


spoki 🍷

Playbook

WhatsApp 

How to convert, recover and retain customers
with the help of  AI agents



Hello! Take advantage of the reduced price, we have the size you wanted!

[Buy now](#)

Wow, thank you! 😎

11:14 AM

We are shipping it to you

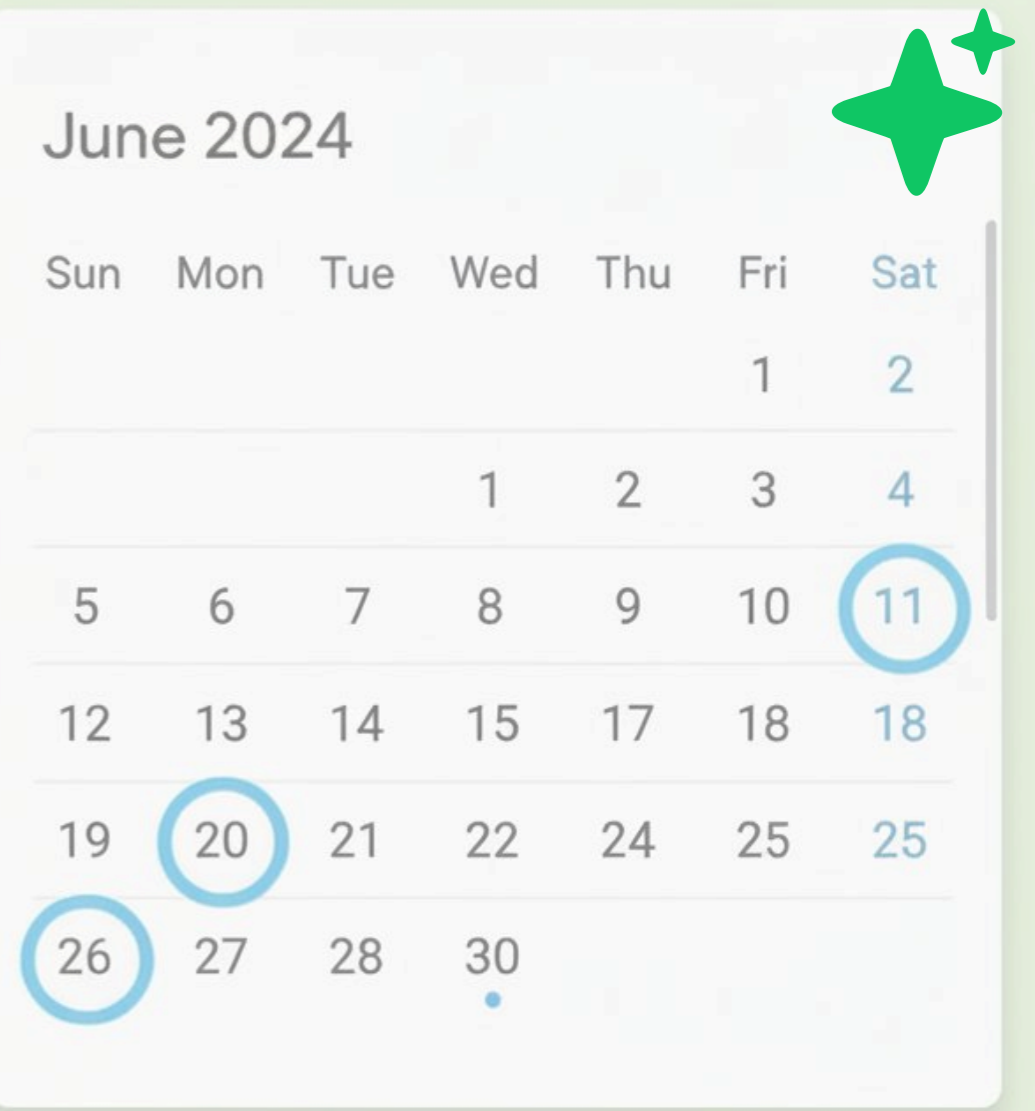
Introduction

WhatsApp is currently the most effective channel for converting, retaining, and building customer loyalty. Its combination of immediacy, personalization, and high open rates makes it a strategic weapon.

Key benefits of using WhatsApp as your primary channel

- **Open rate 90–98%** → Messages are seen and read.
CTR 5–25% (vs. email 1–3%).
- **Conversion rate x3–x6** compared to email in seasonal campaigns.
- Direct conversation = **less friction, more trust.**
- Cheaper than ads: **convert existing traffic.**
- AI-powered automated workflows → **24/7 sales** without expanding your team.
Perfect for e-commerce: send photos, outfits, recommendations, sizes, and UGC.

