Spur × DEBAANS

CUSTOMER STORY · D2C HOME AND FASHION · WHATSAPP AUTOMATION · INDIA

Debaans gets 23% of its review requests turned into 270 reviews on WhatsApp

Review requests by email rarely clear single digits. The bamboo linen brand asks for a rating a day after the parcel is delivered, in the same WhatsApp thread that carried the order and shipping updates, and 1,147 requests came back as 270 reviews. Ratings become Judge.me reviews on the store, or a CSV export, with nobody chasing.

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23%
Requests that became reviews
In 30 days

270
Reviews collected

1,147
Review requests sent

Reporting window
30 days · published 10 August 2026

Debaans is an Indian brand making home linen and everyday clothing from bamboo fabric. It sells on its own Shopify store, talks to customers on WhatsApp through Spur, and collects reviews with Judge.me.

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Reviews are asked for in the wrong place, at the wrong time

Debaans had the orders and the happy customers. What it did not have was a way to ask for a review that people would actually answer.

Debaans makes bedsheets, towels and everyday clothing from bamboo fabric, and sells them on its own Shopify store. For a fabric most shoppers have never slept on, a product page without reviews asks them to take the brand at its word. Reviews are the proof.

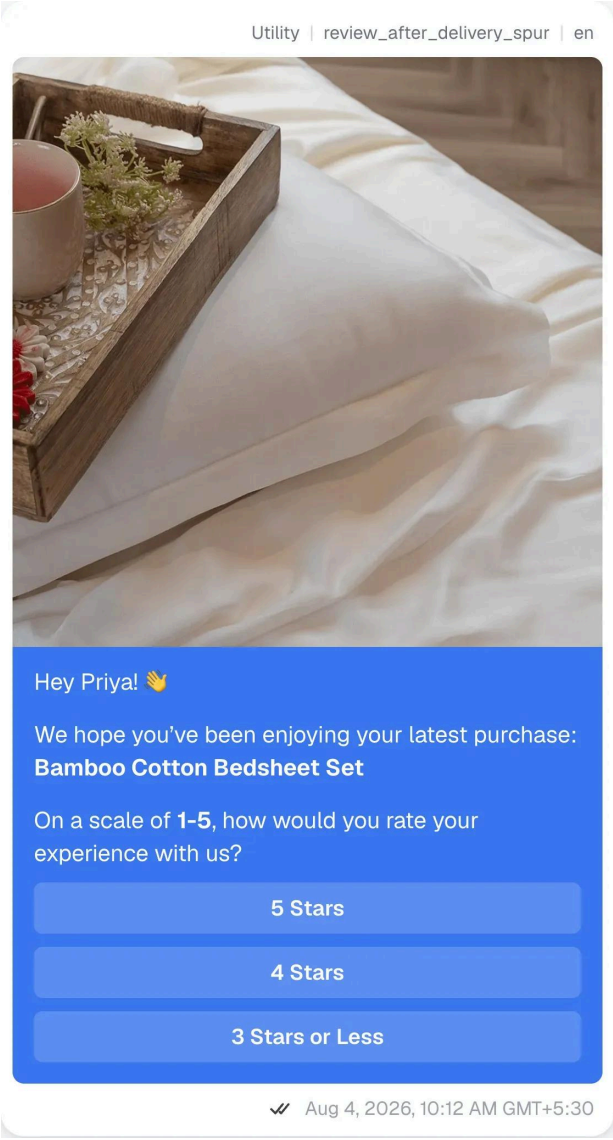
The usual way to get them is an email a few days after delivery. Review requests by email rarely clear single digits, and the ones that are opened arrive after the moment has passed. The customer has already put the sheets on the bed and moved on. Writing a review means finding the email, following a link, logging in, and typing. Most people do not.

The brand was already talking to every customer on WhatsApp. Order confirmations, shipping updates and the delivery notice all went out there, and customers replied there when something was wrong. The review request was the one message still going to email.

The question was whether the same thread could carry the ask, and whether a rating tapped on a phone could become a review on the store without someone copying it across by hand.

Why a day after delivery

The parcel has been opened and the product tried, but not so long ago that the customer has stopped thinking about it. Asking on the day of delivery gets ratings of the courier. Asking a week later gets silence.



The template in Spur, with the name and product filled in as an example. One question, three buttons, sent a day after delivery.

Collect reviews from the orders you already ship

Spur connects to Shopify and Judge.me, sends the request on WhatsApp after delivery, and publishes the answer for you.

Install on Shopify

What they built

One workflow, started by the delivery event Shopify already sends. It is Spur's review collection template, switched on and left to run.

01. Start from the delivery, not the order

The trigger is the Shopify fulfilment event, filtered to the status "delivered". The template also checks that the order has not been through the flow before, so a customer with a split shipment is asked once.

