

FICTIONAL DEMO PROOF | CONTROL RECORD

Review Response Rescue Tonight

Change and assumption log for a 20-review fictional response batch

STATUS: FICTIONAL DEMO ONLY - no real business, reviewer, customer, platform, order, or personal data.

Business	Fictional verified value
Name and location	Marlowe Street Books & Paper Bellweather shop (fictional location)
Category and audience	Independent bookstore and stationery shop Public review readers and prospective neighborhood shoppers
Voice	Warm, calm, concise, specific, and non-salesy; acknowledge the review without arguing or over-apologizing.
Signature and E2 route	- The Marlowe Street Books & Paper team hello@marlowestreetbooks.example
Fact-source date	Fictional owner-supplied fact sheet 2026-08-17

Batch snapshot

REVIEWS	E0 ROUTINE	E1 AWARENESS	E2 FOLLOW-UP	CLAIM MAPS
20	9	6	5	39

Authoring assumptions

- One fictional non-regulated bookstore and stationery location; no real entity, customer, order, reviewer, or platform data is represented.
- The weak-source reviews and weak replies are demonstration inputs only and remain unpublished.
- Business-specific statements are allowed only when supported by the fictional review text or a verified fictional fact ID.
- The approved .example email is non-deliverable and appears only in E2 drafts that require private owner review.
- No resolution, compensation, investigation, employee action, timing promise, liability admission, threat, or review-change request is permitted.
- The service stops at drafting, tagging, traceability, and triage; buyer approval and manual paste are required for any publication.

ASSUMPTION CONTROL | FICTIONAL DEMO

Verified fictional fact ledger

Only these business facts may support a public draft. They are verified for the fictional demo, not asserted about any real business.

Fact ID	Topic	Verified fictional fact
BF-001	Business identity	Marlowe Street Books & Paper is a fictional independent neighborhood bookstore and stationery shop at one fictional Bellweather location.
BF-002	Public hours	The Bellweather shop is open Tuesday through Saturday from 10:00 a.m. to 7:00 p.m., Sunday from 11:00 a.m. to 5:00 p.m., and closed Monday.
BF-003	Online availability and reservations	The online availability guide is updated in batches and can lag after busy periods or a last-copy sale. A reservation is secured only after a confirmation message is sent.
BF-004	Curbside pickup	Curbside pickup is available during open hours for confirmed reservations.
BF-005	Gift wrap	Gift wrap is available at no added charge for books and stationery purchased at the shop.
BF-006	Special orders	The shop accepts special orders for titles available through its distributors. Timing varies with distributor availability, and a pickup notice is sent after an item arrives.
BF-007	Event seating	Event seating is limited. When registration is required, confirmed registrations hold places; walk-ins can be accommodated only if space remains.
BF-008	Returns	Unused, unmarked merchandise may be returned within 30 days with a receipt. Clearance items and opened journals are final sale.
BF-009	Private review route	The buyer-approved public contact route is hello@marlowestreetbooks.example. A manager may review an item-specific, reservation, special-order, pickup, or pricing concern when the customer supplies the relevant date and reference privately.
BF-010	Shared event space	Scheduled events take place on the shared sales floor, so the reading nook can be livelier during a program.
BF-011	Response tone	Approved voice: warm, calm, concise, specific, and non-salesy. Thank the reviewer, acknowledge the experience, use only supplied facts, and invite private follow-up only when needed.
BF-012	Signature	Approved signature: - The Marlowe Street Books & Paper team
BF-013	Prohibited moves	Do not invent facts, promise a resolution, admit liability, threaten, expose personal or confidential details, solicit a review edit or removal, offer an incentive, or manipulate ratings.
BF-014	Privacy boundary	Public drafts must not repeat reviewer identities, contact details, payment data, or order-specific information. Request only the minimum context through the approved public contact route when an E2 follow-up is appropriate.

CLAIM RULE: A business-specific claim must map to a review observation or a fact ID above. Unsupported claims are a publication veto.

EDITORIAL AUDIT | REVIEWS RR-001 TO RR-010

Weak-to-production change log

Each row records the source weakness, the production edit, the escalation tier, and the final review disposition.

