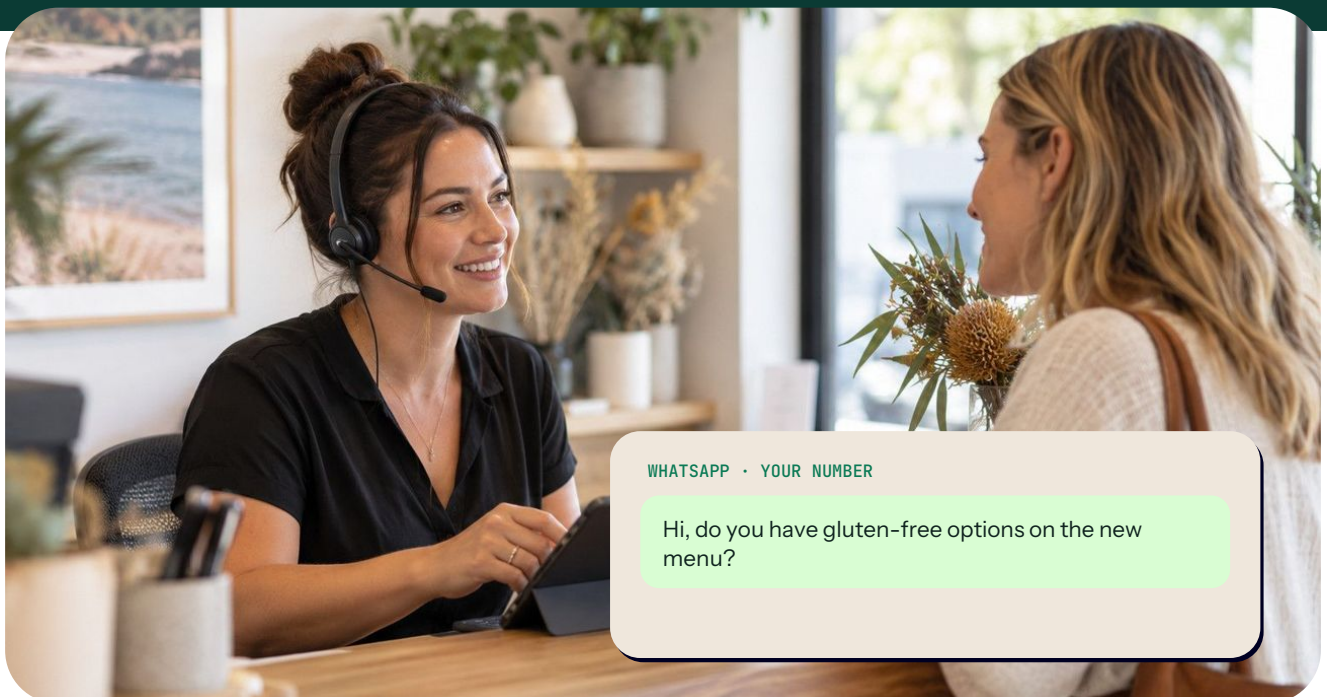


Every customer question, one team inbox.

Bring WhatsApp questions into one shared inbox with the customer's details and journey history, so your team replies fast and nobody answers twice.



INSIDE THIS GUIDE

- The moment and why it slips
- A sample conversation
- Message templates to adapt
- Node-by-node build
- How the journey works
- The data you need
- Example sheet
- What to measure

01 At a glance

TEAM

Support

STARTS FROM

Google Sheets, Zapier, Shopify, Contact import

TRIGGER

A customer messages your WhatsApp number, or replies to any campaign or journey.

GOAL

Faster answers and a support history the whole team can see.

STOPS WHEN

Conversation resolved by your team.

LIKELY META CATEGORY

Service (free-form replies within 24 hours; first 1,000 a month per phone number free, then charged per message). Meta confirms it when it reviews your template.

