SAMWAD

WHITEPAPER · E-COMMERCE & D2C · 2026



The WhatsApp Commerce Playbook for D2C Brands

How Indian D2C brands use WhatsApp to answer shoppers, recover carts, confirm cash-on-delivery orders and win repeat buyers, all in one chat.

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5 stages
The shopper journey, from first question to repeat order

3 automations
The first ones to switch on, step by step

3 sample templates
Written the way Meta approves them

30 days
A week-by-week launch plan

EXECUTIVE SUMMARY

Most D2C sales are lost in the gaps between question, cart and doorstep.

A D2C brand in India loses sales at three points: the shopper whose question goes unanswered, the cart left at checkout, and the cash-on-delivery order refused at the door.

Each one is a conversation that happened too late, or on a channel the shopper doesn't check. This guide shows how to run the whole shopper journey on WhatsApp with SAMWAD, for brands on Shopify, WooCommerce or their own store.

In this guide

- The five-stage shopper journey, with one number to watch at each stage
- The first three automations: cart reminder, COD confirmation and delivery updates
- Sample Utility and Marketing templates, with buttons
- A scorecard, a consent checklist and a 30-day plan

WHY NOW

The case for WhatsApp

290–300M

online shoppers in India in 2025, the world's third-largest base[1]

~65%

of new online shoppers in 2025 came from tier-2 and smaller cities[2]

Sources. 1, 2. IBEF (India Brand Equity Foundation), E-commerce Industry in India report, May 2026, ibef.org/industry/ecommerce.

The usual way

Email, SMS and a phone call. Cart emails go unread. COD orders are confirmed by a call nobody picks up, so unconfirmed parcels ship and come back. Product questions wait for office hours.

On WhatsApp

One chat, question to repeat order. YARA answers in the chat, the cart reminder links back to checkout, COD is confirmed with one tap, and tracking updates arrive in the same thread your team can see.

THE FRAMEWORK

The shopper journey on WhatsApp

Most brands use WhatsApp for one step, usually order updates. Run all five stages in one chat and the shopper's questions, cart and orders sit in the same thread when your team picks it up.

See the full shopper journey, with a demo chat: samwad.tech/industries/whatsapp-for-ecommerce

Stage 01

Discover

A shopper asks about size, delivery or returns.

SAMWAD: YARA answers; smart product search shows matching products; hard questions go to your team.

Watch: Questions answered without a handover

Stage 02

Cart

The shopper adds to cart and leaves without buying.

SAMWAD: A cart reminder after the delay you choose, linking back to the cart. Opted-in shoppers only.

Watch: Carts recovered per 100 reminders

Stage 03

Order

The shopper places an order and pays cash on delivery.

SAMWAD: Order confirmation, then COD confirm or cancel with one tap. Cancelled orders never leave the warehouse.

Watch: COD orders confirmed before dispatch

Stage 04

Delivery

The parcel is on its way and the shopper wants to know when.

SAMWAD: Shipped, out-for-delivery and delivered updates with tracking. Questions land in the shared inbox.

Watch: “Where is my order?” chats per 100 orders

Stage 05

Buy again

A past buyer is ready for a restock or a new drop.

SAMWAD: Back-in-stock and new-drop alerts; campaigns to past buyers by what they bought. Opted-in only.

Watch: Repeat-purchase rate

DESIGN RULE

Confirm before you ship. A COD order nobody has confirmed is a cost, not a sale.

PLAYBOOK

The first three automations to switch on

01 · Order

COD confirmation

Trigger: a COD order is placed.
Message: order details with Confirm and Cancel buttons.
Next: only confirmed orders are packed.

Watch: COD orders confirmed before dispatch

02 · Delivery

Delivery updates

Trigger: the order status changes in your store.
Message: shipped, out for delivery, delivered, with tracking.
Next: replies land in the shared inbox.

Watch: “Where is my order?” chats per 100 orders

03 · Cart

Cart reminder

Trigger: an opted-in shopper leaves a cart.
Message: after your chosen delay, with the cart link.
Next: they check out, or ask YARA a question.

Watch: carts recovered per 100 reminders

SAMPLE TEMPLATES

What the messages look like

Illustrative examples. Each {{1}}, {{2}} is a variable filled in for each customer.

