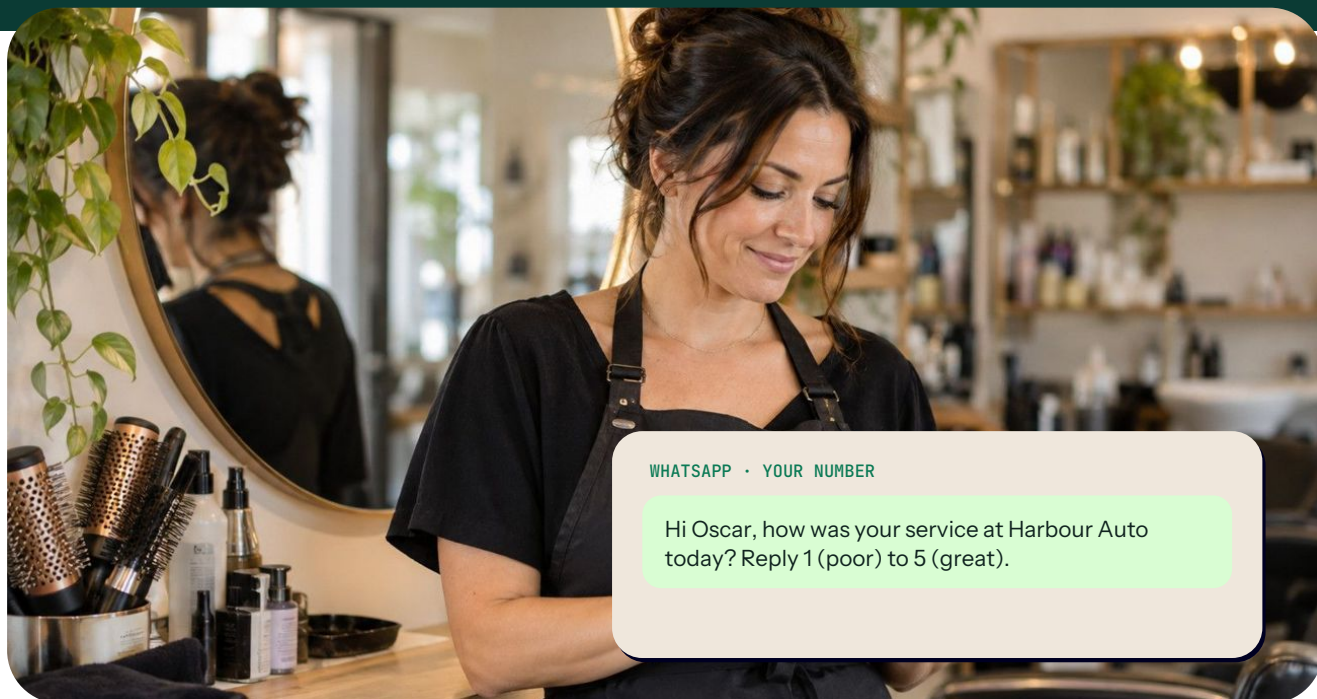


Ask how it went, and hear it while you can fix it.

Send a one-question feedback message after an order, visit or job, and route unhappy replies to a person straight away.



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, Shopify, Zapier

TRIGGER

A completed order, visit or job is added to your sheet or reported by Shopify.

GOAL

More feedback, faster recovery of unhappy customers, and a clear read on service quality.

STOPS WHEN

Rating received and routed, or no reply.

LIKELY META CATEGORY

Utility or Marketing, depending on wording. Meta confirms it when it reviews your template.

02 In practice

A one-question survey on WhatsApp gets far more answers than an emailed form, and low scores reach a manager while there's still time to put things right.

03 The moment

THE MOMENT

A customer had a disappointing visit and is about to tell their friends, not you.

WHY IT SLIPS TODAY

Feedback emails get few replies, and when they do arrive the moment to fix things has passed.

WHAT CHANGES

More feedback, faster recovery of unhappy customers, and a clear read on service quality.

04

How the journey works

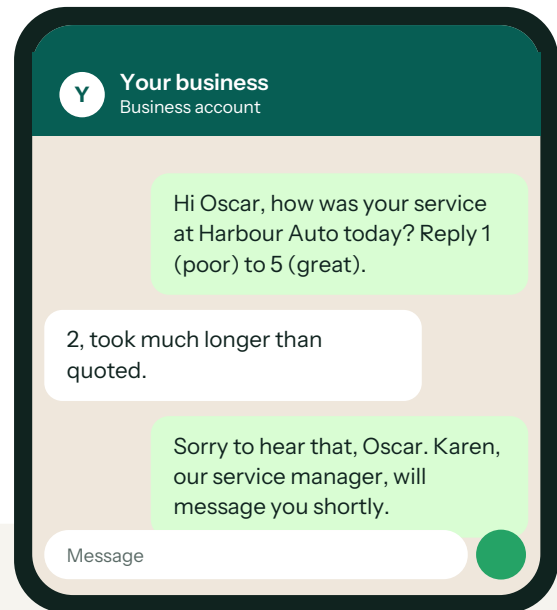
The steps on the left, and what your customer sees on the right.

Trigger: A completed order, visit or job is added to your sheet or reported by Shopify.

- 1 **Ask**
One question: how did we do, 1 to 5? Reply buttons if your template has them.
- 2 **Branch**
4–5: thank them (and optionally share your review link). 1–3: notify a manager.
- 3 **Close**
Managers follow up personally.

Stops when

Rating received and routed, or no reply.



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

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.

- First name
- WhatsApp number
- Order, visit or job
- Staff member
- Date

06

Set it up in ConvoHut

- [] Create a one-question survey template.
- [] Set branches for high and low scores.
- [] Choose who is notified for low scores.
- [] Test both branches.

07 The message sequence

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

1. 2 hours after the visit or delivery

UTILITY · csat_v1

Hi {{first_name}}, how was your {{service}} today? Reply 1 (poor) to 5 (great).

Buttons: 5 | 4 | 3 or less

2. On a low score

UTILITY · csat_sorry_v1

Sorry to hear that, {{first_name}}. {{manager}} will message you shortly to put it right.

08 Example sheet

Only the phone column is required. Example data only.

first_name	phone	service	staff	manager
Oscar	+61 4... ..	Car service	Karen	Karen
Pia	+61 4... ..	Dinner for 4	Tom	Rosa
Ali	+61 4... ..	Delivery	Van 3	Jo

09 Build it in ConvoHut, node by node

TRIGGER	New Sheet Row	Completed visits or orders.
WAIT	2 hours	
SEND MESSAGE	csat_v1	
WAIT FOR REPLY	Timeout: 1 day	
CONDITION	Reply is "3 or less"	
SEND MESSAGE	csat_sorry_v1	Low-score path.
NOTIFY ME	Low score	The manager follows up personally.
END FLOW		

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Branches

ON REPLY

High scores get a thank-you;
low scores alert a manager.

ON TIMEOUT

No reminder. One question
only.

ON OPT-OUT

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

11

Mistakes to avoid

- Long surveys.
- Not following up low scores within hours.
- Only sending review links to happy customers.

12

Measure and improve

What to measure

- Response rate
- Average score
- Low scores followed up
- Time to follow up

Good practice

- One question only.
- Follow up low scores within hours.
- Share what you changed.

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Variations to try

- Automotive service
- Hospitality
- Clinics
- Retail and delivery

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Questions

Can I track scores over time?

Replies are stored with each conversation. Export them to your sheet for trend reporting.

Can I send happy customers to a review site?

You can share your review link, but many review platforms don't allow asking only happy customers. Consider sending the link to everyone.

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