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Writing prompts for business tasks: replies, descriptions and summaries

AI in Your Business

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A good request to an AI (a *prompt*) says **who it is, what to do, with what information, in what tone and in what format**. A vague request gets a vague answer; a request with these five parts gets a first draft that only needs review. The AI writes fast, but it is your company that answers the customer, so the draft never goes out without a person reading it.

The five parts of a prompt

1. **The role.** “You are the customer service desk of an online shop.” It gives the model the right point of view.
2. **The task.** One per request, stated plainly: “reply to this customer”, “write the description of this product”, “summarise this meeting”.
3. **The information.** Paste what the model needs to know, and only that. What you do not give it, it makes up.
4. **The tone and the limits.** “Polite and direct. Do not promise dates or refunds. If information is missing, ask.”
5. **The format.** “One short paragraph”, “a bullet list”, “a headline and three lines”.

A template for each task

Task	What to give the model	What to ask for
Replying to a customer	Their message, what you know about the case, what you can and cannot promise	A polite reply that asks for what is missing and promises nothing it should not
Describing a product	Real features, who it is for, the brand's tone	A description that uses only what you gave it
Summarising a text or meeting	The full text	Main points, decisions made and tasks, each with an owner if there is one
Rewriting	Your text and the tone you want	The same information, clearer and shorter

A complete prompt for answering a complaint:

```
You are the customer service desk of an online shop.
Reply to this customer message: [paste the message].
What we know about the case: [what happened].
Tone: polite and direct. Do not promise dates or refunds.
If information is missing, ask one question.
Format: one short paragraph.
```

Do not paste data you should not.
Passwords, API keys, health data, identity documents and customer data do not go into an AI service. See **what never to type into an AI**.

Check facts, names, amounts and dates.
The AI writes with the same confidence when it is right and when it invents. See **how to check an answer**.

1. **Ask for two versions** and pick the better one, or combine what is good in each.
2. **Say what you did not like** ("shorter", "no exclamation marks") instead of starting over.
3. **Keep the prompts that work.** A document with your five usual prompts saves more time than any trick.

If the AI writes generic things, the problem is usually the prompt: concrete information about your case, your customer and your product was missing. The more specific what you paste, the less generic what comes out.

NEED A HAND?

Want to use AI on your site or in customer service and do not know where to start? Tell us what you have and what you want.

Open a support ticket →

SEE ALSO

- ChatGPT, Claude or Gemini: which AI tool suits which task →
- How to use AI on your phone, and what never to type into it →
- AI hallucinations: how to check an answer before you use it →

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