FREE BUSINESS GUIDE | 99-PROMPT EDITION

CUSTOMER SERVICE FIELD MANUAL

99 COPY-READY AI PROMPTS

Replies, refunds, complaints, scheduling, and hard conversations for small businesses

CS

QUICK START

CHOOSE A PROMPT

Find the situation in front of you, open the matching prompt, and run it on one real piece of work today.

ONE-MINUTE QUICK START: PICK THE LINE THAT MATCHES TODAY

CS-01 **New question, answer known**
A customer asked something you can answer right now. PAGE 09

CS-10 **Where is my order**
A customer wants to know where their order is. PAGE 09

CS-37 **Service complaint**
A customer is unhappy with service they received. PAGE 10

Each line points to the full prompt card. Copy it, replace the bracketed fields with facts you can verify, and work the sender review before you send.

INSIDE THIS GUIDE

Company brief: write it once, reuse it everywhere 03

Fact sheet: facts, sources, and assumptions 04

Worked example: CS-10 from inputs to draft 05

Before and after: service complaint 06

When it asks first: the Needs input reply 07

Find your prompt: all 99 by category 08

Answer the question: three prompt cards 09

Fix the problem: three prompt cards 10

Hold the line: three prompt cards 11

Before you send, and how to measure 12

Open the library and run your first draft 13

PREPARATION

THE COMPANY BRIEF

Write this once. It is the part of every prompt that stays the same, so the AI never has to guess who you are or what you may claim.

FIELD	WHAT TO WRITE	FILLED EXAMPLE, FICTIONAL BUSINESS
Sender	Your name and role	Dana Whitlock, owner
Company	The business name	Saltmarsh Cycle Repair
Offer	What you sell or do	Bicycle repair and tune-ups
Coverage area	Where you actually work	Walk-in shop, Port Ellery
Approved proof	Proof you may cite, or none	None approved to cite yet
Limits	What you do not do or promise	No e-bike motors. No same-day promises
Voice	Three words	Plain, friendly, brief

Saltmarsh Cycle Repair, Dana Whitlock, Priya Nolan and Port Ellery are fictional. They appear through page 07 so you can follow one business from first message to finished reply.

BLANK BRIEF: SELECT, COPY, FILL IN

```
Sender: [your name and role]
Company: [the business name]
Offer: [what you sell or do]
Coverage area: [where you actually work]
Approved proof: [proof you may cite, or none]
Limits: [what you do not do or promise]
Voice: [three words]
```

HOW THE PROMPTS USE IT

Every prompt starts with **Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]**. Paste your filled brief over that bracket. An editable copy sits on the workbook's Start Here tab.

KEEP IT TRUE

If a claim changes, change the brief first. Prices, coverage, and proof drift faster than you expect. Review it monthly.

PREPARATION

THE FACT SHEET

Sort what you know from what you assume before you draft. The first three lines may go in. The fourth never does.

LINE	WHAT GOES HERE	A. ENOUGH TO ANSWER NOW	B. NEEDS A FACT FIRST
Facts	What you know to be true	Order 4471: wheel rebuilt, waiting on one brake cable	"I think it shipped last week"
Source	Where each fact came from	The shop work order	A coworker's memory
Date	When you saw it	Checked this morning	Unknown
Assumptions	What you are guessing. Keep these out	None	That the part has arrived
Permissions	Names or details you are cleared to use	Her first name	None
Next decision	The one thing the reader should do	Pick up Friday	Not ready to say

Column A is Saltmarsh Cycle Repair. Column B shows the same business without enough to go on. All names are fictional.

THE SECOND LINE OF EVERY PROMPT

Customer: [name, and how they reached us]

It tells the AI who the reply is for. Example: *Customer: Priya Nolan, emailed through the website*.

GET A FACT BEFORE YOU START WHEN

The reply depends on something specific: a date, a price, a policy, a name, a permission. Find the source and its date, or leave the claim out. Never let the AI fill the gap.

FOUR PARTS OF EVERY PROMPT

Company brief. Who you are and your limits.
Customer. Who it is for.
Scenario. The facts of this one case.
Instruction. What to write, and what never to invent.

