

RETENTION PLAYBOOK

Post-purchase Playbook

The period between paying and receiving is where anxiety lives, where most support tickets are created, and where the second purchase is either set up or quietly lost.

At a glance	
Trigger	Order completed
Goal	Reduce uncertainty, create the next action
Primary KPI	Support deflection and repeat action
Messages	3–4 across the delivery window
Setup time	Under 20 minutes

What is post-purchase automation?

Post-purchase automation handles everything after checkout: order confirmation, delivery updates, usage guidance and the review request. On WhatsApp it runs as one continuous thread, so a customer asking 'where is my order' gets an answer instead of raising a ticket.

Key takeaways

- Most post-purchase support tickets are the same three questions. Answer them before they are asked.
- Ask for the review after satisfaction is confirmed, not on a fixed timer.
- Route unhappy customers to a person immediately — never to a review link.
- This journey is where the second purchase begins.

Why this leaks revenue today

1. 'Where is my order' dominates support

The single highest-volume support question in ecommerce is one the system already knows the answer to.

2. Review requests arrive blind

A timed review request reaches delighted and disappointed customers identically, and surfaces the disappointed ones publicly.

3. The relationship ends at delivery

No usage guidance, no check-in, no natural path to the next purchase. The customer has to remember you unprompted.

Entry conditions

The journey only starts when all of these are true. Entry conditions matter more than message copy — most underperforming journeys are mistargeted, not badly written.

- Order placed
- Order shipped
- Delivered
- Delivery window passed with no scan

What has to be connected

Order record	Items, value, delivery method and tracking status
Fulfilment events	Shipped and delivered timestamps from your carrier or platform
Product content	Setup guidance, care instructions and FAQs for the item bought
Satisfaction signal	The customer's own answer, captured before any review request

The journey

Order placed → Send confirmation → Wait for delivery event → Check in on satisfaction

Then it branches on what the customer does:

Happy	Send the review request with a direct link
Problem	Escalate to a human with the full order context
No reply	Send usage guidance only, no review request

Goal: Issue resolved, review left, or next purchase prompted

A journey without a stop condition is a journey that gets your number blocked. Set the goal event before you write a single message.

The messages

Starting points, not scripts. Rewrite them in your own voice — and note the reasoning, because that is what transfers to your catalogue.

On order

Order confirmed. I'll message you here when it ships — and you can ask me anything about it in this thread.

Why: Sets the expectation that this thread is where updates and questions live. That is what deflects tickets.

On delivery

Your {product} was delivered today. Anything you need to know about setting it up?

Why: Pre-empts the most common post-delivery question before it becomes a support ticket.

Delivery + 3 days

How's the {product} working out?

Why: One open question. The answer decides whether the next message is a review link or a human.

On positive reply

Glad to hear it. If you have a minute, a short review really helps: {link}

Why: Asks only the customers who have already told you they are happy.

What it looks like to the customer

Your espresso machine was delivered today. Anything you need to know about setting it up?

How long do I run the first flush for?

Two full tanks through without coffee, then you're ready. Takes about ten minutes.

Perfect thanks

Any time. I'll check in in a few days once you've pulled a few shots.

Illustrative conversation. Not a customer transcript.

What to measure

Metric	Definition
Support deflection	Post-purchase questions answered in-thread rather than becoming tickets.
Review completion rate	Reviews left as a share of customers who confirmed they were happy.
Issue recovery rate	Problems caught and resolved before they became a public review.
Repeat purchase rate	Customers from this journey who order again inside the agreed window.

Keeping the numbers honest. Agree the attribution window before launch. Report direct and influenced conversions separately. Where volume allows, hold out a control group. Do not claim every order that happens after a message.

Set it up

1. Connect order and fulfilment events

The journey needs shipped and delivered events, not just the order.

2. Load your product guidance

Give the AI the setup and care information for your top-selling items.

3. Add the satisfaction check

One question, three days after delivery. This gates everything downstream.

4. Set the escalation path

Define who receives an unhappy customer and how fast.

5. Connect the review destination

Point the review link where it actually helps you, and only to happy customers.

Then tune it

Move the satisfaction check, not the review request

If review rates are low, the check-in usually landed before the customer had used the product.

Add the top three product questions

Look at your support inbox. The three questions you answer most belong in the delivery message.

Treat complaints as the win

A journey that surfaces a problem privately just prevented a public one-star review.

Questions this raises

Does this replace my transactional emails?

It runs alongside them. Transactional email remains the record; WhatsApp is where the customer asks the follow-up question and actually gets a reply.

When should I ask for a review?

After the customer has confirmed they are happy, not on a fixed timer. Asking blind is how you collect negative reviews you could have resolved privately.

What if the delivery goes wrong?

The journey branches to a human with the order context attached. Delivery problems are the moment a customer decides whether to buy from you again.

Will customers mind being messaged after they have already paid?

Post-purchase is the most welcome messaging window there is, provided the messages are useful. Order updates and setup help are wanted; upsells too early are not.

Can I add a cross-sell to this journey?

Yes, but not before the product has been used. Recommending an accessory on the day of delivery reads as a sales push; recommending it a fortnight in reads as helpful.

How does this reduce support cost?

The high-volume questions are answered in the thread, from real order data, without a person. Measure it as tickets avoided per hundred orders.

Want this built with you?

ConvoHut is working with a small group of early access customers. We configure the first journey together, review it weekly, and agree the success metric before anything goes live. convohut.com/early-access

ConvoHut is pre-launch. This playbook contains no customer results, and any interface figures shown on our website are sample data. Version 1.0, August 2026.