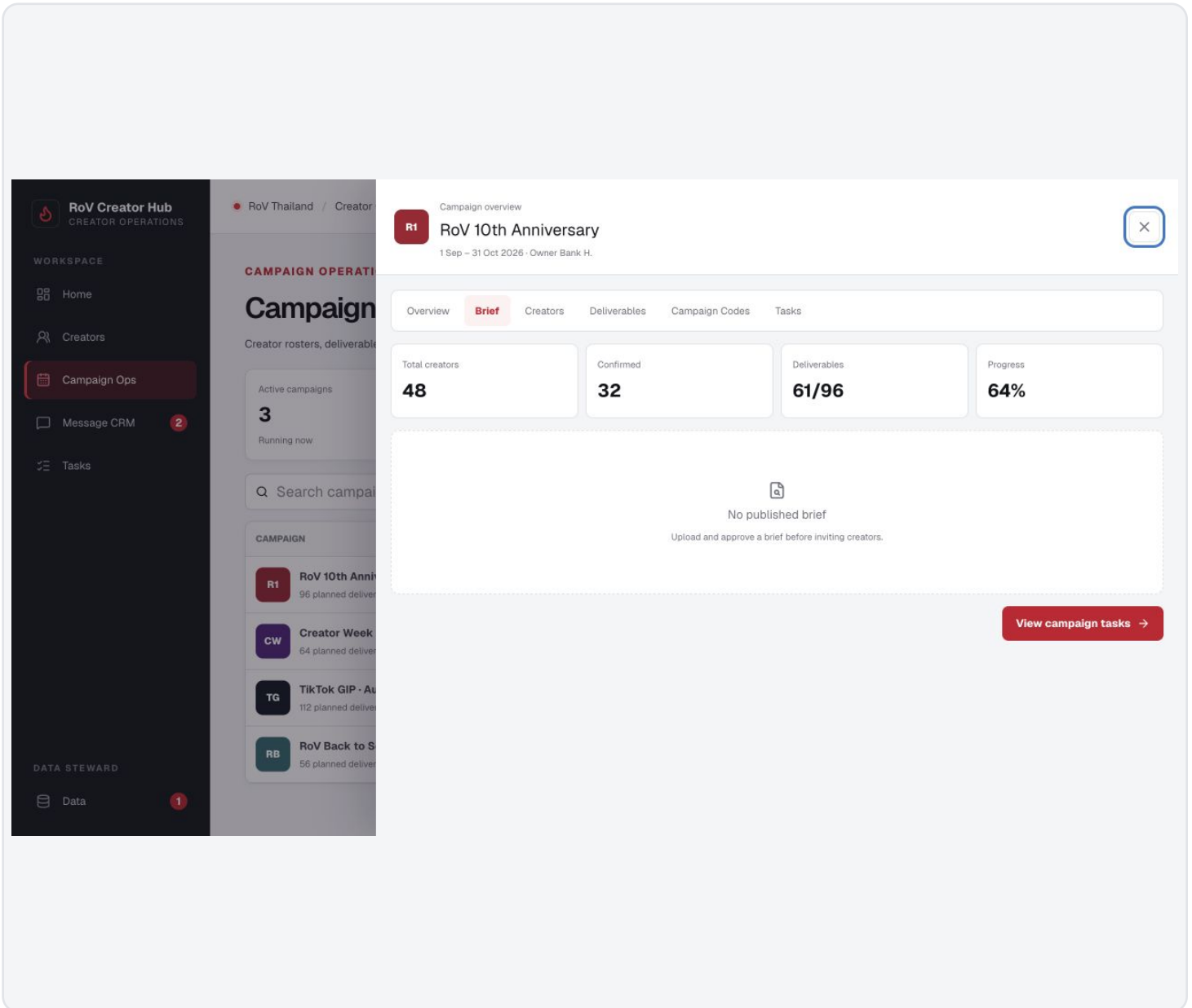
Keep one approved campaign brief that can be referenced from LINE, Discord, and internal work.

PURPOSE

The campaign source of truth for requirements, dates, links, and approved assets. The live demo currently shows the upload-first empty state.

HOW THE TEAM USES IT

- 1 Upload or attach the approved brief.
- 2 Review the file name, version, and publishing status.
- 3 Use the published brief when ROV Creator BOT answers creator questions.



ROV CREATOR BOT BOUNDARY

ROV Creator BOT answers from the approved brief and campaign context. Conflicting or missing information is escalated to the campaign owner.

CURRENT STATE
UPLOAD WORKFLOW

OPERATOR OUTCOME
One source of truth



Code batch import and allocation

Import Excel batches per campaign, validate them, then allocate codes to selected creators.

PURPOSE

A campaign-scoped code workflow for hundreds of creator codes. It is not a global inventory and does not bind creators permanently to a campaign.

HOW THE TEAM USES IT

- 1 Download the campaign code template.
- 2 Upload Excel and validate duplicates, missing fields, and target rules.
- 3 Preview and approve allocation before any creator receives a code.

ROV CREATOR BOT BOUNDARY

ROV Creator BOT can match, draft, and deliver only after human approval. Raw codes need restricted access, masking, and a complete audit trail in production.