WORKED EXAMPLE

FROM INPUT TO DRAFT

Priya emailed asking where her bike is. Dana runs CS-10.

1. CS-10 WITH THE FIELDS FILLED IN

Company brief: Dana Whitlock, owner, Saltmarsh Cycle Repair, Bicycle repair and tune-ups, Walk-in shop, Port Ellery. None approved to cite yet. No e-bike motors. No same-day promises. Plain, friendly, brief.

Customer: Priya Nolan, emailed through the website

Scenario: Order 4471; wheel rebuild finished, bike waiting on one brake cable due Thursday; ready for pickup Friday

Optional: left out. No tracking link applies.

The instruction paragraph under the fields is unchanged. See the full card in the library.

THE FACT IT WILL NOT GUESS

CS-10 stops and asks if you leave out **the current status**.

2. AN ILLUSTRATIVE DRAFT

Hi Priya,

Your bike, order 4471, is in the shop with the wheel rebuild finished. We are waiting on one brake cable, which is due Thursday. Once it is fitted, the bike will be ready for pickup on Friday.

I will email you as soon as it is ready.

Dana Whitlock
Saltmarsh Cycle Repair

Sender notes: No tracking link was given, so none is included. Confirm the cable arrives Thursday before you repeat the Friday date.

Fictional example. This draft was written for the manual to show the shape of a good result. It is not recorded AI output.

3. DANA'S EXACT CHECKS

1. Is the order number hers? Yes, 4471.
2. Does the status match the work order today? Yes.
3. Is Friday a date Dana controls? Only if the cable arrives. Noted.
4. Is any promise added? One: an email when ready. Dana will send it.
5. Anything invented? No tracking, no discount, no apology for a delay that did not happen.

IF A KEY INPUT WERE MISSING

The status was left blank, so the prompt does not guess where the bike is. It returns:

Needs input
1. The current status of order 4471 from your system.

BEFORE AND AFTER

SERVICE COMPLAINT

Fictional example. A customer says a repair was not right. Both drafts were written for this manual.

BEFORE: BASIC PROMPT

Write an apology email to an unhappy customer.

WHAT A PROMPT LIKE THAT TENDS TO PRODUCE

Subject: We are so sorry!

Dear Valued Customer,

We sincerely apologize for any inconvenience you may have experienced. Your satisfaction is our top priority and we strive for excellence in everything we do.

Please do not hesitate to reach out if there is anything we can do.

WHY IT FALLS SHORT

No name, no bike, no fact.

It apologizes for "any inconvenience" and fixes nothing.

No action and no time.

AFTER: CS-37 WITH THE FIELDS FILLED IN

Company brief: Dana Whitlock, owner; Saltmarsh Cycle Repair; Bicycle repair and tune-ups; Walk-in shop, Port Ellery; None approved to cite yet; No e-bike motors. No same-day promises; Plain, friendly, brief

Customer: Priya Nolan, phoned the shop

Scenario: Rear brake rubbed after Tuesday's tune-up; confirmed, the caliper was not re-centered; we will re-center it while she waits; any day this week, 9 to 5

Optional: Remedy approved: no charge

Write a reply that restates the complaint so they know it was read, says what we have confirmed, and what we are doing with a date. Describe a remedy only if it is marked approved. If I left out what I am doing about it, reply only with a Needs input list. Return one reply under 120 words. Use only the facts above. Do not promise anything that is not stated above. Put anything I must check or do under Sender notes, outside the reply.

IMPROVED DRAFT, ILLUSTRATIVE

Hi Priya,

You told us the rear brake rubbed after Tuesday's tune-up. We checked our notes. The caliper was not re-centered, and that is our mistake.

Bring the bike in any day this week between 9 and 5 and we will fix it while you wait, at no charge.

Dana Whitlock
Saltmarsh Cycle Repair

Sender notes: Tell the bench a walk-in is expected this week.

WHAT CHANGED

Names the problem in her words.

Says what was confirmed, and owns it once.

One action, one window, no charge.

