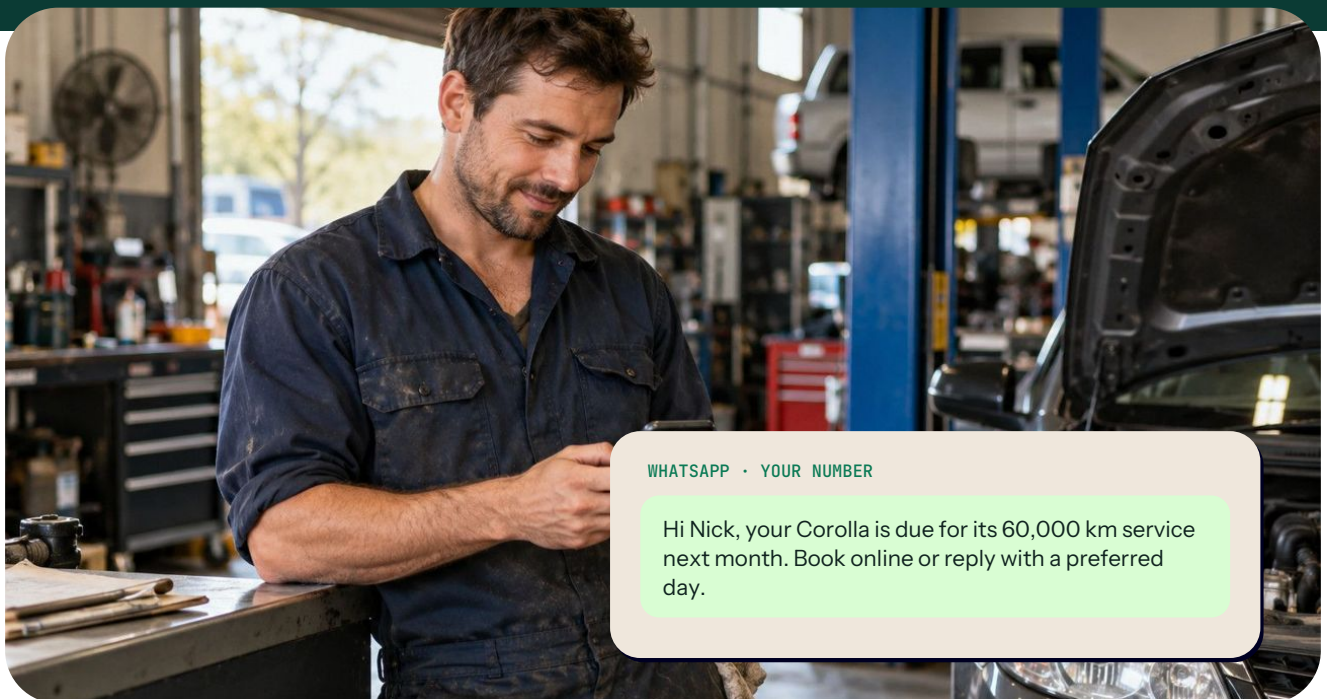


Bring customers back when the next service is due.

Remind customers when a service, check-up or maintenance visit is due, with a link to book or a reply to arrange a time.



WHATSAPP • YOUR NUMBER

Hi Nick, your Corolla is due for its 60,000 km service next month. Book online or reply with a preferred day.

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

TRIGGER

A due list (from your job, booking or practice system) shows customers whose next service is due soon.

GOAL

More repeat bookings from existing customers.

STOPS WHEN

Booked, reply received, opt-out, or two messages sent.

LIKELY META CATEGORY

Utility. Meta confirms it when it reviews your template.

02

In practice

Services that repeat (car servicing, dental recalls, HVAC maintenance) come back to whoever reminds the customer first. A reminder a few weeks before it's due, with a booking link or a simple reply, keeps that repeat business with you.

03

The moment

THE MOMENT

A car's 12-month service is due next month, and the owner has no idea.