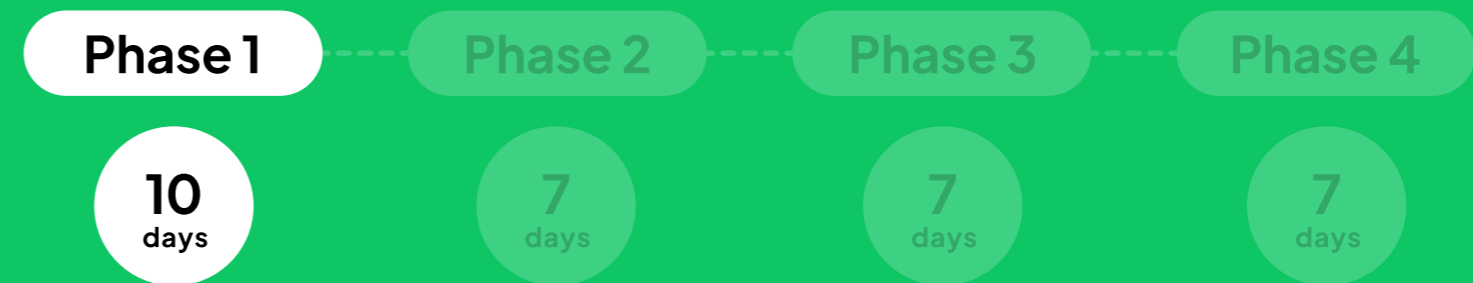
Strategic timeline



Phase 1

Preparation and Base Construction

Objective: Build audience + Prepare workflows + AI Agent

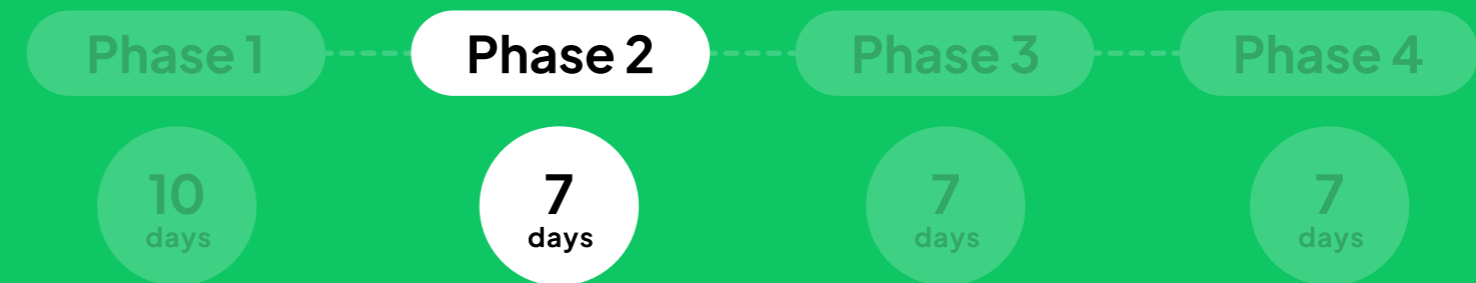


- Activate **Welcome Flow** with a discount or downloadable lookbook
- **Create** a "Join WhatsApp and get early access" campaign.
- **Configure an AI agent** trained with: catalog, sizes, policies, and styles.
- **Create segments:** VIP, New, Dormant, Cart, Interest by category.
- **Launch mini-campaign:** "New collection — what style do you like?" (AI sales agent → personalization).
- **A/B test** of messages with photos vs carousel.

Phase 2

Warm-up and Intention Generation

Objective: To activate warm traffic and prepare the audience for the sales peak.



- **“Early Access: Offer Waiting List”** campaign via WhatsApp.
- Create an automated **"Interest Builder"** workflow (AI agent that recommends based on interest).
- Launch **“Quiz”** via WhatsApp (automated with AI → segmentation).
- **Activate campaigns for:**
 - "Sizes are out of stock: would you like us to notify you?"
 - "Back in Stock" + alternative recommendation if it's not back in stock.
- **Pre-activation campaigns:**
 - Lookbook “Best Sellers”.
 - Small promotions: free shipping 48h or 10% off on new arrivals.
- **Optimize abandoned cart for traffic peaks**