02 In practice

When customers message your WhatsApp number, the conversation should land where your whole team can see it, with the customer's history alongside. ConvoHut's shared inbox does that for every inbound message and every reply to a campaign or journey.

03 The moment

THE MOMENT

Three staff are answering WhatsApp on their own phones, and nobody knows who replied to whom.

WHY IT SLIPS TODAY

Customer chats are spread across personal phones. Questions get missed, answered twice, or lost when someone leaves.

WHAT CHANGES

Faster answers and a support history the whole team can see.

04

How the journey works

The steps on the left, and what your customer sees on the right.

Trigger: A customer messages your WhatsApp number, or replies to any campaign or journey.

- 1 Receive**
The message lands in the shared inbox with the customer's details.
- 2 Notify**
The right teammate is notified.
- 3 Reply**
Answer freely within Meta's 24-hour customer service window.
- 4 Follow up**
After 24 hours, reopen the conversation with an approved template.



A fictional example. Write templates in your own voice and get them approved by Meta.

Stops when

Conversation resolved by your team.

05

Data you need

Each item is a column in your Google Sheet, a field from Zapier or a Shopify property. Only the WhatsApp number is required.

- Customer name
- WhatsApp number
- Recent orders, bookings or journey

06

Set it up in ConvoHut

- [] Connect your WhatsApp Business Account.
- [] Invite your team to the inbox.
- [] Decide who is notified for which journeys.
- [] Create templates for reopening conversations after 24 hours.

07 The message sequence

Example templates. {{variables}} are filled from your sheet or store. Submit each one to Meta for approval.

1. When reopening after 24 hours

UTILITY · support_followup_v1

Hi {{first_name}}, following up on your question about {{topic}}. Is there anything else we can help with?

08 Example sheet

Only the phone column is required. Example data only.

first_name	phone	topic	owner
Ruby	+61 4** ...	Gluten-free menu	Sam
Oscar	+61 4** ...	Delivery time	Jo
Lin	+61 4** ...	Returns	Sam

09 Build it in ConvoHut, node by node

INBOX	Incoming message	Lands in the shared inbox with the customer's details.
INBOX	Reply freely	Within 24 hours of the customer's last message.
INBOX	Reopen	After 24 hours, send an approved template such as support_followup_v1.

10 Branches

ON REPLY

Your team replies in their own words inside the 24-hour window.

ON TIMEOUT

After 24 hours you need an approved template to message again.

ON OPT-OUT

The contact leaves the journey and is excluded from future marketing messages.

11 Mistakes to avoid

- Staff answering from personal phones.
- Letting the 24-hour window lapse on open questions.
- No agreed owner for incoming messages.

12

Measure and improve

What to measure

- Response time
- Conversations handled
- Unanswered messages
- Replies per team member

Good practice

- Reply inside the 24-hour window when you can.
- Use the customer context before answering.
- Agree who owns which conversations.

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Variations to try

- Retail and hospitality
- Clinics and services
- Stores handling pre-sale questions

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Questions

Can my whole team use the inbox?

Yes. Your team works from one shared inbox for your WhatsApp number.

Does ConvoHut answer questions automatically?

Not today. Journeys send the messages you set up, and your team answers replies. AI-assisted replies are on the roadmap.

15

Responsible messaging

Consent first

Only message people who have given you their WhatsApp number and agreed to hear from you. Include a clear way to opt out of marketing messages, honour opt-outs immediately and keep sensitive personal details (such as health information) out of messages.

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Your next steps

1

Pick a journey

Choose the follow-up with the clearest goal for your business.

2

Connect your data

A Google Sheet, Zapier app or Shopify store. Only the phone number is required.

3

Go live in a week

Get templates approved, test with your own number and switch it on.

READY TO START?

Start your 7-day free trial

Free onboarding, training and Meta verification help on every plan. Connect your number in about 15 minutes.

dashboard.convohut.com · Book a demo: convohut.com/demo