1 AI A DAY · @JJWONG.AI

The 11.11 Chat Surge Kit

1 AI A Day · Day 31 · @jjwong.ai

JJ Wong · jjwong.ai

The grouping prompt, ten reply templates to adapt, and hand-over lines for when a person needs to step in. Build it once before a campaign. Improve it after every campaign.

The idea

On campaign night the same handful of questions arrive again and again. If every reply is typed fresh, tone drifts, facts drift and buyers wait. Decide the answers **before** the rush, check them once, then use them all night.

Step 1 — get your questions

Export last campaign's chats, or the last 30 days if you don't have one. **Remove buyer names, phone numbers and addresses before pasting anything into AI.**

> Here are last month's buyer chats with names and phone numbers removed.
> Group them into the 10 most common questions.
> For each, draft one reply under 40 words, friendly and plain.
> Never promise a delivery date, a refund outcome, or a price that
> isn't on the listing.
> If a question needs a human, write a hand-over line instead.
> Show how many chats fell into each group.

Step 2 — the ten templates (adapt the brackets)

BUYER ASKS	REPLY
Is this in stock?	Yes, [item] is in stock right now. Stock moves fast tonight, so checkout locks it in.
When will it arrive?	Your estimated delivery date is shown at checkout and in your order page. That's the one we go by.
Original / genuine?	Yes, this is [brand]'s official item from [source]. [Warranty line if true.]
Can combine shipping?	[Your rule.] Add everything to one cart and checkout once.
Which size / model fits me?	Share your [measurement / device model] and we'll confirm the right one.
Can apply this voucher?	If the voucher shows at checkout, it applies. The final price is the one at checkout.
Warranty?	[Exact warranty terms from the listing.] Keep your order page as proof.
Can cancel / change?	Before it ships, use the cancel option in your order page. Once shipped, we'll help with a return.
Why not shipped yet?	Campaign orders ship in order. Yours will ship by the ship-by date shown in your order.
Got a problem with my item	Sorry about that. Please send a photo of the item and the label — a team member will check it personally.

Only keep facts that are true for your shop. Delete any row that isn't.

Step 3 — hand-over lines

- "Good question — let me check with the team and come back to you shortly."
- "I'll pass this to my colleague who handles [warranty / bulk orders]. They'll reply here."

Hand over anything about **refunds, damage, complaints, bulk prices or custom requests.**

The trap

Never let a template promise a delivery date. Couriers run behind during campaigns. "Arrives in 2 days" becomes a broken promise, then a complaint, then a review. Point buyers to the date the platform shows.

Campaign-night roles

Decide before the night: who answers chats during peak hours, and who packs. When the same person does both, replies slow down and parcels go out wrong.

After the campaign

Paste the new questions you didn't have a reply for back into the prompt. Next campaign, the kit is better.