Configuration

Setting	Value
Trigger	Shopify · Fulfillment Event Created
Condition	Status is "delivered", and the order has not been asked before

02. Wait a day, then ask for a rating

After a one day delay, the customer gets an approved utility template. It names the product they bought, and asks one question with three reply buttons: 5 Stars, 4 Stars, or 3 Stars or Less. Nothing to type, nothing to open.

Configuration

Setting	Value
Category	Utility
Header	Product image
Question	"On a scale of 1-5, how would you rate your experience with us?"
Buttons	5 Stars · 4 Stars · 3 Stars or Less

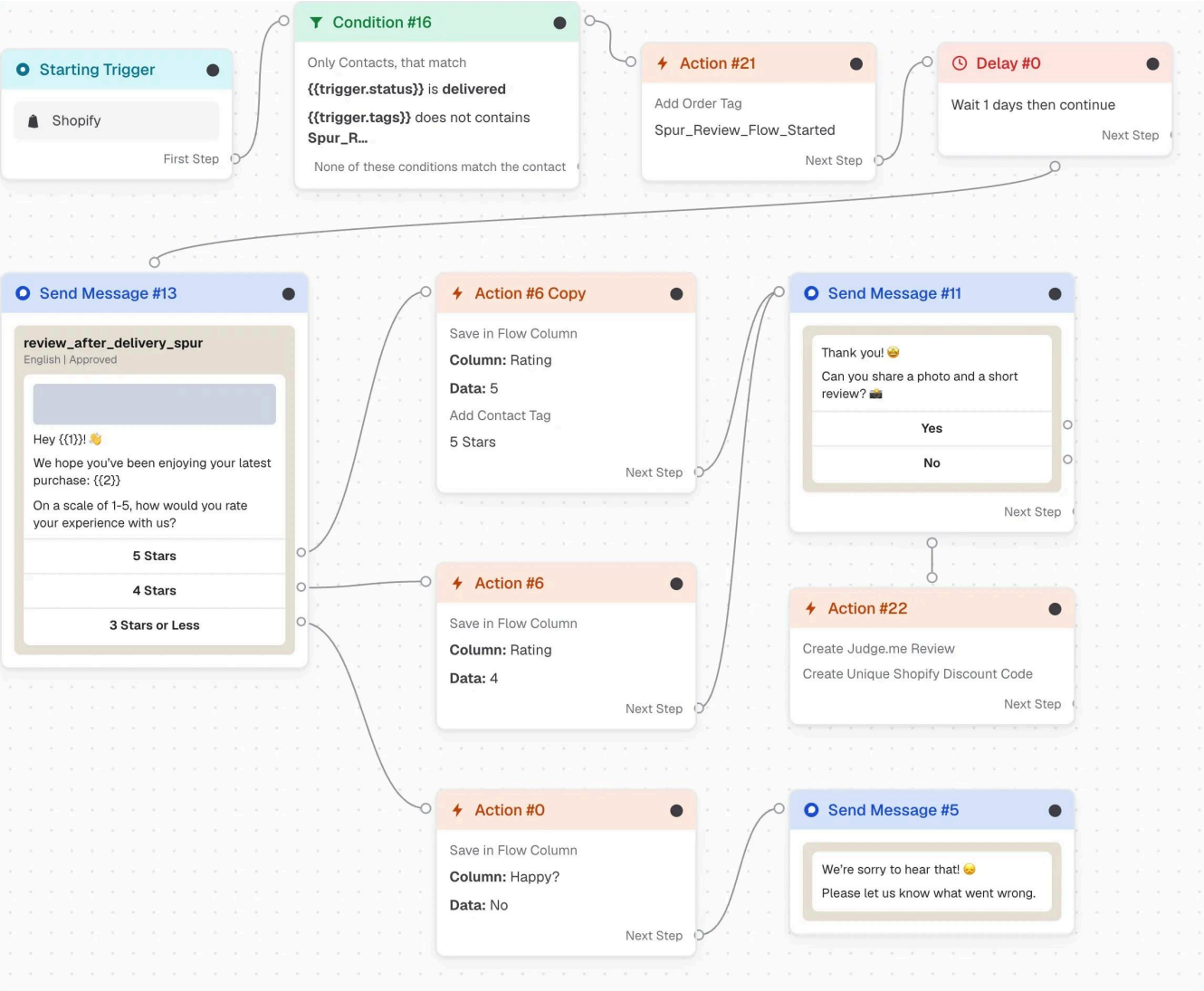
Utility templates are for messages a customer expects after buying. A rating request about their own order qualifies, and utility messages are priced below marketing ones.

