GRAFO

50 WhatsApp reply templates for online stores and clinics

Ready-made messages for the chats you answer every day. Copy, fill in the blanks (___) and send.

How to use this pack

- Save the ones you use most as Quick Replies in WhatsApp Business, so you can send them with a shortcut like /price.
- Replace every ___ with your own details before sending.
- Messages you start more than 24 hours after a customer's last message (such as reminders and offers) need a Meta-approved template if you send them through the WhatsApp Business API.

Online stores & D2C 20 templates

01 Welcome / first reply

When: A new customer says hi

Hi ___! 👋 Welcome to ___.
How can we help you today? You can see our full catalogue here: ___

02 Price enquiry

When: Customer asks "price?"

Hi ___! The ___ is ₹___.
Available in ___ (sizes/colours). Would you like to order one?

03 Product details

When: Customer wants more information

Here are the details for ___:
• Material: ___
• Size: ___
• Price: ₹___
• Delivery: ___ days
Shall I place the order for you?

04 In stock

When: Checking availability

Good news, ___ in ___ is in stock ✅
We have only ___ left. Would you like me to reserve one for you?

05 Out of stock

When: Item is not available

Sorry, ___ is out of stock right now.
We expect it back by ___. Shall I message you as soon as it's back? Or you may like ___ instead: ___

06 Delivery charges and time

When: Customer asks about shipping

We deliver across ___ 🚚
Delivery charge: ₹___ (free above ₹___)
Usual delivery time: ___ working days.
May I know your pincode to check?

07 Cash on delivery

When: Customer asks about COD

Yes, cash on delivery is available for orders up to ₹___ (COD charge ₹___).
You can also pay by UPI to skip the COD charge.

08 Order details form

When: Customer wants to order

Great choice! To place your order, please reply with:
Name:
Product and size/colour:
Quantity:
Delivery address with pincode:
Payment: UPI / Cash on delivery

09 Order summary to confirm

When: Before packing

Please check your order 👇
Items: ___
Total: ₹___ (including delivery)
Address: ___
Expected delivery: ___
Reply **Confirm** and we'll get it ready.

10 Payment request

When: Order confirmed, payment pending

Thank you! Please pay ₹___ to complete your order:
UPI: ___
or pay here: ___
Add order number ___ in the note. We'll confirm as soon as we receive it.

11 Payment received

When: Money reached your account

Payment of ₹___ received ✅ Thank you, ___!
Your order #___ is confirmed and will be packed today.

12 Order shipped

When: Parcel handed to courier

Your order #___ is on its way 🚚
Courier: ___
Tracking: ___
Expected delivery: ___

13 Out for delivery

When: Delivery day

Your order #___ is out for delivery today 📦
Please keep your phone handy. For cash on delivery, keep ₹___ ready.

14 Delivered + feedback

When: After delivery

Hope you're loving your ___! 😊
Could you take 10 seconds to rate your experience from 1 to 5? Your feedback helps us a lot.

15 Where is my order?

When: Customer asks for status

Let me check for you 🙂
Your order #___ is currently: ___.
Tracking link: ___
Expected delivery: ___

16 Delay apology

When: Order is delayed

Sorry, ___, your order #___ is delayed because of ___.
The new expected delivery date is ___. Thank you for your patience 🙏

17 Return or exchange

When: Customer wants to return

Sorry it didn't work out! You can return or exchange within ___ days of delivery. Please send a photo of the product and your order number, and we'll arrange the pickup.

18 Refund processed

When: Refund done

Your refund of ₹___ for order #___ has been processed ✅
It should reach your account in ___ working days.

19 Interested but did not order

When: Next-day follow-up after a price enquiry

Hi ___! You asked about ___ yesterday. It's still available 🙂
Shall I place the order for you? Reply **Yes** and I'll share the details.

20 Thank you + reorder

When: Two weeks after delivery

Hi ___! Thanks again for shopping with ___ 💚
Running low on ___? Reply **Reorder** and we'll send the same order again.

Clinics 20 templates

21 Welcome / first reply

When: A new patient says hi

Hello ___! Welcome to ___ **Clinic** 🙏
How can we help you today?
1. Book an appointment
2. Timings and location
3. Consultation fees

22 Timings

When: Patient asks when you are open

___ **Clinic** timings:
Mon to Sat: ___ to ___
Sunday: ___
Would you like to book an appointment?

23 Location

When: Patient asks for the address

We're at: ___
Google Maps: ___
Landmark: ___. Parking is available ___.

24 Consultation fee

When: Patient asks the fee

The consultation fee with **Dr.** ___ is ₹___.
Would you like to book a slot?

