



# Reduce support debt with Shop

The good news: you're shipping products! The bad news: your customers are frustrated when they don't know where their item is, and it's overwhelming your support team.

Shop is the easiest way to reduce your most common support inquiry, the "where's my order?" request. The Shop app helps you:

- Reduce the amount of time your support team spends responding to order and shipping inquiries.
- Automate notifications to your customers about their orders and tracking.
- Provide easy access to current and past order information your customers may be looking for, such as their payment method, quantity, product color or variant.

Best of all, Shop does all of this and more for free!

Make sure to add the Shop channel to your admin from the [Shopify app store](#) to take advantage of other [post-purchase benefits](#) that Shop offers. Then be sure to use these templates in your store and communication channels to encourage your customers to download the Shop app.

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These templates are designed to help you seamlessly integrate Shop into your post purchase communication.

## Contents:

- [Order Status page](#)
- [Confirmation email](#)
- [Shipping email](#)
- [SMS](#)
- [FAQ for Customer Support](#)

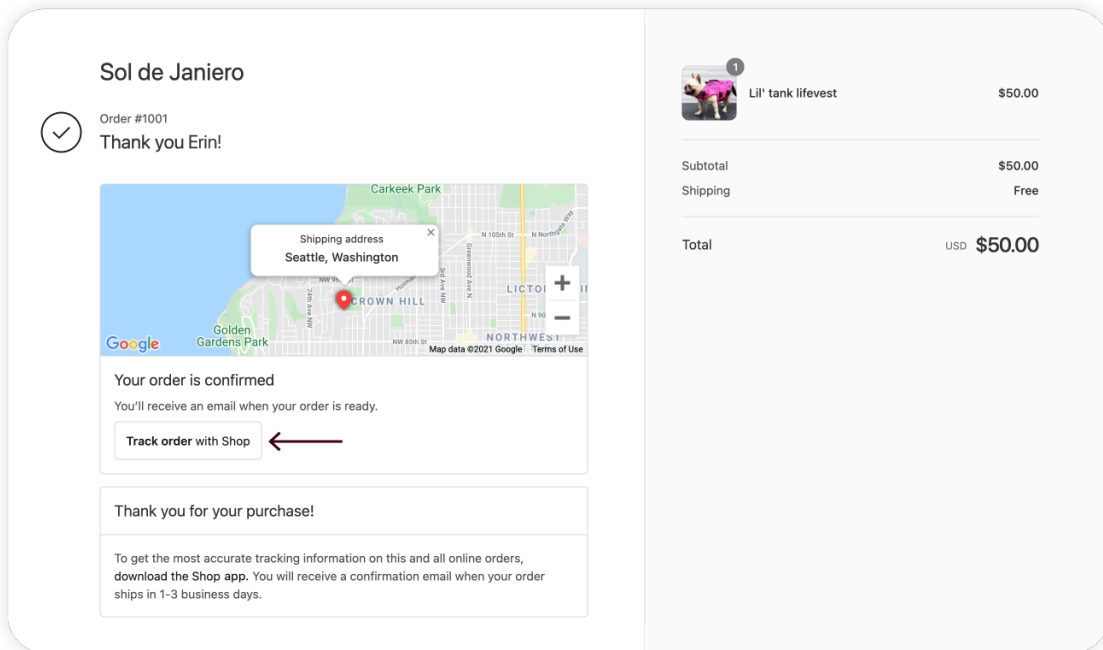
# 1. Add “Track with Shop” to your order status page

The first place you can introduce your customers to the Shop app is immediately when their order is confirmed. When the **Track with Shop** button is enabled from your admin, your customers will have the option to download the app right from their order status page.

Sample text to add to your order confirmation page:

*Thank you for your purchase!  
To get the most accurate tracking information on this and all online orders, download the Shop app. You will receive a confirmation email when your order ships.*

Example from a real Shopify store:



How to do it yourself:

If you have the Shop channel enabled for your store, then you can [include a Track with Shop button](#) from the Shop channel in your administrative view. If you're not using the Shop channel

yet, then you can implement **Track with Shop** by selecting **Customers can download the Shop app from their order status page** under **Settings > Checkout**.

Once you have enabled **Track with Shop**, go to your Shopify store's administrative view. Select **Settings > Checkout > Order Processing** and add text as an additional script to encourage your customers to choose this option.