TWO EDITS FOR ANY REPLY

1. Trade apology for the fix. One sorry, then what you will do and when.

2. Give a time they can act on. A window beats "soon" every time.

HOW THE PROMPTS PROTECT YOU

WHEN IT ASKS FIRST

A Needs input reply is not an error. It is the prompt refusing to make something up.

PROMPT	SITUATION	THE FACT IT WILL NOT GUESS
CS-01	New question, answer known	The answer
CS-10	Where is my order	The current status
CS-19	Explain a charge	What it was for
CS-28	Return request, inside the policy	The steps to return it
CS-37	Service complaint	What you are doing about it
CS-55	Step-by-step answer	The steps
CS-64	Explain a policy	The policy, as written
CS-73	Reply to a positive review	One specific detail
CS-91	Hand off to a manager	Who is taking over

Every one of the 99 prompts carries this line: "If I left out [one fact], reply only with a Needs input list." The table shows that fact for the nine prompts printed in this manual.

WHAT IT LOOKS LIKE

You paste CS-10 with one field blank. No draft comes back. You get:

> **Needs input**
> 1. The current status of order 4471 from your system.

THREE WAYS TO ANSWER IT

1. Supply the fact and run the prompt again.
2. Go and find it. Check the record, then come back.
3. Drop the reply. If the fact does not exist, the reply should not either.

DO NOT

Do not tell the AI to "just estimate" or "use a placeholder". That turns a question into an invented answer with your name on it.

PROMPT INDEX

FIND YOUR PROMPT

Pick the category by what just happened, then pick the prompt by the decision in front of you.

CATEGORY	USE IT WHEN	PROMPT IDS
First response	A new message just arrived	CS-01 to CS-09
Order and delivery status	They ask where it is, or when	CS-10 to CS-18
Billing and payment questions	A charge, invoice or payment is in question	CS-19 to CS-27
Refunds and returns	They want money back or to send it back	CS-28 to CS-36
Complaints	Something went wrong and they said so	CS-37 to CS-45
Scheduling and appointments	A time has to be set, moved or confirmed	CS-46 to CS-54
How-to and troubleshooting	They are stuck using what they bought	CS-55 to CS-63
Policy and saying no	The answer is a rule, or a no	CS-64 to CS-72
Reviews and public replies	The reply will be public	CS-73 to CS-81
Follow-up and check-ins	The work is done and you are checking in	CS-82 to CS-90
Escalations and hard conversations	It has to go higher, or get firm	CS-91 to CS-99

Nine prompts per category, 99 in all. The library PDF prints every one as a card, three to a page.

CUE 1: IS IT PUBLIC?

Then start in Reviews and public replies. Nothing private goes in a public reply.

CUE 2: IS MONEY MOVING?

Then it belongs in Billing or Refunds, and every amount must come from a record.

CUE 3: IS THE ANSWER NO?

Then use Policy and saying no. A clear no with a next step beats a vague maybe.

All 99 prompts: open the library 13

COPY-READY PROMPTS

ANSWER THE QUESTION

Three library prompts, word for word. Replace each bracketed field, then paste.

CS-01 New question, answer known

Use when: A customer asked something you can answer right now.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Customer: [name, and how they reached us]
Scenario: [their question, in their words]; [the answer, as I would say it out loud]
Optional: [a link or attachment to include]
Write a reply that answers the question in the first sentence, then adds only what they need to act on it. No greeting longer than one line. If I left out the answer, reply only with a Needs input list. Return one reply under 90 words. Use only the facts above. Do not promise anything that is not stated above. Put anything I must check or do under Sender notes, outside the reply.

SENDER REVIEW
Confirm the answer is right before you send.

ALSO CHECK
Would this make sense to someone who has never spoken to you?

CS-10 Where is my order

Use when: A customer wants to know where their order is.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Customer: [name, and how they reached us]
Scenario: [order number]; [current status from my system]; [expected date]
Optional: [tracking link]
Write a reply that gives the status and the expected date in the first two sentences. If no date is known, say so and say when we will know. If I left out the current status, reply only with a Needs input list. Return one reply under 80 words. Use only the facts above. Do not promise anything that is not stated above. Put anything I must check or do under Sender notes, outside the reply.

