



18 WhatsApp Business Message Templates

Ready-to-use, pre-approved copy for every stage of the eCommerce customer journey



18 templates
copy, paste, personalise



Pre-approved format
WhatsApp-compliant



Built for eCommerce
every stage of the journey

Free to download

trengo.com

How to use these templates

WhatsApp Business templates are pre-approved messages that allow businesses to reach customers outside the standard 24-hour messaging window. They're the only way to initiate a conversation — so getting them right matters.

This kit gives you 18 ready-to-use templates covering every stage of the eCommerce customer journey — from order confirmation to win-back. Each one follows WhatsApp's approval guidelines and includes placeholder variables you can personalise for your brand.

1. Pick the template that matches your use case



2. Replace all [placeholders] with your brand variables



3. Submit for WhatsApp approval (usually takes 24 hrs)



4. Go live — or automate with Trengo AI Agent



Placeholders like **[name]**, **[order number]**, and **[link]** are shown in square brackets throughout. Replace them with your own dynamic variables before submitting templates for WhatsApp approval.

Important note about placeholders

The examples in this guide use placeholders, like **[your business]** to show where personalised information can be added. When requesting an actual WhatsApp template, each placeholder must be replaced with a real variable, like **{{1}}**. Make sure the value expected in each variable is clear from the message context, so the template can be reviewed and approved without confusion.

For more details, see Trengo's conditions for WhatsApp templates, and refer to <https://help.trengo.com/article/conditions-for-whatsapp-templates>.

SECTION 1

Order & Delivery

These templates cover the moments customers care about most: confirming their order, tracking their shipment, and receiving delivery. Sending proactive updates here dramatically reduces inbound WISMO ("where is my order?") tickets.

Account creation

Hi [name],

Thank you for creating an account at [shopurl]!

Let me know if you have any questions and I will get back to you shortly.

Cheers, [csmanger] from [shopname]



Send this immediately on sign-up. A fast first touch sets the tone for the whole customer relationship.

Order confirmation

Hi [customer name],

Thank you for your order at [business name] 🤗

Your order with order number [###] will soon be on its way.

We will keep you updated!

Cheers, [Fulfilment manager]



Include the order number in every message. Customers reference it for returns, queries, and reviews.



Shipping update

Your order [\[number\]](#) is on its way, [\[name\]](#)! 📦

🔔 To make sure you're at home when the bell rings, track your order here: [\[trackinglink\]](#)

Delivery confirmation

Hi [\[name\]](#) 🙌

We've received confirmation from [\[carrier\]](#) that your order [#\[number\]](#) has been delivered. 🎉

We hope you enjoy the products. ❤️

Any questions? We're always here. Hope to see you again at [\[your business\]](#).



This is a perfect trigger point for a review request or upsell — follow up 2–3 days later once the customer has had time to enjoy the product.

Sales & Conversion

Every conversation is a revenue opportunity. These templates are designed to recover lost sales, re-engage browsers, and drive customers back to purchase — without feeling pushy.

Cart abandonment

Hi [customer name]!

Wait — we noticed you left some great items in your cart. 😎

Before you go, you might also want to check out these additions: [link items]

Your cart is saved and ready when you are. Happy shopping!



Send cart abandonment messages within 1 hour of drop-off — conversion rates fall sharply after that window. Automate this with Trengo AI Agent so it fires instantly, every time.

Promotional offer

Dear [name], our Summer Sale starts in two hours! 🌞

All products at our highest discounts of the year — but only while stocks last.

Hurry before your favourites are gone for good 🏃

Shop now: [your website]

Announcement / new launch

Dear [name],

We've got exciting news — we're launching [product/store/collection]. 🎉

Join us from [time] to [time] on [date] at [address / website].

There will be surprise gift boxes 📦 — hope to see you there!

Back in stock

Hey [name]! Guess what?

The [product] you've been waiting for is back in stock. 🥳

Grab it now at [your website] — or visit us at [location] and we can reserve one for you in-store.



Back-in-stock messages convert extremely well because the customer has already signalled intent. Prioritise speed — automate the send so it goes out the moment stock is updated.

SECTION 3

Support & Service

Great support builds loyalty. These templates handle the high-volume, predictable moments — payments, reservations, how-to guidance, and away messages — so your team can focus on the conversations that genuinely need a human.

How-to guide / product onboarding

Hi [name],

Thank you for your order — here's how to get started:

1. [step]
2. [step]
3. [step]
4. [step]
5. [step]

Discover more at: [link]

Any questions? Just reply here and we'll get back to you shortly.

Cheers, [company name]

Payment reminder

Hi [name],

This is a friendly reminder that your payment is due on [due date].

Please complete payment before then to avoid any late fees and keep your service running without interruption.

Questions? Just reply here.

[Sender name]

Reservation / check-in update

Thanks for choosing [name] for your stay — we're excited to welcome you!

Check-in is from 13:00 to 17:00. Arriving outside these hours? No problem.

Click here to check in and get your room's entrance code: [link]

Safe travels!

Away / out-of-hours message

Hey! Thanks for getting in touch with [your business].

We're not available right now but we'll get back to you within 24 hours.

In the meantime, you might find your answer in our help centre: [link]

[your business] Team



Away messages are your fallback safety net — but the goal is to need them less. Trengo AI Agent handles conversations 24/7 so customers get an instant response even outside business hours.

Greeting / first reply

Hey! Welcome to [your business] 🙌

We'll get back to you within [time] hours.

In the meantime, check out our help centre — your answer may already be there: [link]

SECTION 4

Retention & Loyalty

Keeping a customer costs far less than acquiring a new one. These templates are designed to ask for feedback, gather reviews, and win back lapsed customers — turning one-time buyers into loyal, repeat purchasers.

Feedback request

Hi [name],

Thanks for choosing [your business]!

After your recent chat with our team, we're curious — did we make the grade? 🌟

Tap the button below and let us know. We're all ears!

Cheers, [your business]



Send feedback requests within 24 hours of a support interaction closing, while the experience is still fresh. A CSAT score here feeds directly into team performance visibility.

Review request

Hi [name],

Thank you for choosing [your business]!

How did we do? Share your thoughts in our quick survey and get 10% off your next purchase. 🎉

[survey link]

Cheers, [your business]



Pairing a review request with a discount for the next purchase serves two purposes: it generates social proof and drives a repeat purchase in the same message.

Win-back / lapsed customer

Hey [name] 🙌

It's been a while since your last visit — we've missed you.

Here's something just for you: [percentage]% off your next order at [shopurl]. 🎁

I've also picked out a few things I think you'll love: [link]

Cheers, [shop owner]



Win-back campaigns work best when segmented by recency. A customer who last purchased 60 days ago needs a different message (and offer) than one who hasn't bought in 12 months.

Event reminder

Hello [name],

The [conference / event name] is just around the corner!

We're excited to see you on [date] at [time].

Want to check the schedule? Just reply with "schedule" and we'll send it over.

See you there! [Your business]

NEXT STEPS

Put these templates to work

Templates are a great starting point. But the brands that win on WhatsApp aren't sending messages manually — they're automating the predictable ones so their team can focus on conversations that actually need a human.



Automate with AI Agent

Handle WISMO, returns & FAQs automatically — 24/7, zero extra headcount.



Centralise every channel

Manage WhatsApp, email, chat and social in one shared inbox.



Turn conversations into revenue

Recover abandoned carts and convert leads directly on WhatsApp.

See Trengo AI Agent in action

Go live in 10 minutes. Automate up to 80% of your support conversations.

[Start your free trial at treglo.com](https://treglo.com) →

Start today





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