

1 AI A DAY · @JJWONG.AI

The Connected Store Map

What becomes possible once your store is connected to an AI — and the seven questions to ask any vendor selling you one.

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What becomes possible once your store is connected to an AI, ordered by what's actually worth doing first.

This is a map, not a manual. It tells you what the terrain looks like so you can decide where to go. It does not tell you how to build the road — partner approval, credentials and API mechanics aren't things that belong in a PDF.

First, the honest framing

"Connected" means an AI can read your live store data and, where you permit it, write changes back. Three tiers, and most sellers should stop at tier one for a while.

TIER	WHAT IT DOES	RISK
Read	Looks at live catalogue, stock, orders, returns	None
Draft	Prepares changes, you approve each one	Low
Write	Applies approved changes back to the platform	Real — gate it properly

Almost all of the value is in **read and draft**. Sellers who rush to full write access usually do it before they've built the habit of checking, and that's when something goes live that shouldn't have.

Tier 1 — Read only. Start here.

These need nothing but access. No decisions get made, nothing changes.

Daily

- Stock levels across every channel in one view, before the day starts
- Orders that haven't shipped and are approaching the SLA
- Listings that went inactive overnight without anyone noticing
- Chat and Q&A volume by topic, so you see what's confusing buyers this week

Weekly

- Sales velocity per SKU, and the stockout date each one is tracking toward
- Returns grouped by root cause, with the cost attached
- Competitor landed prices against yours on your hero SKUs
- Which listings lost ranking position and when

Monthly

- Payout reconciliation against your own order book
- Margin by SKU after fees, shipping, returns and ad spend
- Dead stock — what hasn't moved and how much cash is sitting in it

Every one of these exists in your platform's reports somewhere. The difference is nobody opens twelve reports on a Monday, and a connected AI can hand you the three lines that matter.

Tier 2 — Draft. Where the hours come back.

The AI prepares work; you approve it. This is where most of the actual saving is.

- **Listing rewrites** — titles and descriptions drafted against live competitor data, queued for your review
- **Chat replies** — drafted in your voice from your own past replies, one tap to send
- **Purchase orders** — sized from real velocity, drafted to the right supplier
- **Campaign SKU selection** — which products to push, based on margin and stock cover rather than gut feel
- **Review responses** — drafted, never auto-posted
- **Price adjustments** — proposed with the reasoning, so you can disagree

Tier 3 — Write. Only after tier 2 has been boring for a month.

- Scheduled price and stock sync across channels
- Auto-pause listings that go out of stock
- Bulk field updates from an approved diff
- Scheduled campaign entry and exit

The rule I'd hold you to: nothing writes without a human approving the specific change, and nothing touches pricing or inventory during a live campaign. The failure mode here isn't the AI being wrong — it's being right about the wrong SKU, 400 times, at 3am.

Where to start, honestly

Pick **one** read-only report you currently open manually every week. Get that running automatically. Live with it for a fortnight.

Most people want to start with the exciting one — auto-pricing, auto-everything. The ones who actually end up with a working system start with a boring Monday report and build trust from there.

Questions to ask any vendor selling you "AI for Shopee"

This is the most useful page in here, and it costs you nothing.

1. **Is this on the platform's official API, or is it scraping / driving a browser?** If they're vague, it's the second one.
2. **Are you an approved platform partner?** Ask for the app name.
3. **Where do my credentials live, and who at your company can see them?**
4. **What happens when the platform changes something — do I find out from you, or from my listings breaking?**
5. **Can it write, and what stops it writing something I didn't approve?**
6. **What's the rollback?** If it pushes 300 bad titles, how do I undo it?
7. **What happens to my data if I stop paying?**

A vendor who answers all seven cleanly is rare. A vendor who gets annoyed at question one is telling you the answer.

What I'd tell you if we were having coffee

The connection isn't the hard part and it isn't the valuable part. The valuable part is knowing which fifteen operations out of hundreds are worth wiring, and having the discipline to keep a human in front of every write.

Most of the benefit on this map is available to you *today*, manually, with the exports you already have — that's what the rest of this account has been about. Connecting it just removes you from the middle.

Which one of these would you want running by Monday? Reply and tell me — I read every one, and the answer tells me what to build next.

@jjwong.ai — one AI play for SEA sellers, daily.