Review	Weakness / risk	Production change	Tier / disposition
RR-001	Generic and rating-blind.	Replaced a generic thank-you with a specific response grounded in the review and the verified gift-wrap fact.	E0 READY FOR BUYER REVIEW
RR-002	Ignores the checkout wait.	Made the response specific to both praise and wait time without promising a faster future checkout.	E0 READY FOR BUYER REVIEW
RR-003	Vague inventory excuse.	Replaced a vague inventory excuse with the exact supplied availability and confirmation boundaries.	E1 READY AFTER OWNER AWARENESS
RR-004	Blames the reviewer.	Removed the blaming instruction and replaced it with a courteous, sourced explanation of confirmation and pickup.	E1 READY AFTER OWNER AWARENESS
RR-005	Generic event thanks.	Expanded the generic acknowledgment into a review-specific response with the verified event-capacity fact.	E0 READY FOR BUYER REVIEW
RR-006	Dismisses capacity concern.	Reframed a dismissive draft as an empathetic, source-backed capacity explanation without disputing the reviewer.	E1 READY AFTER OWNER AWARENESS
RR-007	Promises an unspecified resolution.	Removed the outcome promise and substituted a factual process note plus a privacy-safe request for manager review.	E2 HOLD FOR OWNER REVIEW
RR-008	Promises future action without authority.	Removed an unsourced future-action promise and retained only the observed issue and verified gift-wrap fact.	E1 READY AFTER OWNER AWARENESS
RR-009	Defensive policy-only reply.	Replaced a defensive reply with the exact policy, acknowledgment of unclear communication, and a non-promissory private review route.	E2 HOLD FOR OWNER REVIEW
RR-010	Focuses on rating, not substance.	Turned a rating-only acknowledgment into a specific response based entirely on the supplied review.	E0 READY FOR BUYER REVIEW

EDITORIAL AUDIT | REVIEWS RR-011 TO RR-020

Weak-to-production change log

Each row records the source weakness, the production edit, the escalation tier, and the final review disposition.

Review	Weakness / risk	Production change	Tier / disposition
RR-011	Directs blame to the reviewer.	Removed the reviewer-directed instruction and used a neutral shared-space fact with acknowledgment.	E0 READY FOR BUYER REVIEW
RR-012	Invents cause and compensation.	Removed the invented cause and refund promise, then added a privacy-safe manager-review route.	E2 HOLD FOR OWNER REVIEW
RR-013	Generic; misses praise and delay.	Replaced a generic reply with a concise acknowledgment of both the service praise and checkout delay.	E0 READY FOR BUYER REVIEW
RR-014	Blames an unnamed listing.	Removed blame toward an unnamed listing and supplied the verified regular hours with empathetic acknowledgment.	E1 READY AFTER OWNER AWARENESS
RR-015	Generic pickup acknowledgment.	Added the specific pickup and staff details plus the verified curbside boundary.	E0 READY FOR BUYER REVIEW
RR-016	Admits the issue and promises replacement.	Removed the replacement promise and used a privacy-safe manager-review route with no outcome commitment.	E2 HOLD FOR OWNER REVIEW
RR-017	Defensive denial.	Removed a defensive denial and acknowledged the experience without deciding what occurred.	E1 READY AFTER OWNER AWARENESS
RR-018	Dismissive timing language.	Made the response balanced and specific while grounding timing language in the verified special-order process.	E0 READY FOR BUYER REVIEW
RR-019	Policy-only; no empathy or review route.	Added empathy, the exact confirmation and availability facts, and a non-promissory private review route.	E2 HOLD FOR OWNER REVIEW
RR-020	Rating-centered and generic.	Replaced a rating-only reply with a concise response tailored to the event and product details.	E0 READY FOR BUYER REVIEW

RELEASE CONTROL | FICTIONAL DEMO

QA evidence and publication gate

Check	Verified result	Release meaning
Response count	20 of 20	Every fictional source review has one distinct final owner response.
Length gate	42 to 61 words	All responses remain within the 20 to 110 word production boundary.
Claim traceability	39 of 39 supported	Every mapped claim is grounded in the review or fictional fact ledger.
Escalation distribution	E0 9 E1 6 E2 5	E2 responses require owner review and use only the approved .example route.
Privacy scan	No real person/customer data	Reviewer labels, location, business, contact, reviews, and orders are fictional.
Safety language	No prohibited patterns	No threats, admissions, invented remedies, review manipulation, or rating requests.
Publication boundary	Manual buyer approval	No login, posting, reviewer contact, or automated publication is represented.

Automatic veto list

- Direct identifiers, private details, payment/order data, or confidential information.
- Unsupported business facts or uncertain statements presented as facts.
- Resolution, refund, compensation, investigation, employee action, or timing promises.
- Threats, accusations, liability admissions, inflammatory wording, or argumentative tone.
- Requests to edit, remove, or improve a review or rating, including incentives.
- Any response lacking the required buyer or E2 owner approval.

LIMITATION: This proof does not claim publication, review removal, rating improvement, ranking, recovery, conversion, revenue, or any other outcome. Live customer content is deleted within 72 hours after initial delivery; the operational evidence log remains content-free.