**Copy and paste in your additional scripts to add the sample text:**

```
<script>
Shopify.Checkout.OrderStatus.addContentBox(
'<h2>Thank you for your purchase!</h2>',
'<p>To get the most accurate tracking information on this and all online orders, <a
href="https://qvay.app.link/7vMNON8YBib">download the Shop App</a>. You will
receive a confirmation email when your order ships.</p>'
)
</script>
```

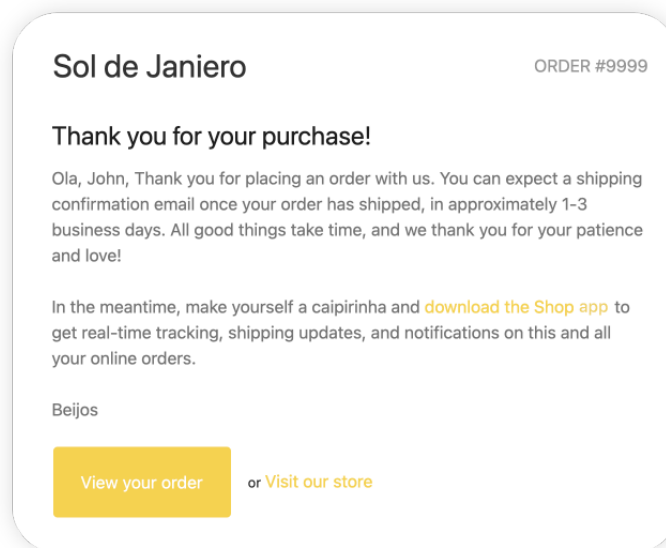
## 2. Add Shop to your order confirmation email

Your order confirmation email is another great opportunity to encourage customers to use the Shop app.

Sample text to add to your confirmation email:

*Thank you for your purchase!  
Hi, Sarah, we're getting your order ready to be shipped. We'll notify you when it's on its way. In the meantime, download the Shop app to get real-time order status updates, delivery notifications and live-map tracking on this and all of your online orders.*

Example from a real Shopify store:



How to do it yourself:

From your Shopify admin, go to **Settings > Notifications** and select **Order Confirmation**. Then, [customize your order confirmation templates](#) to include information regarding Shop.

Copy and paste the following sample text in your order confirmation email template.

Thank you for your purchase!  
Hi {{ customer.first\_name }}, we're getting your order ready to be shipped. We'll notify you when it's on its way. In the meantime, <a href="https://qvay.app.link/1kFdjv3YBib">download the Shop App</a> to get real-time order status updates, delivery notifications and live-map tracking on this and all of your online orders.

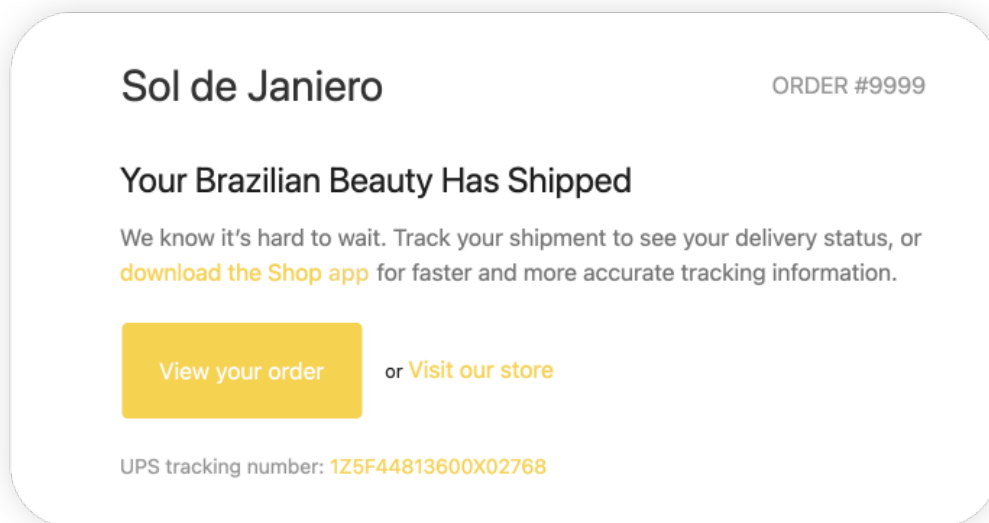
### 3. Add Shop to your shipping confirmation email

Now that your customer's order has shipped, it's the perfect time to remind them to download the Shop app for faster updates and tracking information through their shipping confirmation email.

Sample text to add to your shipping confirmation email:

*Your order is on the way.  
You can view your order to see your delivery status at any time. For faster and more accurate information about this and all of your online orders, download the Shop app.*

Example from a real Shopify Store:



How to do it yourself:

From your Shopify admin, go to **Settings > Notifications** and select **Order Confirmation**. Then, [update your shipping confirmation templates](#) to include information regarding Shop.

