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DIWALI & FESTIVE SEASON · CUSTOMER REPLIES

10 AI Prompts for Festive-Season Customer Replies

Festive season brings more messages than any other time of year: offers, delivery questions, gifting enquiries, complaints and payment follow-ups. These prompts help your team reply faster without sounding like a robot.

ChatGPT | Claude | Gemini | Microsoft Copilot

How to use these prompts

Role
Who the AI should act as

Context
The facts it needs. Paste the facts, not your whole file

Task
One clear job

Format
Length, layout and language

Copy a prompt, replace everything in [square brackets] with your details, and paste it into your AI tool. Read the reply before you send it.

The 10 prompts

1. Diwali greeting to customers

Use it for: A warm WhatsApp or email greeting that is not a sales pitch.

> You are the owner of [business name], a [type of business] in [city]. Write a Diwali greeting for our customers. Thank them for their trust this year and wish their families health and happiness. Do not mention any offer or discount. Under 60 words, warm and simple, suitable for WhatsApp. Give one version in English and one in [Hindi / Marathi / Gujarati].

2. Festive offer announcement

Use it for: Announcing a sale or offer with terms that nobody can misread.

> You are the marketing executive at [business name]. We are running a festive offer: [offer details, e.g. 15% off on all orders above Rs 2,000], valid from [start date] to [end date]. Conditions: [conditions]. Write a customer message announcing it. Put the offer in the first line, list the dates and conditions as bullet points, and end with how to order: [phone / website / store address]. Under 90 words. No exaggerated claims.

3. Holiday closure notice

Use it for: Telling customers and clients when you are closed and how urgent requests will be handled.

You are the office administrator at [business name]. Our office will be closed from [date] to [date] for Diwali and will reopen on [date]. Urgent requests can go to [name / number / email]. Orders placed during the break will be processed from [date]. Write a short notice for customers. Dates as bullet points, a polite festive closing, under 80 words.

4. Order delay apology

Use it for: Telling a customer their order will be late, before they have to chase you.

You are a customer support executive at [business name]. Order [order number] was promised for [original date] but will now reach on [new date] because of [reason, e.g. festive courier rush]. Write an apology message to the customer. Take responsibility without blaming the courier, give the new date clearly, and offer [what you can offer, e.g. free delivery on the next order / option to cancel]. Under 80 words, calm and sincere.

5. "Where is my order?" reply

Use it for: The most common festive-season question, answered in one go.

You are a customer support executive at [business name]. A customer asked where their order is. Facts: order [number], dispatched on [date] via [courier], tracking number [number], expected delivery [date]. Write a reply that gives the status in the first line, then the tracking details, then what to do if it does not arrive by [date]. Under 70 words, friendly, for WhatsApp.

6. Discount negotiation reply

Use it for: A customer asking for a bigger discount than you can give.

You are the sales executive at [business name]. A customer has asked for [discount they asked for] on [product / order]. The best we can offer is [your best offer], or [an alternative, e.g. free delivery / a free add-on / the same price on a larger quantity]. Write a polite reply that says no to their request without sounding rigid, explains the offer we can make, and invites them to confirm by [date]. Under 80 words.

7. Corporate gifting enquiry

Use it for: Replying to a company that wants bulk Diwali gifts, and getting the details you need to quote.

You are the sales executive at [business name]. A company has enquired about Diwali gifts for their employees or clients. Write a reply that thanks them, mentions our popular options [list 2-3 options with price ranges], and asks for the details we need to quote: quantity, budget per gift, delivery date and city, branding or custom message, and GST invoice details. Questions as a numbered list. Under 120 words, professional.

8. Damaged or wrong item complaint

Use it for: An unhappy customer who received the wrong or damaged product.

You are a senior customer support executive at [business name]. A customer received [a damaged item / the wrong item] for order [number]. Our policy: [your policy, e.g. free replacement within 3 days, pickup arranged by us]. Write a reply that apologises first, does not argue, asks for [a photo of the item and packaging], explains the next steps as numbered points, and gives a timeline. Under 100 words, warm and clear.

9. Gentle payment reminder (B2B)

Use it for: Following up on an overdue invoice during the festive season without damaging the relationship.

You are the accounts executive at [business name]. Invoice [number] dated [date] for Rs [amount] was due on [due date] and is still pending. Write a polite payment reminder to [client name]. Open with a short festive greeting, state the invoice details clearly, mention that our books close for the festive break on [date], and ask them to confirm the payment date. Include our bank details placeholder: [bank details]. Under 100 words, respectful, not pushy.

10. Post-festive thank-you and review request

Use it for: Thanking customers after the season and asking for a Google review.

You are the owner of [business name]. Write a thank-you message to customers who bought from us this festive season. Thank them sincerely, mention one thing we will improve based on their feedback, and ask them to leave a Google review at [review link]. Do not offer anything in exchange for the review. Under 70 words, personal, for WhatsApp.

Bonus: reply in your customer's language

Use it for: Paste any reply the AI wrote, then add this prompt.

Rewrite this message in simple [Hindi / Marathi / Gujarati] that a customer would use on WhatsApp. Keep the same facts, dates and amounts. Do not translate the order number, product names or links.

Three rules before you send

1. Never paste private data

Keep customer phone numbers, addresses, bank details and full order lists out of public AI tools. Use placeholders and fill them in yourself.

2. Check every fact

A person must check prices, dates, order numbers and offer terms before the message goes out.

3. Make it sound like you

Change any line your customer would not expect from your business.

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Happy Diwali to you and your team