

ChatGPT Prompts

for Customer Service Teams

Who this guide is for

This free, independent plain English guide is for customer service teams who want practical ways to use ChatGPT to draft, organise and improve support communication. What Is ChatGPT publishes clear guidance at whatischatgpt.co.uk. It is not affiliated with OpenAI.

How to use the prompts

Copy a prompt, replace each square bracket with approved, non-personal details, then check the draft against your current guidance. Ask ChatGPT to flag missing information instead of guessing. Treat every result as a draft for a person to review.

Empathetic reply drafts

- 01 Draft a warm, concise first reply to a customer who is feeling [emotion] about [issue]. Acknowledge their concern, explain [verified next step], and do not promise an outcome or timing that is not provided.
- 02 Write an empathetic update about [delay or service disruption]. State only these confirmed facts: [facts]. Explain what the team is doing next: [action]. Avoid invented causes, dates or guarantees.
- 03 Help me ask a customer for the missing information needed to investigate [issue]. Keep the tone considerate, explain why [information needed] matters, and make the request easy to answer.
- 04 Rewrite this draft so it acknowledges the customer's frustration without sounding defensive: [draft]. Keep the verified details and policy unchanged. Return one ready-to-review reply.
- 05 Draft a kind closing message after [issue] has been resolved. Confirm only the supplied outcome [outcome], thank the customer for their patience, and avoid suggesting further action unless [approved next step] says to do so.

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Complaints and resolution

- 06 Create a clear complaint reply structure using these notes: [notes]. Organise it into acknowledgement, understanding of the issue, verified findings, action taken, and next step. Mark any missing facts for me to confirm.
- 07 Draft a holding response for a complaint that is still being investigated. Use the confirmed details [details], say what will happen next [next step], and do not invent a response deadline or claim progress that has not occurred.
- 08 Based only on this approved policy [policy], draft a respectful reply offering the options the customer may choose from. List each option plainly and flag any point the policy does not answer.
- 09 Improve this complaint response [draft] so it takes the customer's concern seriously and clearly separates confirmed facts from proposed action. Do not add an admission, remedy or commitment that is not in [approved guidance].
- 10 Turn these anonymised complaint notes [notes] into a neutral internal handover. Include the issue, steps already taken, unresolved questions and the next owner action. Do not include personal details or infer blame.

FAQs and clear answers

- 11 Turn this approved information [source text] into one customer-facing FAQ. Write a direct question and a plain English answer. Preserve the meaning and flag anything that needs confirmation.
- 12 Rewrite this FAQ answer [answer] for a reader with no specialist knowledge. Keep all supplied facts, qualifications and policy terms accurate. Briefly identify any jargon you could not safely simplify.
- 13 From these approved support topics and source notes [topics and notes], draft a set of FAQs. Group related questions, avoid repeating answers, and label gaps where the source does not provide an answer.
- 14 Review this FAQ list [list] for duplicate questions and unclear wording. Suggest a cleaner order based on the customer journey, but do not remove a distinct policy detail. Show proposed changes separately from the original facts.
- 15 Make this answer easier to scan [answer]. Use short steps only when the supplied process [process] supports them, define necessary terms, and keep exceptions and warnings visible. Do not add a step.

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Macros and saved replies

Use these to build consistent starting points. Keep every bracketed field editable and check the final wording against your current process.

- 16 Draft three saved reply versions for [common enquiry]: an initial acknowledgement, a progress update and a closing reply. Use only this approved information [guidance] and mark details that an agent must personalise.
- 17 Turn this approved response [response] into a reusable macro. Replace variable details with clear square bracket placeholders, preserve required caveats, and add a short note describing when not to use it.
- 18 Create a saved reply asking for the information needed to continue [process]. Keep it courteous, request only the listed items [items], and explain the next step without promising a timeline.
- 19 Write a reusable response for enquiries outside [team scope]. Explain what this team can help with [scope], direct the reader to [approved channel], and do not invent contact details or claim that a transfer has happened.
- 20 Build a saved reply for a customer who has not yet responded. Keep the tone low pressure, refer only to [previous request] and state the next step [approved next step] without implying that their case is closed unless policy says so.

Make macros safe to reuse

Keep placeholders obvious, remove details that vary by customer, and give agents a clear cue for checking policy before sending. Review saved replies whenever a process or policy changes.

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Tone rewrites and thread summaries

- 21 Rewrite this reply in a [calm and friendly] tone for [audience]. Keep the meaning, facts, policy and level of certainty unchanged. Return the revised reply and list any wording that may alter the meaning.
- 22 Shorten this support message [draft] to [length or format]. Retain the key answer, necessary caveats and next step. Do not remove conditions or create a new commitment.
- 23 Make this reply sound more natural and less scripted [draft]. Keep it professional and respectful for [context], avoid over-familiar language, and preserve every factual detail and policy boundary.
- 24 Summarise this anonymised support thread [thread] for the next agent. Separate the customer's issue, confirmed timeline, actions already taken, unresolved questions and next step. Do not infer facts or include personal data.
- 25 From this anonymised long thread [thread], produce a concise handover with the current status, the customer's stated concerns, any commitments explicitly made, and what still needs checking. Quote no personal details and label uncertainty clearly.

Check before you use it

Never put client, patient, staff or customer personal data into ChatGPT. Check facts, figures and citations. Review every draft for commitments, policy and tone before using or sending it.

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