Phase 3

Intensive Conversion and High Season

Objective: Maximum conversion + Omnichannel + Automations

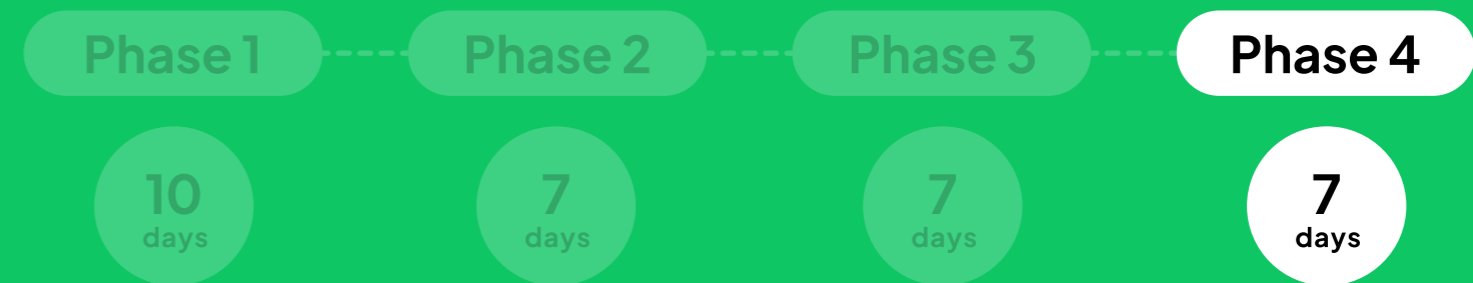


- Exclusive **Early Access** launch via WhatsApp.
- **Main campaign:**
 - "It's now active! We've unlocked your offer."
 - Add Urgency: timer + limited stock.
- **Intense re-uptake**
 - "Last hours", "Your favorites almost sold out".
- **Self-activating critical flows:**
 - Abandoned cart conversion x3
 - Category navigation (trigger viewed)
 - Automatic downsell ("Do you prefer this cheaper alternative?").
- **AI for:**
 - Complete outfit recommendations.
 - Suggest sizes or make recommendations.
 - Answer shipping/payment questions.
- Launch **Bundle Builder**: Buy 2, save more.
- Activate **support SMS**.

Phase 4

Loyalty & Post-Season

Objective: Increase average ticket price +
Retain + Win back customers



- **Main campaign:**
 - “Gifts according to your budget” (AI segments by preference).
- **Gift Finder** via WhatsApp (AI Sales Agent).
- **Recommendations** by segment.
- **Automated workflows of:**
 - Post-purchase cross-selling
 - NPS + recovery of dissatisfied customers.
- **Campaign:** “Guaranteed delivery before the key date.”
- **VIP segment:** exclusive access..
- **Post-season:** light promotions.
- **SMS reminders** prior to delivery deadlines.

Fase 1

New collection! ✓✓

Which style do you like? ✓✓

Fase 2



We have new styles in our collection, what do you think?

12.41

Would you like us to notify you when we have your size? ✓✓

Fase 3



This look would be perfect for you!

12.41

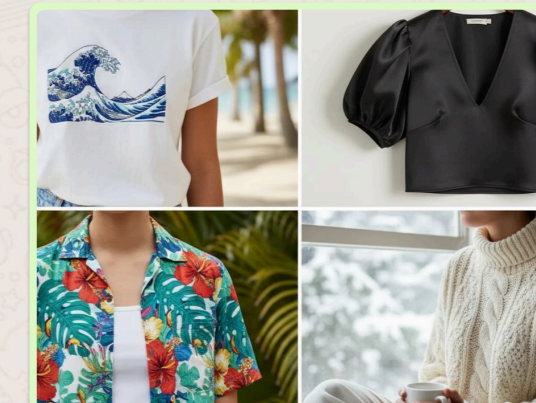
Do you prefer something more affordable? ✓✓

Last day to join the Early Access. Check WhatsApp.

Fase 4

Cerchi il regalo perfetto? ✓✓

Dimmi il tuo budget e farò una selezione personalizzata ✓✓



Guarda queste opzioni di outfit per te

📦 Ultimo giorno per la consegna garantita. Controlla su WhatsApp.

AI Flows

(Essential automation)



Increase Sales

Send Template

No. 1

Hello! "Client_name"
Complete your registration to
receive our offers.

Signup



1 Abandoned Cart AI

Purpose: to recover up to 18–25% of lost revenue.

- Reminder + product photo.
- AI resolves objections (size, material, shipping).
- Gentle incentive (free 24h shipping).

2 Navigation: “I see you like category X”

Purpose: Convert hot traffic. Expected conversion: 8–12%.

3 Size finder (AI)

Purpose: to eliminate friction → increases conversion by 5–10%.

4 Looks / Outfits Recommender (IA Fashion Stylist)

Purpose: Increase AOV by 20–35%. IA proposes complete combinations with links.

5 Automated Back in Stock

Purpose: To recover very hot sales. Expected conversion: 20–40%.

6 Post-purchase + Smart Cross-Sell.

Purpose: to increase recurrence and AOV.

7 Retention & Reactivation

Purpose: Wake up sleeping customers with AI.

8 Pre-Access & Anticipation

Purpose: VIP list that converts +40% more.

SMS Campaign Ideas

(Supporto WhatsApp)

We've sent you a welcome gift
via WhatsApp
Check it out.

Oh! I hadn't noticed.
I'll go right now!

Phase 1

We've sent you a welcome gift via WhatsApp. Check it out.

Your early access to the new collection is on WhatsApp.

Phase 2

Last day to join Early Access. Check your WhatsApp.

Phase 3

⚡ Offers are now live. Access Exclusive access via WhatsApp.

“Last few hours. If you still want your favorites, check WhatsApp now.”

Phase 4

Guaranteed delivery until the deadline. Check WhatsApp.

Your gift recommendation is ready on WhatsApp

Strategic Conclusion

WhatsApp is the channel that helps you keep your customers at your fingertips.

With AI, you can have **24/7** support that converts leads, advises customers, recovers them, and builds loyalty without any additional human effort.

With this architecture, your business stops depending on improvised campaigns and transforms into a **sustained conversion machine**:

- Prepare in Phase 1
- Activate in Phase 2
- Maximize in Phase 3
- Build loyalty in Phase 4

spokiri...