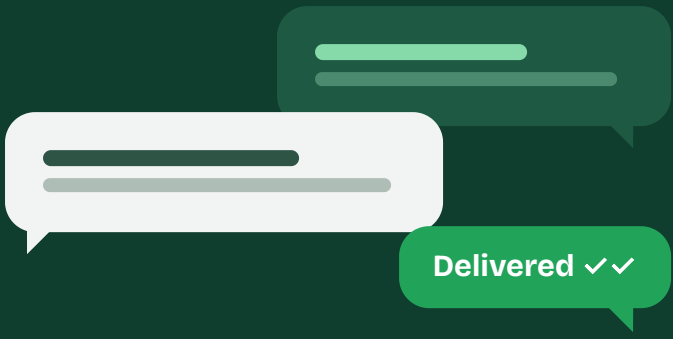
SAMWAD

WHITEPAPER · LOGISTICS · 2026



The WhatsApp Delivery Playbook for Logistics Teams

How Indian logistics and delivery teams use WhatsApp to confirm COD before dispatch, send tracking updates, reschedule deliveries and answer parcel questions in the chat.

5 stages
The delivery journey, from dispatch to delivered

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

6 metrics
A scorecard for delivery and support teams

30 days
A week-by-week launch plan

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Arpneet AI Technologies Pvt. Ltd. · Built in India

EXECUTIVE SUMMARY

Failed deliveries start long before the van reaches the door.

A parcel comes back when the customer didn't confirm the COD order, wasn't home, or couldn't reach anyone to change the time. Each failed attempt costs a trip and a return.

This guide shows how to run the delivery journey on WhatsApp with SAMWAD, with updates sent from your own system through the API: five stages, the first three automations, sample templates and a 30-day plan.

In this guide

- The five-stage delivery journey, with one number to watch at each stage
- Three automations: COD confirmation, out-for-delivery update and reschedule
- Sample Utility templates, with buttons
- A scorecard, common mistakes 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

SMS and calls from the rider. Tracking SMS can't be answered. Riders call from numbers customers don't know. Address changes and complaints pile up at the call centre.

On WhatsApp

One chat, dispatch to delivered. COD is confirmed before dispatch, updates come with a tracking link, the customer reschedules in the chat, and YARA answers "where is my parcel?".

THE FRAMEWORK

The delivery journey on WhatsApp

Most teams send tracking SMS and stop there. Run all five stages in one chat and each customer's confirmations, changes and questions sit in one thread your support team can see.

See the full delivery journey:
samwad.tech/industries/whatsapp-for-logistics

Stage 01

Dispatch

A COD order is ready to ship.

SAMWAD: COD confirmation before the parcel ships; confirm or cancel with a tap. Cancelled orders never leave the warehouse.

Watch: COD orders confirmed before dispatch

Stage 02

In transit

The parcel is moving.

SAMWAD: Picked up, in transit and out-for-delivery updates with a tracking link, sent from your system through the API.

Watch: “Where is my parcel?” chats per 100 shipments

Stage 03

Reschedule

The customer won’t be home.

SAMWAD: Reschedule in the chat; a new day or time slot; your system gets the change.

Watch: Failed first attempts

Stage 04

Questions

The customer asks about a parcel.

SAMWAD: YARA looks up the tracking status and replies; address changes and complaints go to support; one shared inbox.

Watch: Questions answered without a handover

Stage 05

Delivered

The parcel has arrived.

SAMWAD: Delivery confirmation with the time; a “Report a problem” button opens a support chat; details go back to your system.

Watch: Problems reported per 100 deliveries

DESIGN RULE

Ask before you drive. A two-tap confirmation or reschedule costs less than a second delivery attempt.

PLAYBOOK

The first three automations to switch on

01 · Dispatch

COD confirmation

Trigger: a COD order is ready to ship.
Message: order details with Confirm and Cancel buttons.
Next: only confirmed parcels are dispatched.

Watch: COD orders confirmed before dispatch

02 · In transit

Out for delivery

Trigger: your system marks the parcel out for delivery.
Message: the time window, a tracking link and a Reschedule button.
Next: replies land in the shared inbox.