SENDER REVIEW
Confirm the current status in your order system today, not from memory.

ALSO CHECK
If a date is in the reply, is it one the carrier or your shop gave?

CS-19 Explain a charge

Use when: A customer does not recognize a charge.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Customer: [name, and how they reached us]
Scenario: [the charge: date, amount, what it shows as]; [what it was for]; [the invoice or order it belongs to]
Write a reply that matches the charge to what it was for in plain words, with the date and the invoice or order number. Offer a copy of the invoice. Do not sound defensive. If I left out what it was for, reply only with a Needs input list. Return one reply under 90 words. Use only the facts above. Do not promise anything that is not stated above. Put anything I must check or do under Sender notes, outside the reply.

SENDER REVIEW
Confirm what it was for against the invoice or the payment record.

ALSO CHECK
No amount goes in unless you can point to where it came from.

COPY-READY PROMPTS

FIX THE PROBLEM

Each card carries one real commitment. Make it before the reply leaves.

CS-28 Return request, inside the policy

Use when: A return request meets your policy.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Customer: [name, and how they reached us]
Scenario: [what they are returning]; [the steps to return it]; [who pays shipping]; [when the refund is issued]
Write a reply that approves the return in the first sentence and lists the steps in order. State who pays shipping and when the refund is issued. If I left out the steps to return it, reply only with a Needs input list. Return one reply under 100 words. Use only the facts above. Do not promise anything that is not stated above. Put anything I must check or do under Sender notes, outside the reply.

SENDER REVIEW
Confirm the steps to return it against your written policy and this order.

ALSO CHECK
A refund date is a promise. Send only one you control.

CS-37 Service complaint

Use when: A customer is unhappy with service they received.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Customer: [name, and how they reached us]
Scenario: [the complaint, in their words]; [what I have confirmed happened]; [what I am doing about it]; [when they will hear from me again]
Optional: [a remedy, marked approved or pending]
Write a reply that restates the complaint so they know it was read, says what we have confirmed, and what we are doing with a date. Describe a remedy only if it is marked approved. If I left out what I am doing about it, reply only with a Needs input list. Return one reply under 120 words. Use only the facts above. Do not promise anything that is not stated above. Put anything I must check or do under Sender notes, outside the reply.

SENDER REVIEW
Confirm what you are doing about it is something you will really do, by when you said.

ALSO CHECK
Read it as the customer. Does any line explain instead of answer?

CS-55 Step-by-step answer

Use when: A customer asked how to do something.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Customer: [name, and how they reached us]
Scenario: [what they are trying to do]; [the steps, in order]; [what they should see when it worked]
Write a reply with the steps as a numbered list, one action per step, and a last line that says what success looks like. If I left out the steps, reply only with a Needs input list. Return one reply under 120 words. Use only the facts above. Do not promise anything that is not stated above. Put anything I must check or do under Sender notes, outside the reply.

SENDER REVIEW
Confirm the steps by walking through it yourself once.

ALSO CHECK
Say what they should see when it worked.

COPY-READY PROMPTS

HOLD THE LINE

A rule, a public reply and a handoff. Clear beats soft.

CS-64 Explain a policy

Use when: A customer asked what your policy is.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Customer: [name, and how they reached us]
Scenario: [the policy, as written]; [how it applies to their case]
Write a reply that states the policy in plain words and then says what it means for them specifically. If I left out the policy, as written, reply only with a Needs input list. Return one reply under 90 words. Use only the facts above. Do not promise anything that is not stated above. Put anything I must check or do under Sender notes, outside the reply.

SENDER REVIEW
Confirm the policy, as written matches what is published where customers can see it.

ALSO CHECK
A no still needs a next step. Is there one?

