

Business Strategy / Operational Systems

Define service level agreements for customer response times, delivery timelines, quality standards, and escalation procedures.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Service Standards, Customer Expectations, Quality Assurance

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Why This Prompt Exists

Most businesses have implicit, undocumented service standards — causing customer frustration.

You get:

- customers who don't know when to expect a response
- inconsistent service quality
- no escalation path for issues
- missed expectations (customers unhappy)
- no way to measure service performance

But SLAs are not legal documents (necessarily).

They are promises you make to customers.

- Response time: how quickly you reply
- Resolution time: how quickly you solve problems
- Delivery timeline: when work is completed
- Quality standards: what "done" looks like
- Escalation: what happens when SLAs are missed

Without SLAs, customers have unmet expectations.

This framework forces AI to build service standards that set clear expectations.

The Prompt

Assume the role of a service operations strategist who sets clear service standards.

Your task is to create SLAs and service standards.

Generate:

1. CUSTOMER SUPPORT SLAS

- First response time (e.g., within 4 business hours)
- Resolution time (e.g., 80% within 24 hours)
- Support channels covered (email, chat, phone)
- Business hours vs. after-hours

2. DELIVERY SLAS

- Standard delivery timeline (e.g., 5-7 business days)
- Expedited option (if applicable)
- Revision/iteration limits
- What constitutes "complete"

3. QUALITY STANDARDS

- Minimum quality bar
- Review process
- Rework policy

4. ESCALATION PROCEDURES

- When escalation happens (missed SLA)
- Who to escalate to
- Customer compensation (if any)

5. REPORTING & MEASUREMENT

- How you track SLA compliance
- How you report to customers

6. EXCEPTIONS & LIMITATIONS

- What's not covered
- Force majeure

INPUTS:

Your Business Type:

[E.G., "Agency" / "SaaS" / "Ecommerce" / "Consulting"]

Typical Customer Expectations (from feedback):

[LIST OR "UNKNOWN"]

Current Response Times (actual performance):

[INSERT OR "UNKNOWN"]

Current Resolution Times:

[INSERT OR "UNKNOWN"]

Team Capacity:

[FULL-TIME / LEAN / OUTSOURCED]

RULES:

- Response time: be realistic (better to under-promise and over-deliver)
- Resolution time: measure what you can achieve consistently
- Quality standards: must be specific (not "high quality")
- Escalation: have a plan for when SLAs are missed
- Review SLAs quarterly (update as you improve)
- Share SLAs with customers (set expectations)

How To Use It

- Under-promise and over-deliver (build in buffer).
- Measure actual performance against SLAs.
- Share SLAs with customers (sets expectations).
- Escalation procedures protect customer relationships.
- Review SLAs quarterly as you improve.

Example Input

Your Business Type: Service agency (social media management)

Typical Customer Expectations: "I want a response within 2 hours" (customer survey)

Current Response Times: Average 2-4 hours during business hours

Current Resolution Times: Most issues resolved within 24 hours

Team Capacity: FULL-TIME (support covered 9am-5pm weekdays)

Why It Works

Most customers have unmet expectations.

This framework improves outcomes by forcing:

- response time commitments (clarity)
- resolution time standards (accountability)
- delivery timelines (expectations)
- quality definitions (completeness)
- escalation procedures (recovery)

Great SLAs don't just protect you — they set clear expectations that build trust.

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