@demotoprod · CHECKLIST

Disputed-answer checklist

An airline's website chatbot invented a ninety-day refund window. The policy page said the opposite. In February 2024 a tribunal awarded the customer C$812.02, called the "separate legal entity" defence remarkable, and found no reason a customer should know which part of a website to trust. The side that lost was the side with no evidence. Five checks.

1 Log every answer as evidence

The company could not show what its bot had been told or why its page should outrank the bot. A dispute is won by whoever can replay the conversation.

- Store, per answer: an id, the timestamp, the exact text shown, the sources used (with their version), the prompt version, the model id and the retrieval set.
- Keep it for the whole dispute window of your market, hashed as it is written, where the bot cannot change it.
- Replay from the log, never from memory, when a customer disputes an answer.

```
{"answer":"a81f","ts":"2026-10-16T09:12Z","shown":"...","sources":
["policy/bereavement#v12"],
 "prompt_v":"14","model":"pinned-2026-09","retrieved":["doc-2231","doc-0917"]}
```

2 Cite or decline

The ninety-day window came from nowhere. A figure, a date or a rule that the bot cannot point to is a promise nobody authorised.

- Every answer that carries a number, a date or a policy rule quotes the page it came from, with a link.
- No source found means the bot says so and hands over; it never fills the gap from training data.
- Count answers with an empty sources list every day; the target is zero.

```
grep -c '"sources": \[\]' answers.jsonl    # answers with no citation: want 0
```

3 One source of truth, stated in writing

The tribunal found no reason a customer should know that one section of the website is accurate and another is not. Precedence has to be yours, written down, before a dispute tests it.

- The policy page is canonical; the bot's answer is derived from it and says so in its footer.
- When they disagree, the page wins and the bot is corrected inside a set time; log every correction.
- Put the precedence statement in the terms the customer accepts, and in the bot's own first message.

4 A named owner and a deadline

Disputed answers that sit in a queue become claims. A person, a replay and a reply inside a fixed number of days turn them back into tickets.

- Route every disputed answer to a named owner with the replay attached; the deadline is in days, not 'soon'.
- Track the count and the time to reply as a release metric, alongside accuracy.

5 Rehearse the dispute

A process that has never been run is a process that does not exist. The airline found out in front of a tribunal.

- Take one real wrong answer from last month, run the replay, the source check and the reply, and time it end to end.
- If any step needs a person to search a chat channel for a screenshot, fix the log first.

Source: a Canadian civil resolution tribunal decision of February 2024 on an airline chatbot's bereavement-fare answer (2024 BCCRT 149; damages C$650.88, C$812.02 with interest and fees). Illustrati

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Founder-led AI engineering. Demo to production, under NDA, in regulated industries, on fixed scope.

Where this list comes from

Ten-plus years taking products from zero to one across seven sectors, including defence, fintech, medical and telecom, with AI shipped into regulated and air-gapped environments. The @demotoprod channel takes one production AI failure apart each day. These checklists are the same work written down: every item is a dated failure or a documented default, with the control that stops it and the primary source.

If this list found a gap

1. **Your demo works and production is stuck.**
   Production Readiness Audit. Fixed price, two weeks. A five-dimension scorecard, cost and failure analysis, and a 90-day execution roadmap.

2. **You need senior AI judgement without a full-time hire.**
   Fractional AI Lead. Monthly, 30-day notice either side. Weekly 1:1 with the founder or CTO, architecture and code review, technical hiring support, investor-ready due diligence.

3. **An AI feature has to work, by a date.**
   AI Build Sprint. Fixed price, four to eight weeks. Scope signed off up front, weekly demos, CI/CD and observability included, 30-day production warranty.

4. **A regulator, an auditor or a customer's security team is asking.**
   AI Governance & Compliance. Fixed price, four weeks. ISO 27001 / SOC 2-aligned controls, a model risk framework, human-in-the-loop and audit logging, regulator-ready documentation.

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