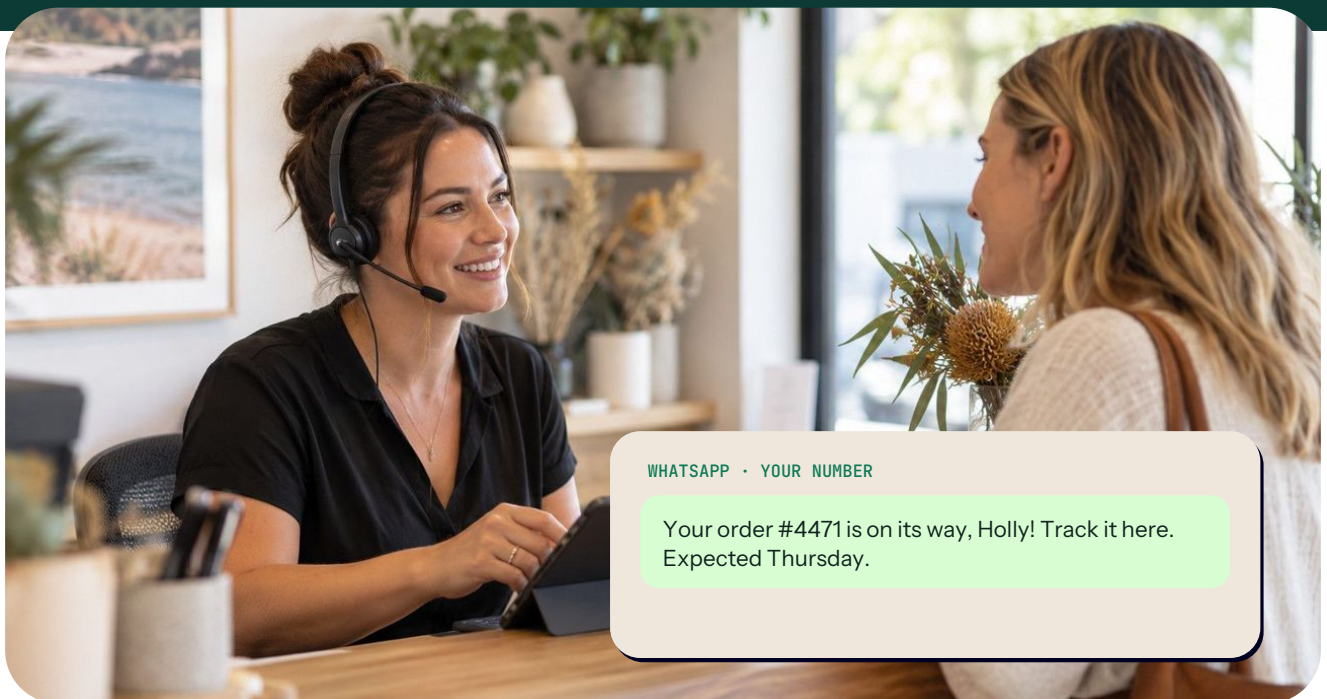


WhatsApp for support teams

Keep customers informed before they have to ask. Send order, booking and job updates, handle replies in one shared inbox and ask how it went, all from your own number.



INSIDE THIS GUIDE

- Why WhatsApp works for support
- Trigger, journey and goal for each
- What to measure
- 10 support use cases
- A 30-day launch plan
- Responsible messaging

01

Why WhatsApp works for support

REASON 1

Updates arrive where customers already chat, so fewer people need to call you.

REASON 2

Replies land in one shared inbox with customer context, instead of personal phones.

REASON 3

You can answer freely within Meta's 24-hour customer service window.

02

10 support use cases

Each has a full playbook on convohut.com.

Order and shipping updates

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

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

JOURNEY Confirm › Dispatch › Delivered › Questions

GOAL Fewer status enquiries and calmer customers.

