Reply prepared — one-star review

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Fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **The reply is not published.** It is written for the people who will read the review in six months, not for its author — who has often moved on.

What the review claims, and what the data says

Fact claimed	Verifiable?	Result
Order placed 14/07	**Yes**	**Accurate**
Delivered 29/07	**Yes**	**Accurate**
5-day lead time advertised	**Yes**	**Accurate — product page**
Cause of the delay	**Yes**	**Stock shortage, 9 days, never notified**

The three facts are accurate, and the fourth is what the customer could not know. They endured a nine-day hold without being told — that is the real cause, and that is what the reply says.

What the reply contains

Element	Present?
Acknowledgement of the delay	**Yes**
Real cause: a shortage, not negligence	**Yes**
What has changed since	**Yes**
Offer of direct contact	**Yes**
Generic apology	**No**
"We are sorry you felt that way"	**No**
Commercial gesture	**No**

> **A gesture announced under a review becomes a price.** The next person will ask for it by quoting the reply — and they will be right to, since it is public.

Who the reply is written for

Reader	Likelihood of reading it
The review's author	**Low — they have moved on**
A prospect in six months	**High**

That is what governs the tone: the reply must be understandable by somebody who knows neither the order, nor the company, nor the incident.

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> https://bluelemonagent.ai/en/entreprises/cas-usage/agent-de-reponse-aux-avis-clients

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