WHY IT SLIPS TODAY

Recall letters and emails get ignored, and customers go wherever is convenient when they finally remember.

WHAT CHANGES

More repeat bookings from existing customers.

04

How the journey works

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

Trigger: A due list (from your job, booking or practice system) shows customers whose next service is due soon.

1

Remind

Four weeks before: what's due and how to book.

2

Nudge

Two weeks later, if not booked.

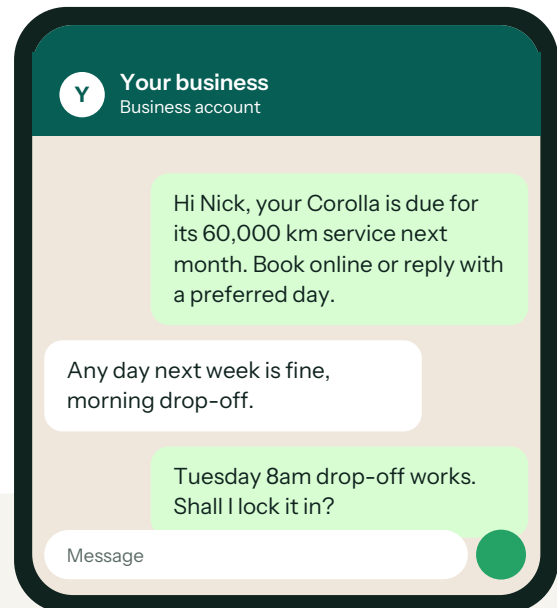
3

Book

Replies go to the front desk.

Stops when

Booked, reply received, opt-out, or two messages sent.



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
- Last service date
- Service due
- Booking link

06

Set it up in ConvoHut

- [] Export due services to a sheet regularly.
- [] Create reminder and nudge templates.
- [] Add a booked column so booked customers exit.
- [] Route replies to the front desk.

07 The message sequence

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

1. 4 weeks before due (due list)

UTILITY · service_due_v1

Hi {{first_name}}, your {{asset}} is due for its {{service}} next month. Book online ({{link}}) or reply with a preferred day.

Buttons: Book for me | Remind me later

2. 2 weeks later, if not booked

UTILITY · service_due_nudge_v1

Hi {{first_name}}, a reminder that your {{service}} is due soon. Reply with a day that suits.

08 Example sheet

Only the phone column is required. Example data only.

first_name	phone	asset	service	due_date	booked
Nick	+614... ..	Corolla	60,000 km service	28 Oct	no
Sue	+614... ..	Split system	annual clean	2 Nov	no
Leo	+614... ..	Pool	quarterly service	5 Nov	yes

09 Build it in ConvoHut, node by node

TRIGGER	New Sheet Row	A “due in 4 weeks” export.
SEND MESSAGE	service_due_v1	
WAIT FOR REPLY	Timeout: 14 days	
NOTIFY ME	On reply	Front desk books the time.
SEND MESSAGE	service_due_nudge_v1	Timeout path only.
END FLOW		

10

Branches

ON REPLY

The front desk books it in from the inbox.

ON TIMEOUT

One nudge, then the journey ends.

ON OPT-OUT

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

11

Mistakes to avoid

- Reminding after the due date.
- Clinical details in recall messages.
- Making booking hard.

12

Measure and improve

What to measure

- Reminders sent
- Bookings from reminders
- Replies
- Opt-outs

Good practice

- Remind before it's due, not after.
- Make booking one tap or one reply.
- Keep health details out of recall messages.

13

Variations to try

- Automotive service
- Dental and optometry recalls
- HVAC and appliance servicing
- Pest control and pool maintenance

14

Questions

Where does the due date come from?

Your system's export or a calculated column in your sheet (e.g. last service plus 12 months).

Is this utility or marketing?

A reminder about an existing service relationship is often approved as utility; Meta decides at template review.

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