Copy/paste in your shipping confirmation email template to add the sample text:

*Your order is on the way.  
You can view your order to see your delivery status at any time. For faster and more accurate information about this and all of your online orders, <a href="https://qvay.app.link/6HOPXtaZBib">download the Shop App</a>.*

## 4. Add to SMS

SMS (or texting) is a popular post-purchase way for you to let your customers know that you've received their order after they've made a purchase, and is a convenient time to ask them to download the Shop app since they're already on their device.

### Sample Order Confirmation SMS:

*Your order of \$50.14 with MyStore is confirmed! We will notify you when your order has shipped.*

*Track this and all of your orders with the Shop app.*

*To stop receiving these notifications, reply STOP.*

### Sample Shipping Confirmation SMS:

*Your order from MyStore has shipped!*

*For real-time tracking updates, download the Shop app.*

*To stop receiving these notifications, reply STOP.*

### How to do it yourself:

SMS requires the ability to [notify your customers](#), so be sure to visit **Settings > Checkout**. Under **Customer Contact**, select the box that lets customers add a phone number or email to receive shipping updates if you have not already done so.

We recommend working with a [Shopify expert](#) to help you edit the [templates for SMS in your Shopify admin](#). Ask your developer to include the following instructional text in your outgoing SMS:



Copy/paste in your SMS templates to add the sample text:

### **Order confirmation SMS**

*Your order of <order\_value> with <business\_name> is confirmed! We will notify you when your order has shipped.*

*Track this and all of your orders with the Shop app <https://qvay.app.link/crqXsWdZBib>*

*To stop receiving these notifications, reply STOP.*

### **Shipping confirmation SMS**

*Your order from <business\_name> has shipped!*

*For real-time tracking updates, download the Shop app.  
<https://qvay.app.link/wu6GWl0JDib>*

*To stop receiving these notifications, reply STOP.*

## 5. FAQ for Customer Support

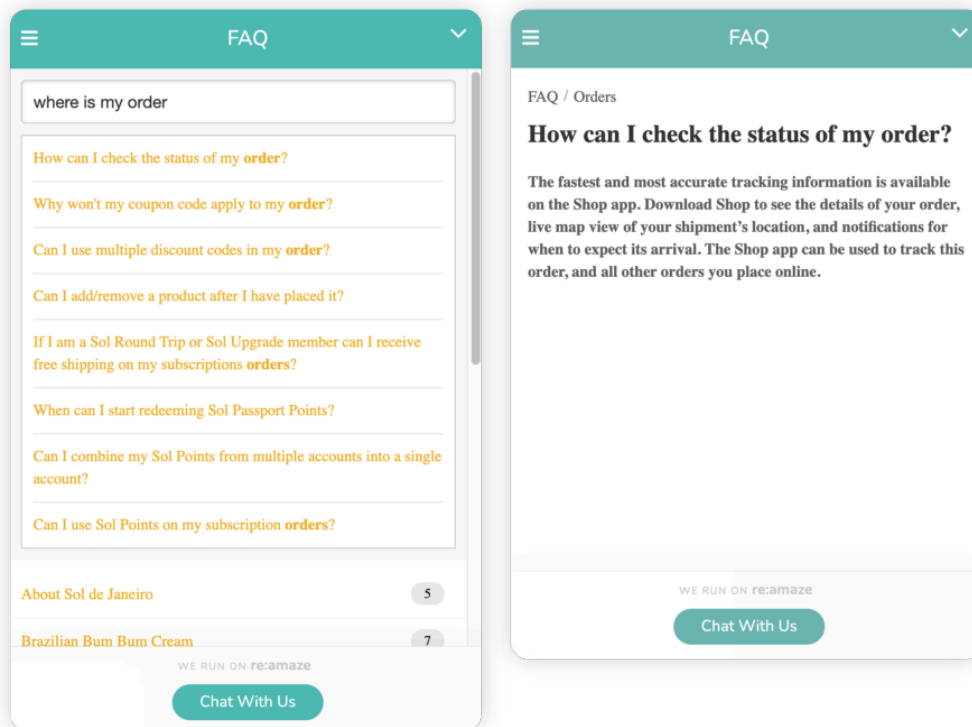
If you offer self-help options for customer support in your online store, such as a chatbot, live chat tool, a Shipping & Returns or FAQ page, then you can include responses to give your customers a quicker answer. Depending on your tool or online store capabilities, you might be able to include a link to download the Shop app, making the process even more actionable.

### FAQ Text:

*The fastest and most accurate tracking information is available on the Shop app. [Download Shop](#) and get order details, real-time delivery notifications, and a live map view of all your online orders.*

*The Shop app can be used to track this order, and all other orders you place online.*

### Example from a real Shopify store:



### How to do it yourself:

Chat tools will differ in their capabilities, so it's best to reach out to your app developer directly if you're unsure how to make the edits yourself. Some chatbots offer options to include custom text to your customers' most frequently asked questions.