CS-73 Reply to a positive review

Use when: A customer left a good public review.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Customer: [name, and how they reached us]
Scenario: [what they said]; [one specific detail to thank them for]
Write a public reply that thanks them and mentions the specific detail. No sales pitch, no keywords stuffed in, no exclamation points in a row. If I left out one specific detail, reply only with a Needs input list. Return one reply under 45 words. Use only the facts above. Do not promise anything that is not stated above. Put anything I must check or do under Sender notes, outside the reply.

SENDER REVIEW
Confirm one specific detail is accurate and safe to say in public.

ALSO CHECK
No private details, order numbers or blame in a public reply.

CS-91 Hand off to a manager

Use when: You are passing a customer to someone senior.

Company brief: [sender, company, offer, coverage area, approved proof, limits, voice]
Customer: [name, and how they reached us]
Scenario: [the issue, in two lines]; [who is taking over]; [when that person will make contact]
Write a reply that introduces the person taking over, confirms they have the full history, and says when they will reach out. If I left out who is taking over, reply only with a Needs input list. Return one reply under 70 words. Use only the facts above. Do not promise anything that is not stated above. Put anything I must check or do under Sender notes, outside the reply.

SENDER REVIEW
Confirm who is taking over with whoever owns the decision before you send.

ALSO CHECK
Keep a copy. Hard conversations get reread later.

REVIEW AND MEASURE

BEFORE YOU SEND

Run this list on every reply. Then measure with one definition and one observation window.

CHECKLIST. PRINT THIS PAGE IF IT HELPS

- [ ] The reply answers the question they asked, in the first lines.
- [ ] Names, order numbers, amounts and dates match your records.
- [ ] Every promise is one you control and will keep.
- [ ] Any link or attachment is present and correct.
- [ ] Nothing private appears in a public reply.
- [ ] There is one clear next step, or none if none is needed.
- [ ] A no comes with what they can do instead.
- [ ] It reads naturally out loud, in your voice.

ILLUSTRATIVE RESULTS. FICTIONAL BATCH, NOT A BENCHMARK

Coast Road Appliance Repair, a fictional three-person shop, used these prompts on 40 customer messages in one week and counted what happened over the following 7 days.

40	34	31	6	3	77.5%
Messages	Same day	One reply	Reopened	Corrected	One-reply rate

One-reply rate = 31 closed with one reply / 40 messages = 77.5%. Count a message once, and decide the window before you start.

ONE REPLY

The customer needed nothing more inside the window.

REOPENED

They wrote back about the same issue.

CORRECTED

You had to fix something you sent.

COMPARE FAIRLY

Same kind of work, same window, same way of counting. Change one thing per batch and write it in the Notes column of the Results Log. A small batch is a signal, not proof.

COMPANION RESOURCES

OPEN THE LIBRARY

The full library ships in three formats. Start with one piece of work you already have to do.

THREE COMPANION FILES, SAME 99 PROMPTS

PDF

Recon11_99_Customer_Service_Prompt_Library.pdf
All 99 prompts as designed cards, three to a page, in the same format as this manual. Read, print, or copy from it.

XLSX

Recon11_99_Customer_Service_Prompts.xlsx
Start Here, Prompt Library, and Results Log. Filter by category, copy a prompt from one cell, log results. No macros.

MD

Recon11_99_Customer_Service_Prompts.md
The same 99 prompts as plain text. Opens in any text editor.

HOW TO OPEN THEM

All three come in the same kit folder as this PDF. They are also attached inside it: in Adobe Acrobat or Reader, open the Attachments panel (the paperclip icon) and double-click a file.

RUN YOUR FIRST DRAFT IN FOUR MOVES

01 **Choose.** Pick one live piece of work from your own list. Find its prompt on page 08 or with the Category filter in the workbook.

02 **Fill.** Paste your company brief from page 03, then replace each bracketed field with a fact you can point to.

03 **Review.** If the AI returns Needs input, supply the fact and run it again. If it drafts, work the sender review and the list on page 12. You send it.

04 **Log.** Add one row to the Results Log: prompt ID, date, what happened, and what you had to change.

The prompts draft. You verify and send. Nothing in this guide promises a result, and every business, person, price, and number shown is fictional. This guide is educational and is not legal, financial, or other professional advice.