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The Review Reply Kit

1 AI A Day · Day 19 · @jjwong.ai

JJ Wong · jjwong.ai

The prompt, the four-part shape, the 45-word rule, and ready templates for the reviews you'll get most — in English and Malay.

Who you're actually writing to

Not the reviewer. They've already decided. You're writing to the next fifty people reading the review while deciding whether to buy from you.

That changes everything:

- **Length.** Long replies read as defensive, however they're written.
 - **Tone.** Nobody reading audits who was right. They read your tone and imagine what it'd be like if *their* order went wrong.
 - **The last sentence.** It's the only sentence written for the reader — so it should hand them one useful fact.
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The four-part shape

1. **Acknowledge** — short and specific. No "Dear valued customer".
2. **Own or clarify** — once, briefly, without arguing.
3. **Action** — what you've already done about it.
4. **One line for the reader** — the fact the next buyer needs.

Part four is the whole point, and almost nobody includes it.

The 45-word rule

Hard limit. Long enough to acknowledge, act and inform. Short enough that it can't turn into a defence. Nearly every review reply that damages a shop is one that went past this and kept explaining.

The prompt

Draft a public reply to this marketplace review.

Write it for the next 50 buyers who will read it, not for the reviewer.

Maximum 45 words.

Structure:

1. Acknowledge the specific problem in one short sentence.
2. If it's our fault, own it once. If it isn't, clarify once — calmly, without blaming the buyer.
3. State what we've already done about it.
4. End with one factual line a future buyer would find useful.

Never:

- contradict or correct the customer
- mention discounts, compensation or refunds publicly
- promise anything I haven't confirmed

If the review alleges something I'd need to verify before responding — a fault, a missing item, a claim about the product — write [VERIFY: what] instead of making a statement.

Reply in the same language the review was written in.

REVIEW:

[paste]

WHAT I'VE ALREADY DONE:

[e.g. messaged them to arrange a replacement]

Templates — the five you'll get most

1. Arrived damaged

Sorry this arrived like that — that's not the standard we pack to. We've messaged you to arrange a replacement. For anyone reading: every unit ships sealed, and we've since added extra padding to this item.

Maaf barang sampai dalam keadaan begini — itu bukan standard pembungkusan kami. Kami dah mesej anda untuk urusan ganti. Untuk pembeli lain: setiap unit dihantar bersegel, dan kami dah tambah lapik untuk item ini.

2. Looks different from the photos

Thanks for telling us — colour on screen can differ from real life, and we should make that clearer. We've messaged you about an exchange. For anyone reading: the third photo is taken in daylight and is the truest colour.

Terima kasih kerana maklumkan — warna di skrin boleh berbeza, dan kami patut jelaskan. Kami dah mesej anda untuk tukar. Untuk pembeli lain: gambar ketiga diambil dalam cahaya siang, paling tepat warnanya.

Only use the last line if it's true. If you don't have a daylight photo, take one and add it before replying.

3. Slow delivery

Sorry for the wait — we know it's frustrating. Your order left us the day after you ordered; the delay was in transit and we've followed up with the courier. For anyone reading: we dispatch within 24 hours on weekdays.

Don't blame the courier by name, and only claim a dispatch time you can prove from your own records.

4. Wrong item or variant

Sorry — you should have received exactly what you ordered. We've messaged you to send the right one. For anyone reading: we've since relabelled this product's variants to make them easier to tell apart.

Then actually relabel them. The Variant Pack covers how.

5. Positive review

Thank you — really glad it fits the way you hoped. Enjoy it!

Short. Reply to good reviews too — it shows buyers someone is actually there — but don't turn them into an advert.

When not to reply publicly

- **Abusive or clearly fake reviews.** Don't engage. Use the platform's reporting process.
 - **Anything involving a dispute that's still open.** Reply once it's settled.
 - **Anything where you're angry.** Draft it, wait an hour, reread it.
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Never auto-send these

Chat replies can go out on one tap after you've read them. Reviews are public and permanent. A person reads every reply before it posts.

Log the cause, not just the reply

Every negative review is a return that already happened, or one that's about to. Note the root cause each time — the Returns Digest uses exactly the same buckets — and fix the pattern, not just the reply.

The one thing to remember

Never argue in public, even when you're completely right. A calm, short, slightly generous reply sells more than a factually airtight one.

Questions? Reply to this email — I read them all. More at [@jjwong.ai](#) — one AI play for SEA sellers, daily.