1 AI A DAY · @JJWONG.AI

The Sorry Kit

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JJ Wong · jjwong.ai

The five-part template, the prompt, and a starter list of approved remedies.

The idea

After a campaign, the apology is part of the product. Short, specific and honest — and never promising something nobody approved.

The five parts

1. Name the problem in their words
2. One line on what happened — no excuses
3. What happens next, with a date if you have one
4. One remedy, from your approved list
5. Hand over to a person for anything bigger

The prompt

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A buyer wrote: [message].
What happened: [facts].
Write a reply under 60 words: name the problem, one line on what
happened, what happens next.
Only offer remedies from this list: [approved remedies].
If none fit, write a hand-over line instead.
Plain and warm, no exclamation marks.
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Starter approved-remedies list (edit to your real policy)

PROBLEM	REMEDY YOU ALLOW
Late parcel, still in transit	Tracking link + date to reply by
Wrong item	Exchange or return, as per your policy
Damaged item	Photo first, then replacement or refund per policy
Missing item	Check packing record, then send the missing item
Anything else	Hand over to a person

Only list what you actually offer. If a remedy needs your approval, keep it off the list.

Example

> Sorry your parcel is late — campaign volume held us up.
> It's on the way: [tracking]. If it hasn't arrived by [date],
> reply here and we'll sort it.

The trap

AI offers what you never approved. Asked to apologise, it may add a free gift, a refund or a voucher. Give it a list and nothing else.

The log

DATE	ORDER	TYPE (LATE / WRONG / DAMAGED / MISSING)	REMEDY	RESOLVED?