Full playbook: convohut.com/use-cases/whatsapp-order-shipping/

Post-purchase care

After a purchase or service, send setup tips, care guidance and a way to ask questions, so customers get value and come back.

TRIGGER An order is delivered in Shopify, or a completed job or visit is added to your sheet.

JOURNEY Tips › Check in › Help

GOAL Fewer returns and complaints, more repeat purchases.

Full playbook: convohut.com/use-cases/whatsapp-post-purchase/

Appointment confirmations and reminders

Confirm bookings and remind customers before appointments, with an easy way to confirm or reschedule by reply.

TRIGGER Your booking system's export or Zapier connection adds tomorrow's appointments to a sheet.

JOURNEY Confirm › Remind › Route › Same day

GOAL Fewer no-shows, and cancellations early enough to rebook.

Full playbook: convohut.com/use-cases/whatsapp-appointment-reminder/

Shared inbox for customer questions

Bring WhatsApp questions into one shared inbox with the customer's details and journey history, so your team replies fast and nobody answers twice.

TRIGGER A customer messages your WhatsApp number, or replies to any campaign or journey.

JOURNEY Receive › Notify › Reply › Follow up

GOAL Faster answers and a support history the whole team can see.

Full playbook: convohut.com/use-cases/whatsapp-customer-support/

Job and service updates

Tell customers when a technician is on the way, when a job is finished and what happens next, all from your dispatch sheet.

TRIGGER Your job-management tool updates a dispatch sheet (or a Zap fires) when a job is scheduled, en route or completed.

JOURNEY Scheduled › On the way › Completed › Questions

GOAL Fewer "where are you?" calls, happier customers and faster payment.

Full playbook: convohut.com/use-cases/whatsapp-service-updates/

No-show and cancellation recovery

When someone misses or cancels an appointment, send a kind message offering a new time, before they drift away.

TRIGGER Your end-of-day export lists no-shows or cancellations.

JOURNEY Send › Route › Second

GOAL More missed appointments rebooked, and empty slots filled from cancellations.

Full playbook: convohut.com/use-cases/whatsapp-no-show-recovery/

Customer feedback and CSAT

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

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

JOURNEY Ask › Branch › Close

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

Full playbook: convohut.com/use-cases/whatsapp-feedback-surveys/

Customer onboarding

Guide new customers or members through their first days with short, timely WhatsApp messages, and answer questions in the same thread.

TRIGGER A new customer row is added when they sign up, with a column for each onboarding step.

JOURNEY Day 0 › Check › Next step › Help

GOAL Faster setup, fewer stuck customers and fewer early cancellations.

Full playbook: convohut.com/use-cases/whatsapp-onboarding-messages/

Service alerts and announcements

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

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

JOURNEY Select › Send › Handle replies

GOAL Customers who know in time, and fewer complaints.

Full playbook: convohut.com/use-cases/whatsapp-service-alerts/

Service due and recall reminders

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

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

JOURNEY Remind › Nudge › Book

GOAL More repeat bookings from existing customers.

Full playbook: convohut.com/use-cases/whatsapp-service-due-reminders/

03

Your first 30 days

1

Week 1

Connect your WhatsApp Business Account and the sheet, Zapier app or Shopify store that holds your customer data. Complete Meta business verification with our help.

2

Week 2

Pick one use case with a clear goal. For support teams, order and shipping updates or post-purchase care are good first choices. Write and submit the templates.

3

Week 3

Test with your own number and a few colleagues: every branch, every stop rule, an opt-out.

4

Week 4

Go live, watch replies daily, and review the numbers after two weeks before adding the next journey.

04

What to measure

- “Where is my...” enquiries per week
- Response time in the shared inbox
- Low satisfaction scores followed up
- Missed appointments and rebookings

05

Responsible messaging

Consent first

Message people who have agreed to hear from you on WhatsApp, include an opt-out in marketing templates, and keep sensitive details out of messages. Meta reviews every template before you can use it.

06

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