03. Follow the answer

A 5 or 4 star tap saves the rating to the contact and asks whether the customer would share a photo and a short review. Yes leads to a photo upload and a line of text. No leads to a one line review instead. Either way the flow waits for the reply, so the conversation stays a conversation.

Configuration

Setting	Value
On 5 or 4 Stars	Save the rating, ask for a photo and a short review
On 3 Stars or Less	Apologise, ask what went wrong, create a ticket



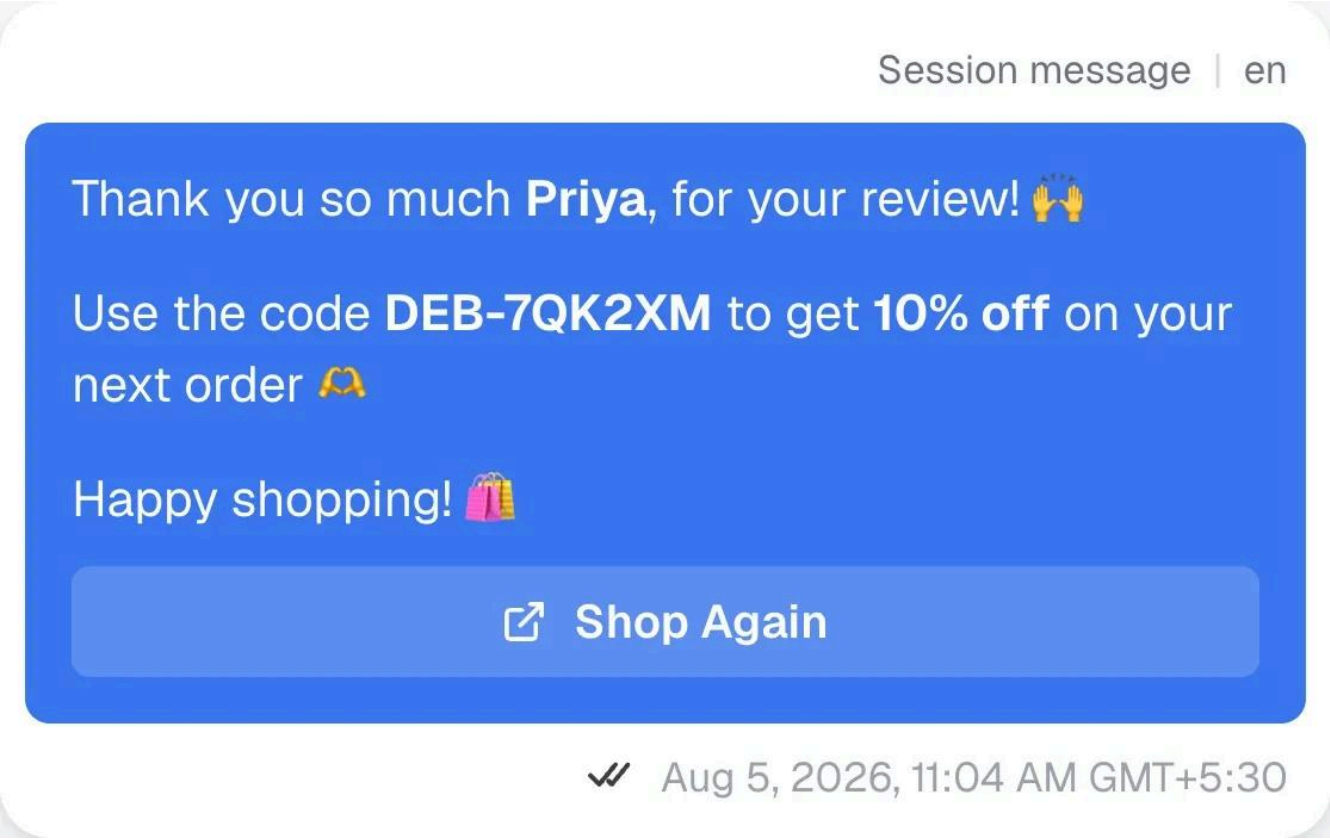
The workflow in Spur, end to end. The button the customer taps decides which branch they go down.

04. Publish the review and say thank you

Once the customer has written their line, the flow creates the review in Judge.me with the rating, the text and the photo. Then it creates a unique Shopify discount code for that customer and sends it in a thank you message with a button back to the store.

Configuration

Setting	Value
Publish	Create Judge.me review from the saved rating, text and photo
Reward	Create a unique Shopify discount code and send it



The thank you, with the discount code the flow generates. The name and code are examples.

