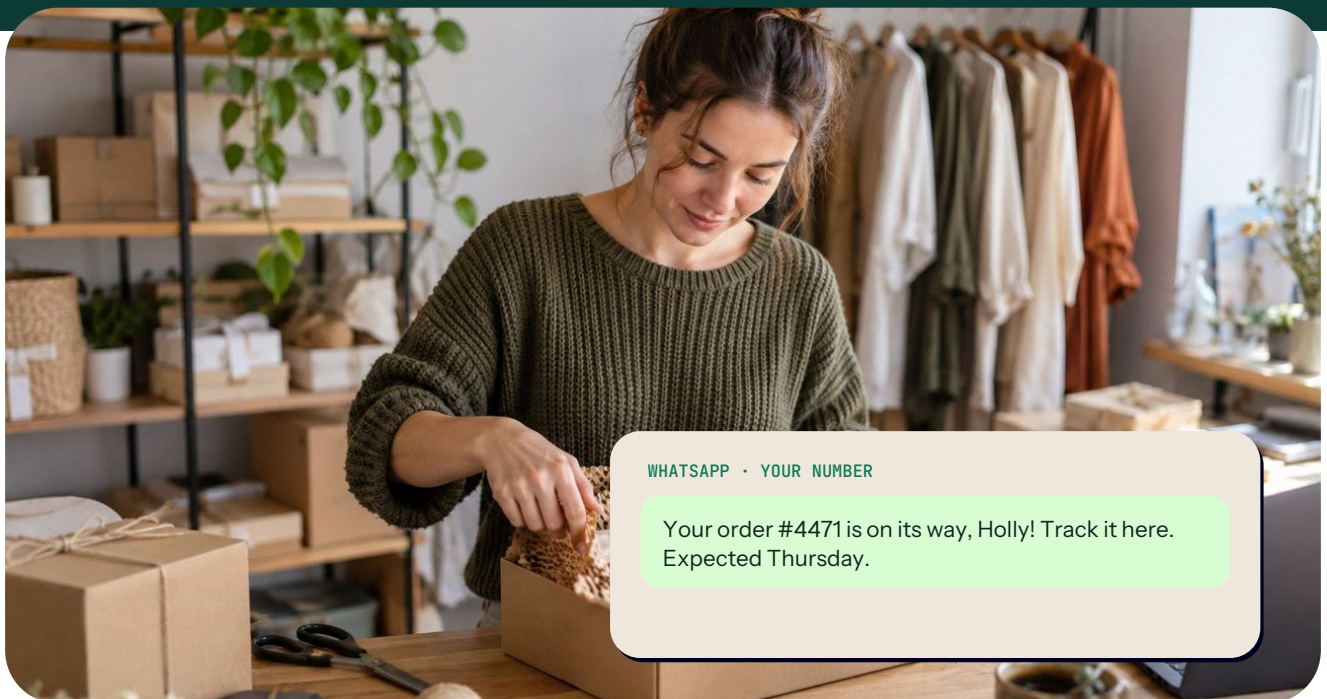


Answer “Where’s my order?” before it’s asked.

Send order confirmations, dispatch and delivery updates on WhatsApp, and handle any questions in the same thread.



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

Shopify, Google Sheets, Zapier

TRIGGER

Shopify reports an order being placed, fulfilled or delivered, or a dispatch row is added to your sheet.

GOAL

Fewer status enquiries and calmer customers.

STOPS WHEN

Delivery confirmed or opt-out.

LIKELY META CATEGORY

Utility. Meta confirms it when it reviews your template.

02

In practice

“Where is my order?” is the most common question most stores get. Proactive updates at the moments that matter (order confirmed, shipped with tracking) answer it before it’s asked, and when there’s a problem the customer can reply in the same thread.

03

The moment

THE MOMENT

A customer ordered a birthday gift and is anxious about whether it will arrive in time.