Watch: “Where is my parcel?” chats per 100 shipments

03 · Reschedule

Reschedule in the chat

Trigger: the customer taps Reschedule.
Message: a choice of new days or time slots.
Next: your system gets the new slot through the API.

Watch: failed first attempts

SAMPLE TEMPLATES

What the messages look like

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

ILLUSTRATIVE

Hi {{1}}, your order {{2}} from {{3}} for {{4}} is ready to ship, payable on delivery. Please confirm so we can send it.

Confirm

Cancel

Utility template · cod_confirmation

ILLUSTRATIVE

Hi {{1}}, your parcel {{2}} is out for delivery today between {{3}}. Track it here: {{4}}

Reschedule

I’m not home till 7 pm. Can it come tomorrow?

Utility template · out_for_delivery

ILLUSTRATIVE

Hi {{1}}, your parcel {{2}} was delivered at {{3}}. If anything is wrong, tap below.

Report a problem

Utility template · delivery_confirmation

Which template is which

COD confirmations, tracking, reschedule and delivery messages are all **Utility** templates: shipment information only, no offers. Any promotion is a **Marketing** template and needs the customer's opt-in. After a customer messages you, you can reply freely for 24 hours; then you need an approved template.

Updates are sent from your system through the API or webhooks, so each message matches the latest scan.

WHAT GOOD LOOKS LIKE

What good looks like

Track a few numbers from week one, so you can see what WhatsApp is doing for first-attempt delivery and for your support team.

Your scorecard

COD confirmation rate — Daily

Confirmed COD orders ÷ COD orders ready to ship

First-attempt delivery — Daily

Delivered on the first attempt ÷ parcels out for delivery

Return-to-origin rate — Weekly

Parcels returned ÷ parcels shipped

Reschedules in chat Weekly

Reschedules made on WhatsApp ÷ all reschedules

Parcel-status chats Weekly

“Where is my parcel?” chats per 100 shipments

Problems reported Weekly

“Report a problem” taps per 100 deliveries

Common mistakes

- Sending updates that lag behind the latest scan
- Offering reschedule slots your riders can’t meet
- Taking address changes in the chat without updating your system
- Sending updates from a number customers don’t recognise

Whose name is on it

If you deliver for brands, agree with each client whose name the messages carry and who answers the customer’s questions.

YOUR FIRST 30 DAYS

A 30-day launch plan

WEEK 1

Connect and approve

Connect your WhatsApp Business number. Map your shipment statuses to messages. Submit Utility templates to Meta.

WEEK 2

Confirm COD

Switch on COD confirmation before dispatch. Hold unconfirmed parcels and track return rates.

WEEK 3

Update and reschedule

Send out-for-delivery updates through the API and switch on reschedule in the chat.

WEEK 4

Answer and close

Turn on YARA for tracking questions, delivery confirmation and “Report a problem”. Review the scorecard.

Before week 1: your systems

Connect your order or shipment system through the API, webhooks, ready-made integrations or Zapier, so each status change sends the right message and each reply comes back to you.

BEFORE YOU GO LIVE

Consent and content checklist

- [ ] **Opt-in:** collect it at checkout or booking, say what you'll send, and keep a record.
- [ ] **Template categories:** COD, tracking, reschedule and delivery messages as Utility; any promotion as Marketing.
- [ ] **Opt-out:** make it easy to stop non-essential messages, and act on it straight away.
- [ ] **Quiet hours:** no messages late at night or early in the morning unless a delivery is due.
- [ ] **Handover:** address changes, damaged parcels and complaints go to support with the full chat.

Five questions to ask any WhatsApp platform

1. Is it built on the official WhatsApp Business API?
2. Can our system send status updates through an API or webhooks?
3. Can customers reschedule in the chat, and does our system get the change?
4. Can the AI agent look up tracking status before answering?
5. Will someone help me write templates and get them approved?

Confirm your next COD parcel on WhatsApp 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
Trial app.samwad.tech/register
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