CURRENT STATE
UPLOAD WORKFLOW

OPERATOR OUTCOME
Fast, safe allocation

The screenshot displays the 'RoV Creator Hub' interface. On the left is a dark sidebar with navigation options: Home, Creators, Campaign Ops (highlighted), Message CRM (with a red notification badge '2'), and Tasks. The main content area is titled 'Campaign overview' for 'RoV 10th Anniversary' (1 Sep - 31 Oct 2026). It features a tabbed interface with 'Campaign Codes' selected. A summary section shows: Total creators: 48, Confirmed: 32, Deliverables: 61/96, and Progress: 64%. Below this, a message states 'No code batches' and provides instructions to download a template and upload an Excel file. There are buttons for 'Template' and 'Upload Excel'. A red button at the bottom right says 'View campaign tasks →'. A bottom section lists active campaigns: 'RoV 10th Anniversary' (96 planned deliveries), 'Creator Week' (64 planned deliveries), 'TikTok GIP - Au' (112 planned deliveries), and 'RoV Back to S' (56 planned deliveries). A 'DATA STEWARD' section at the bottom left has a 'Data' link with a red notification badge '1'.

R

MESSAGE CRM

Creator communication workspace

Manage LINE and Discord conversations with creator context, campaign awareness, and clear escalation.

PURPOSE

A communication workspace separate from campaign operations. It connects normal conversations to the right creator and campaign when relevant.

HOW THE TEAM USES IT

- 1
- Open the creator conversation and inspect the linked context.
- 2
- Use ROV Creator BOT for summaries, brief answers, and suggested replies.
- 3
- Escalate payment, legal, safety, or unclear requests to the owner.

ROV CREATOR BOT BOUNDARY

ROV Creator BOT represents Garena only within approved policy and source context. High-impact replies and record changes remain human-controlled.

CURRENT STATE
LIVE DEMO

OPERATOR OUTCOME
Consistent support

ROV CREATOR BOT + MESSAGE CRM

A governed path from creator message to approved reply

1

Inbox context

Creator, channel, campaign, brief, owner, and conversation history.

2

ROV Creator BOT draft

Summarize, translate, and draft only from verified Creator Hub context.

3

Human decision

Garena reviews, edits, escalates, and decides whether anything is sent.



FIRST-RELEASE SAFETY

The OpenClaw sidecar is read-only: it can retrieve context and draft, but it cannot send or mutate Creator Hub records.



Follow-ups and accountability

Turn reviewed signals and campaign work into owned tasks with due dates and priority.

PURPOSE

A lightweight work list for operational follow-up. Tasks can reference both a creator and a campaign while retaining one clear owner.

HOW THE TEAM USES IT

- 1 Create or receive a task from an approved ROV Creator BOT review.
- 2 Set owner, priority, due date, and campaign context.
- 3 Track open work and export when a team handoff is needed.

ROV CREATOR BOT BOUNDARY

ROV Creator BOT may recommend or draft a task. Operators confirm the task, owner, and deadline before it becomes accountable work.

CURRENT STATE
LIVE DEMO

OPERATOR OUTCOME
Nothing lost

RoV Creator Hub

CREATOR OPERATIONS

WORKSPACE

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Message CRM

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DATA STEWARD

Data

RoV Thailand / Creator Operations

Reset demo

Sanitized workspace

BH Bank H.

Tasks

Track confirmed follow-ups across creators and campaigns.

Search tasks or creators

All priorities

All owners

All campaigns

Open

Done

2 matching open tasks

TASK	CAMPAIGN	CREATOR	OWNER	DUE	PRIORITY
Escalate overdue payment with Finance Payment follow-up	RoV 10th Anniversary	TT TonTurbo	Bank H.	6 days overdue	High
Confirm Friday content delivery RoV Creator Week	Creator Week	PP PlayPloi	Pim S.	Tomorrow	Medium



Manage imports, identity review, data boundaries, and evidence without crowding daily screens.

PURPOSE

A protected area for source imports and quality controls. It keeps operational users focused while giving data stewards traceability.

HOW THE TEAM USES IT

- 1 Choose the source type and validate the incoming file.
- 2 Review ambiguous identities or conflicting values.
- 3 Preserve provenance, audit events, and separation of sensitive fields.

ROV CREATOR BOT BOUNDARY

The demo is sanitized. Production must add authentication, role-based permissions, secrets management, retention rules, and approved channel connectors.

CURRENT STATE
LIVE DEMO

OPERATOR OUTCOME
Trusted records

RoV Creator Hub

CREATOR OPERATIONS

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DATA STEWARD

Data

1

RoV Thailand / Creator Operations

Reset demo

Sanitized workspace

BH Bank H.

DATA STEWARD WORKSPACE

Data

Manage sources and identity decisions without adding complexity to the team workspace.

Sources

Identity review

1

System status

FAIL-CLOSED BOUNDARY

Read-only workbook audit references exist; operational rows remain outside this Site.
Exact review ranges and full checksums stay in the restricted local audit record, not in this Site. Row-level promotion stays disabled until named approval, private quarantine storage, scanning, and Data Steward authorization all verify.

WORKFLOW REHEARSAL · CHOOSE AUTHORITY

Run a privacy-safe sample

DEMO SAMPLE

Source type

Creator Program

Program status and rank only

Contract roster

Contract relationship and tier only

Authority preview

Allowed	Program code, status, rank	Rejected	Contract status and portfolio tier
Sample	2 fictional scalar-only rows	Matching	Public handle → manual review

SAFE IMPORT FLOW

What happens next

1 Validate schema

Scalar fields, enums, dates, required identifiers, and source authority.

2 Protect replay

Organization-scoped checksum and idempotency prevent duplicate source records.

3 Review ambiguity

Aliases and public handles never auto-merge a creator.

Sanitized management demo. External delivery and production integrations require approved connectors, access control, and operational sign-off.

rov-creator-bot.bank366556.chatgpt.site