WHY IT SLIPS TODAY

“Where is my order?” messages fill support inboxes. Tracking emails get lost, and customers get anxious.

WHAT CHANGES

Fewer status enquiries and calmer customers.

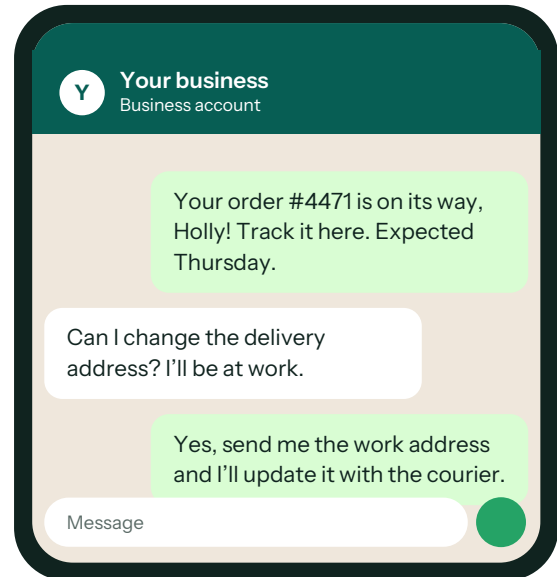
04

How the journey works

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

Trigger: Shopify reports an order being placed, fulfilled or delivered, or a dispatch row is added to your sheet.

- 1 **Confirm**
Order received, with what they ordered.
- 2 **Dispatch**
Shipped, with the tracking link.
- 3 **Delivered**
Optional: delivered, with care or setup tips.
- 4 **Questions**
Replies land in the shared inbox.



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

Stops when

Delivery confirmed or opt-out.

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 number
- Status
- Tracking link

06

Set it up in ConvoHut

- [] Connect Shopify or a dispatch sheet.
- [] Create order, dispatch and delivery templates (utility).
- [] Choose which updates to send.
- [] Assign inbox owners for replies.

07 The message sequence

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

1. On order

UTILITY · order_confirm_v1

Thanks {{first_name}}! Order {{order_no}} is confirmed: {{items}}. We'll message you when it ships.

2. On shipping

UTILITY · order_shipped_v1

Good news, {{first_name}}: order {{order_no}} is on its way. Track it here: {{tracking_link}}

Buttons: Change address | Question

08 Example sheet

Only the phone column is required. Example data only.

first_name	phone	order_no	items	tracking_link
Holly	+61 4... ..	#4471	Linen shirt ×1	track.example/4471
Ravi	+61 4... ..	#4472	Candle set ×2	track.example/4472
Ana	+61 4... ..	#4473	Boots ×1	track.example/4473

09 Build it in ConvoHut, node by node

TRIGGER	Order Placed (Shopify)	
SEND MESSAGE	order_confirm_v1	
END FLOW		
TRIGGER	Order Shipped (Shopify)	A second automation.
SEND MESSAGE	order_shipped_v1	
WAIT FOR REPLY	Timeout: 3 days	
NOTIFY ME	On reply	Address changes and delivery questions.
END FLOW		

10

Branches

ON REPLY

Delivery questions go to support straight away.

ON TIMEOUT

Nothing more is sent.

ON OPT-OUT

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

11

Mistakes to avoid

- Sending updates without the tracking link.
- Too many updates for one order.
- Not warning customers about delays.

12

Measure and improve

What to measure

- Updates sent
- “Where is my order” replies
- Delivery-issue replies resolved
- Opt-outs

Good practice

- Include the tracking link every time.
- Warn early about delays.
- Make it easy to reply with a problem.

13

Variations to try

- Stores and D2C brands
- Florists and gift businesses
- Furniture and large-item delivery

14

Questions

Are order updates charged by Meta?

Meta charges for delivered utility template messages at its published rates. ConvoHut adds no markup.

Can I send updates without Shopify?

Yes. Add order and dispatch rows to a Google Sheet, or connect your platform through Zapier.

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.

16

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