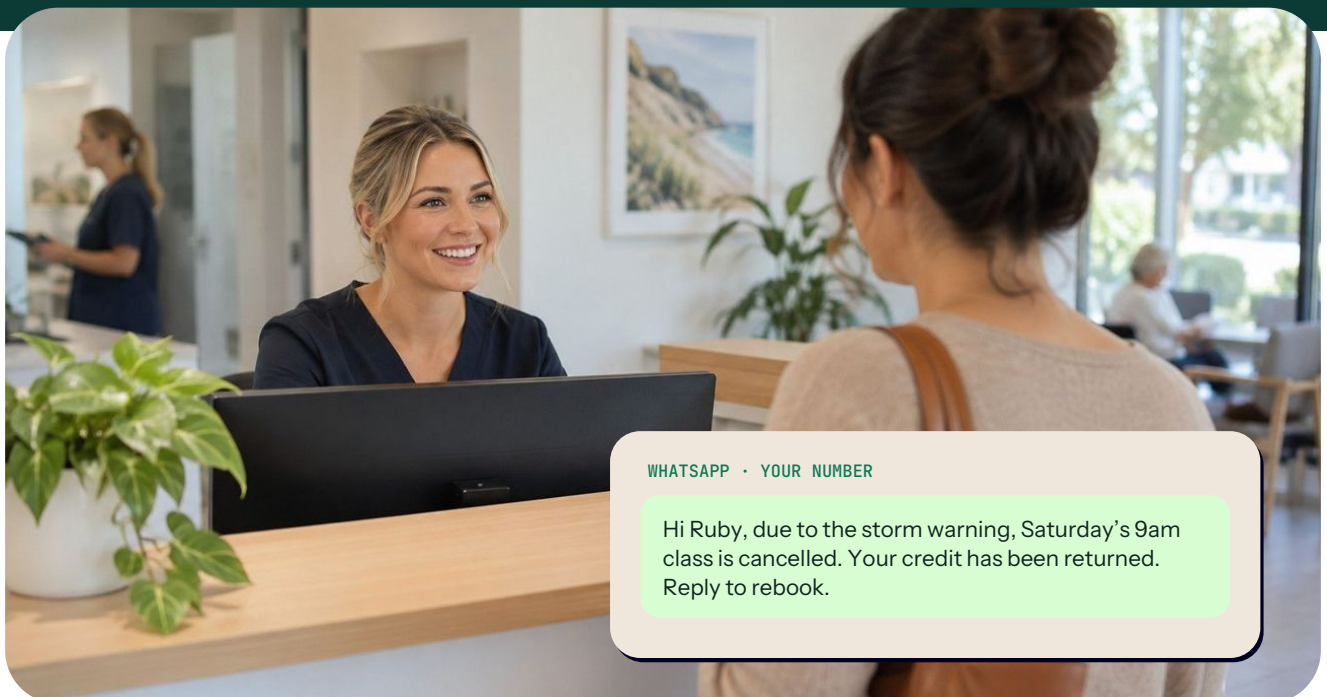


Tell affected customers first.

When plans change (a closure, delay, outage or weather cancellation), message the customers affected straight away and handle replies in one place.



WHATSAPP • YOUR NUMBER

Hi Ruby, due to the storm warning, Saturday's 9am class is cancelled. Your credit has been returned. Reply to rebook.

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, Contact import, Zapier

TRIGGER

You filter affected customers into a sheet or list and send a campaign.

GOAL

Customers who know in time, and fewer complaints.

STOPS WHEN

Message sent; replies resolved by your team.

LIKELY META CATEGORY

Utility. Meta confirms it when it reviews your template.

02 In practice

When plans change (weather, closures, outages, delays), affected customers need to know quickly, in a place they'll see. Keep an approved alert template ready so you can send it the moment the decision is made.

03 The moment

THE MOMENT

Storms close your venue tomorrow and 60 people have bookings.

WHY IT SLIPS TODAY

Phones ring nonstop, emails aren't read in time, and customers arrive to locked doors.

WHAT CHANGES

Customers who know in time, and fewer complaints.

04

How the journey works

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

Trigger: You filter affected customers into a sheet or list and send a campaign.

1

Select

Choose only the customers affected.

2

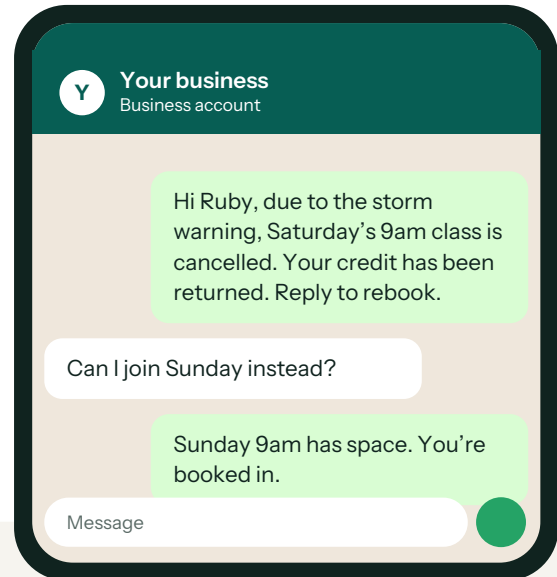
Send

A clear message: what happened, what it means for them, what to do next.

3

Handle replies

Rebooking and refund questions go to the shared inbox.



Stops when

Message sent; replies resolved by your team.

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
- Booking or account
- What changed
- Next step

06

Set it up in ConvoHut

- [] Keep a customer or booking list you can filter quickly.
- [] Pre-write an alert template and get it approved in advance.
- [] Send to affected customers only.
- [] Staff the inbox for replies.

07 The message sequence

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

1. As soon as the decision is made

UTILITY · service_alert_v1

Hi {{first_name}}, {{what_changed}}. {{what_it_means}}. Reply here to {{next_step}}.

Buttons: Rebook | Refund

08 Example sheet

Only the phone column is required. Example data only.

first_name	phone	booking	what_changed	next_step
Ruby	+61 4... ..	Sat 9am class	Saturday's 9am class is cancelled due to storms	rebook
Jai	+61 4... ..	Sat 9am class	Saturday's 9am class is cancelled due to storms	rebook
Eve	+61 4... ..	Sat 10am class	Saturday's 10am class is cancelled due to storms	rebook

09 Build it in ConvoHut, node by node

CAMPAIGN	Market & Audience	Select only the affected bookings from your sheet.
CAMPAIGN	Template	service_alert_v1, approved in advance.
CAMPAIGN	Customise	Map what changed and the next step.
CAMPAIGN	Review & Send	Send now.

10 Branches

ON REPLY

Rebooking and refund replies go to the shared inbox.

ON TIMEOUT

No automatic follow-up.

ON OPT-OUT

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

11 Mistakes to avoid

- Waiting for template approval during the incident.
- Sending to everyone, not just those affected.
- No clear next step.

12 Measure and improve

What to measure

- Customers alerted
- Time from decision to message
- Replies handled
- Complaints

Good practice

- Get the template approved before you need it.
- Say what the customer should do next.
- Only message the people affected.

13 Variations to try

- Venues and classes
- Schools and childcare
- Utilities and ISPs
- Tour operators

14 Questions

Can I send this to everyone?

Send it to customers affected by the change. A broad announcement to all customers is usually a marketing campaign.

How fast can it go out?

As soon as you have an approved template and the list, you can send the campaign.

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