05. Keep unhappy customers out of the reviews and in the inbox

A tap on 3 Stars or Less does not go anywhere near Judge.me. The customer gets an apology and a question about what went wrong, and a ticket is opened for the team in the Spur inbox. The rating is still saved on the contact, so the brand knows who was unhappy and why.

A customer who has just been asked what went wrong, and answered, rarely goes on to leave a one star review in public.

What it returned

Thirty days of the flow running on its own, as Debaans reported it.

In the 30 days reported, the workflow sent 1,147 review requests and 270 of them came back as reviews. That is a 23% review rate on a message that costs a fraction of a rupee to send and asks nothing of the team.

Each of those reviews landed on the product page through Judge.me, or in a CSV export, with the rating, the customer's line and their photo already attached. Nobody copied anything across.

Review collection, 30 day snapshot

	Reported
Review requests sent	1,147
Reviews collected	270
Review rate As published	23%
Where the reviews went	Judge.me on Shopify, or CSV export
Effort from the team	None after switching the flow on

As published by Spur with Debaans on 10 August 2026. Spur published the review rate as 23%. Dividing 270 by 1,147 gives 23.5%.

From request to review

Stage	Count	Rate
Review requests sent	1,147	One per delivered order
Reviews collected	270	23% of requests

Two stages, because those are the two numbers Debaans reported for the 30 days. Between them sit a rating tap, a photo and a line of text, each asked for only after the previous answer.

This flow is a template in Spur

Review collection via WhatsApp with Judge.me is ready to switch on. Connect your store, pick the number, and the first request goes out after your next delivery.

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Why it worked

Three things carried this result, and none of them are specific to bedsheets.

The ask arrives where the customer already is

The order confirmation, the shipping update and the delivery notice all came through the same WhatsApp thread. The review request is the next message in it, not a new email from a sender the customer has to recognise. There is no spam folder and no promotions tab to fall into.

One tap is a lower bar than one paragraph

The first thing asked of the customer is a tap on 5 Stars, 4 Stars or 3 Stars or Less. Only after they have answered does the flow ask for a photo and a line, and by then they have already said yes once. Each step is small enough to do on the bus.

Nearly one in four requests became a review

Low ratings never reach the review app; they open a ticket and a conversation instead. What does reach it is a customer who tapped a happy answer and then chose to write. That is why the rate holds, and why the reviews that land are the kind a product page needs.

How to run this on your own store

The whole setup is a template in Spur. What follows is what to check before you switch it on.

1. Start the flow from the delivery event

Use the Shopify fulfilment event with a delivered status, not the order or the shipment. Asking before the parcel has arrived produces ratings of the courier.

2. Give it a day

A day after delivery is long enough to have tried the product and short enough to still care.

3. Ask with buttons, not a text box

Three rating buttons is the whole first ask. Save the photo and the written line for the customers who have already tapped a happy answer.

4. Route low ratings to your inbox

Send three stars or less to a ticket with an apology and a question, and keep them out of the review app. That protects the store rating and surfaces problems early.

5. Connect your reviews app and set the thank you

Spur creates the review in Judge.me directly. Pair it with a unique discount code so the thank you is worth something, and the next order comes back through WhatsApp too.

Questions people ask about this flow

Do I need Judge.me for this to work?

No. Spur has a Judge.me action that creates the review directly, which is what Debaans uses. Without it, the flow still saves the rating, the text and the photo on the contact, and you can export them as a CSV to any reviews app that imports one.

Why ask a day after delivery rather than straight away?

On the day of delivery the customer has seen the box, not the product, and ratings tend to be about the courier. A day later they have tried it. The delay is a single step in the flow and you can change it.

Is a review request a marketing message on WhatsApp?

The template is a utility template, because it is about the customer's own order and asks about their experience of it. In India a utility message costs a fraction of a marketing one. Meta reviews the template text before approving the category, so keep it about the order rather than the next sale.

What happens to low ratings?

They never reach the reviews app. A tap on 3 Stars or Less sends an apology, asks what went wrong, and opens a ticket in the Spur inbox for a person to handle. The rating is saved on the contact so you can see who was unhappy.

Does the discount code get abused?

Each code is created by Shopify for that one customer at the moment the review is saved, so it is unique and only exists for people who reviewed. The amount is a setting in the action.

How long does this take to set up?

The flow is a template in Spur, so most of the work is connecting Shopify and Judge.me and picking your WhatsApp number. The review template has to be approved by Meta, which usually takes minutes and can take up to a day.

Spur

Turn delivered orders into reviews

Spur connects to your Shopify store and your reviews app, asks on WhatsApp after delivery, and publishes the answer. The flow Debaans runs is a template you can switch on today.

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https://apps.shopify.com/spur-automated-support-marketing

Story updated: 2026-09-24. Rebuilt product screens use illustrative example values; they are not customer conversations.