ILLUSTRATIVE

Hi {{1}}, we have received your order {{2}} for {{3}}, payable as cash on delivery. Please confirm it so we can pack it.

Confirm order

Cancel order

Utility template · cod_confirmation

ILLUSTRATIVE

Hi {{1}}, your order {{2}} is out for delivery and should reach you today. You can track it here: {{3}}

Can it come after 6 pm? I'm at work till then.

Utility template · order_out_for_delivery

ILLUSTRATIVE

Hi {{1}}, the {{2}} you looked at is back in stock in size {{3}}. Tap below to see it.

Shop now

Stop updates

Marketing template · back_in_stock (opted-in only)

Which template is which

Order and delivery messages are **Utility** templates: order information only, no offers. Cart reminders, back-in-stock alerts and new drops are **Marketing** templates, sent only to opted-in shoppers with an easy way to stop. When a shopper messages you, you can reply freely for 24 hours; after that, you need an approved template.

SAGE, SAMWAD's AI advisor, checks templates against Meta's rules before you submit.

PROOF

What it looks like in practice

A SAMWAD customer story. It comes from a wholesale marketplace, not a D2C brand, but the jobs are the same: answer buyers, keep them informed and bring them back.

16x
more customer conversations on WhatsApp in a year

200,000
monthly active users

97%
customer satisfaction

The customer

An online wholesale marketplace, launched during the pandemic, that helps small neighbourhood retailers such as local shops, cafés and eateries run their business with technology.

What they switched on

SAMWAD on the WhatsApp Business API, with a chatbot that talks to buyers in WhatsApp and collects their feedback, so the team hears from customers in the channel they already use.

Source. Results as published in the SAMWAD case study "How WhatsApp solutions fuelled 16x growth in customer engagement", samwad.tech/case-studies/smart-whatsapp-messaging-customer-engagement. The customer's name is not disclosed.

WHAT TO MEASURE

Your scorecard

COD confirmation rate — Daily

Confirmed COD orders ÷ COD orders placed

Return-to-origin rate — Weekly

COD parcels returned ÷ COD parcels shipped

Cart recovery rate — Weekly

Orders from cart reminders ÷ reminders sent

Order-status chats — Weekly

"Where is my order?" chats per 100 orders

Repeat-purchase rate — Monthly

Buyers with 2+ orders in 90 days ÷ all buyers

Opt-out rate — After each campaign

Opt-outs ÷ marketing messages sent

YOUR FIRST 30 DAYS

A 30-day launch plan

WEEK 1

Connect and approve

Connect your store through Samwad Shop and your WhatsApp Business number. Submit the COD and delivery templates to Meta.

WEEK 2

Confirm before you ship

Switch on order and COD confirmation. Hold unconfirmed orders and compare returns with last month.

WEEK 3

Answer and recover

Add a WhatsApp opt-in at checkout. Turn on YARA for size, delivery and returns, and the cart reminder for opted-in shoppers.

WEEK 4

Bring buyers back

Switch on delivery updates. Send a first back-in-stock alert to opted-in past buyers of one category. Review the scorecard.

Before week 1: your store

Shopify and WooCommerce connect through Samwad Shop; other stores connect through the API, webhooks or Zapier. Shoppers can order in the chat. In-chat payment works with WooCommerce stores in India (UPI or Razorpay); on Shopify, messages link to your checkout.

BEFORE YOU GO LIVE

Consent and content checklist

- [ ] **Opt-in:** ask at checkout or in the chat, say what you'll send, and keep a record.
- [ ] **Template categories:** order and delivery updates as Utility; cart reminders, alerts and offers as Marketing.
- [ ] **Opt-out:** add a "Stop updates" button to Marketing templates and act on it straight away.
- [ ] **Quiet hours:** send campaigns in the daytime, not late at night or early in the morning.
- [ ] **Handover:** refunds, complaints and "talk to a person" go to your team with the full chat.

Five questions to ask any WhatsApp platform

1. Is it built on the official WhatsApp Business API?
2. Does it connect to my store without custom code?
3. Can the AI agent hand a chat to my team with the full history?
4. Are Meta's message charges passed on at cost, or marked up?
5. Will someone help me write templates and get them approved?

Start with COD confirmation this week.

Book a demo and we'll set up your first automation from this guide with you, or start a free trial.

Demo calendly.com/avaneet-techelligenceai/book-a-demo
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