25 Doctor availability

When: Patient asks for a specific doctor

Dr. ___ is available on ___ from ___ to ___.
Which day would you prefer?

26 Available slots

When: Patient chooses a day

Available slots on ___:
• ___
• ___
• ___
Please reply with the time that suits you.

27 Appointment confirmed

When: Booking done

Your appointment is confirmed ✅
Doctor: Dr. ___
Date: ___
Time: ___
Please arrive 10 minutes early. Reply **Reschedule** if you need to change it.

28 Reminder the day before

When: 24 hours before

Reminder: you have an appointment with **Dr.** ___ tomorrow at ___ 🗓️
Reply **Yes** to confirm or **Reschedule** to change the time.

29 Reminder on the day

When: 2 hours before

See you today at ___ with **Dr.** ___ 🙂
Location: ___

30 Reschedule

When: Patient wants another time

No problem! Your earlier slot on ___ is cancelled.
Here are the next available slots:
• ___
• ___
Which one works for you?

31 Cancellation

When: Patient cancels

Your appointment on ___ at ___ has been cancelled.
Whenever you're ready, just message us to book again 🙏

32 Missed appointment

When: Patient did not come

We missed you today, ___. Hope everything is okay 🙏
Would you like to book another slot with **Dr.** ___?

33 Walk-in token

When: Walk-in patient registered

Your token number is ___ 🎟️
Current token: ___. Approximate waiting time: ___ minutes. We'll message you when your turn is near.

34 Your turn is near

When: Queue update

Token ___, your turn is next. Please come to the reception 🙂

35 Reports ready

When: Lab reports are ready

Hello ___, your reports are ready ✅
You can collect them at the clinic between ___ and ___, or we can share them here.

36 Follow-up visit due

When: Next visit reminder

Hello ___, it's time for your follow-up visit with **Dr.** ___ 🗓️
Shall I book a slot for you this week?

37 Procedure enquiry

When: Patient asks about a treatment

Thanks for asking about ___.
The doctor will suggest the right treatment after a consultation (₹___). Shall I book a consultation for you?

38 Medical question

When: Patient asks something clinical

That's a good question for the doctor 🙏
I've shared it with **Dr.** ___'s team and they'll get back to you. For anything urgent, please call ___.

39 Session reminder

When: Repeat sessions (for example skin or physio)

Hello ___, your session ___ of ___ for ___ is due on ___.
Reply **Yes** to keep the slot or **Reschedule** to change it.

40 Feedback after visit

When: Same evening

Thank you for visiting ___ **Clinic** today 🙏
How was your experience? Reply with a rating from 1 to 5. Your feedback helps us care for you better.

Any business 10 templates

41 Away message
When: Outside working hours

Thanks for your message! 🙏 We're closed right now.
Our team is available ___ to ___, and we'll reply first thing.
Meanwhile, see our ___ here: ___

42 Busy, will reply soon
When: Rush hours

Thanks for waiting! We're attending to many customers right now and will reply within ___ minutes 🙂

43 Thank you for reaching out
When: Closing a conversation

Happy to help, ___! 😊 Message us anytime you need anything else.

44 Ask for a Google review
When: Happy customer

So glad you're happy with us! 💚
Could you leave us a quick Google review? It takes 30 seconds: ___
Thank you!

45 Festival greeting
When: Diwali, Pongal, Eid, Christmas

Wishing you and your family a very happy ___! ✨
From all of us at ___.

46 Special offer
When: Promotion to customers who opted in

Hi ___! 🎉 ___ is here.
Get ___ on ___ until ___.
Reply **Yes** to know more.

Reply STOP to unsubscribe from offers.

47 Payment reminder

When: Pending payment

Hi ___, a gentle reminder that ₹___ for ___ is pending.
You can pay here: ___
Please ignore this if you've already paid 🙏

48 Talk to a person

When: Customer wants a call

Of course! Our team will call you shortly on this number.
Or call us directly at ___ between ___ and ___.

49 Wrong number / not related

When: Message is not for you

Hi! This is ___. It looks like this message may not be meant for us 🙂
If you're looking for ___, we're happy to help.

50 Opt-in confirmation

When: Customer agrees to updates

You're subscribed to updates from ___ ✅
We'll only send useful messages. Reply STOP anytime to unsubscribe.

Tired of sending these by hand?

Grafo sends the right reply automatically, day and night: price answers, order confirmations, delivery updates, appointment bookings and reminders. Message us and we'll show you how it would work for your business.

WhatsApp us: **+91 90354 10427**
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