

THE WHATSAPP BUSINESS

Health Check

A 10-question self-audit to find out where your WhatsApp sales channel is quietly losing you customers — and what to fix first.

LEAK 1 · THE VANISHING ACT (RESPONSE SPEED)

1. Does your WhatsApp Business profile have an away message with a specific reply window (e.g. "within 2 hours, Mon-Sat 8am-7pm") rather than a vague "we'll reply soon"?	YES	NO
2. In the last week, has any customer waited more than 30 minutes for a first reply during your stated business hours?	YES	NO

LEAK 2 · THE FACELESS NUMBER (TRUST & LEGITIMACY)

3. Does your profile have your real business name, a logo or clear photo, working hours, and a short "About" description filled in?	YES	NO
4. If a first-time customer looked at your profile alone, with no prior conversation, would they feel confident sending you a mobile money payment?	YES	NO

LEAK 3 · THE EMPTY CATALOGUE (PRODUCT VISIBILITY)

5. Do you have a WhatsApp Catalogue set up with clear photos and prices, rather than sending items one by one from your camera roll?	YES	NO
6. Can a customer browse your full range and decide what she wants before she messages you the first time?	YES	NO

LEAK 4 · THE SILENT CONFIRMATION (PAYMENT & ORDER ANXIETY)

7. Do you confirm receipt of payment within minutes, every time, with a message that includes a delivery timeline?	YES	NO
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8. Do you have a saved Quick Reply ready for order confirmations, so this doesn't depend on you remembering to type it fresh each time?	YES	NO
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LEAK 5 · THE NEVER-ENDING CHAT (RETENTION & FOLLOW-UP)

9. Do you follow up two to three days after delivery to check the customer is happy with their order?	YES	NO
10. Do you have any system — even a simple label or note — for knowing who your repeat customers are, so you can recognise them when they message again?	YES	NO

SCORE YOURSELF

8–10 Yes: Your WhatsApp channel is in strong shape. Focus on consistency and consider exploring the WhatsApp Business API as you scale.

5–7 Yes: You have a solid foundation with a few real leaks. Pick your lowest-scoring section and fix it this week before moving to the next.

0–4 Yes: Your WhatsApp channel is likely losing you customers every week without you seeing it happen. Start with Leak 1 and Leak 2 — they take under 30 minutes combined and have the biggest immediate impact on trust.

WANT HELP CLOSING THESE GAPS?

This checklist pairs with the free Logistics Customer Communication Templates for WhatsApp, and with a full WhatsApp Sales Channel Audit from Ruby Hayford Consulting — covering everything from first message to repeat purchase.

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