

Your First AI Agent in a Weekend: a customer FAQ agent that answers from your own documents

Build an agent that drafts answers to customer email from one document you wrote, refuses what it must never answer, and hands everything else to you. Tested on 48 questions.

CUSTOMER FAQ AGENT EDITION · FREE SAMPLE

NEUROVA AI
SOFTWARE DEVELOPMENT

About this guide

GUIDE	Your First AI Agent in a Weekend: a customer FAQ agent that answers from your own documents
EDITION	Customer FAQ agent
VERSION	1.0 · last tested November 2026
PUBLISHER	Neurova AI · neurova-ai.com

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This free sample contains chapter 01. The full guide has all 6 chapters, plus the prompt library and the checklist.

The promise. In one weekend, about five hours, you'll write a two-page **knowledge base** and a **guardrails card**, then build an agent in Zapier that **answers customer email from that document and nothing else**. Questions it must never answer get your fixed line; anything it isn't sure of is handed to you. Every answer waits in your drafts, and every question is logged, so the gaps in your document show themselves.

What you need. A Gmail mailbox, Google Docs and Sheets, and a **paid Zapier plan**. The free plan only runs two-step automations, and this build needs more. Most plans start with a free trial long enough to build and test everything here.

Licence. This is a free sample. You are welcome to share it as it is.

Examples. The worked-example business in this guide is fictional. The build is real: every step was carried out on the tools named, on the date above. Case studies from real companies are cited with their source.

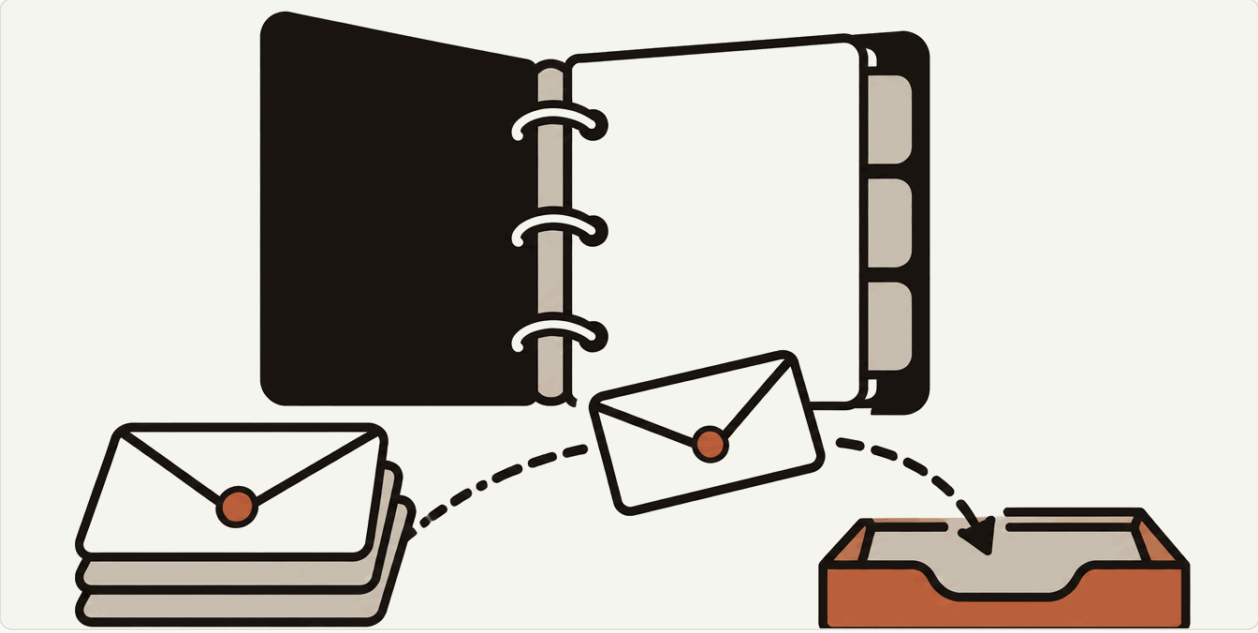
Tools change. AI products update often. If a screen looks different from the one described, the method still applies; owners get free updated versions in their library.

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CHAPTER 01

What an FAQ agent is, and isn’t

Most customer email asks something you've answered a hundred times. The agent you'll build answers those from one document you wrote, and only from that document. When the answer isn't there, or the question is one it must never answer, it hands the email to you.



YOU'LL HAVE	A clear design for your FAQ agent, and a decision on whether to build or buy
TIME	20 minutes

Opening hours. Turnaround times. "Do you also fix…?" "Can I pay by card?" If you run a service business, you can probably name your top twenty questions without looking. Each one takes a minute to answer, and there are dozens a week.

An AI can answer them in seconds. The danger is that it answers *anything* in seconds, including things you never said. In February 2024 a Canadian tribunal ruled on a case against Air Canada. The airline's website chatbot had told a grieving customer they could apply for a bereavement fare after booking; the airline's own policy said they couldn't. The airline argued, in effect, that the chatbot was responsible for its own words. The tribunal disagreed: the company is responsible for everything on its website, chatbot included, and a correct policy elsewhere on the site didn't excuse the wrong answer (*Moffatt v. Air Canada*, 2024 BCCRT 149).

That case is the design brief for this guide: answers come from your document, and you see them before your customer does.

Read, look up, answer or hand over

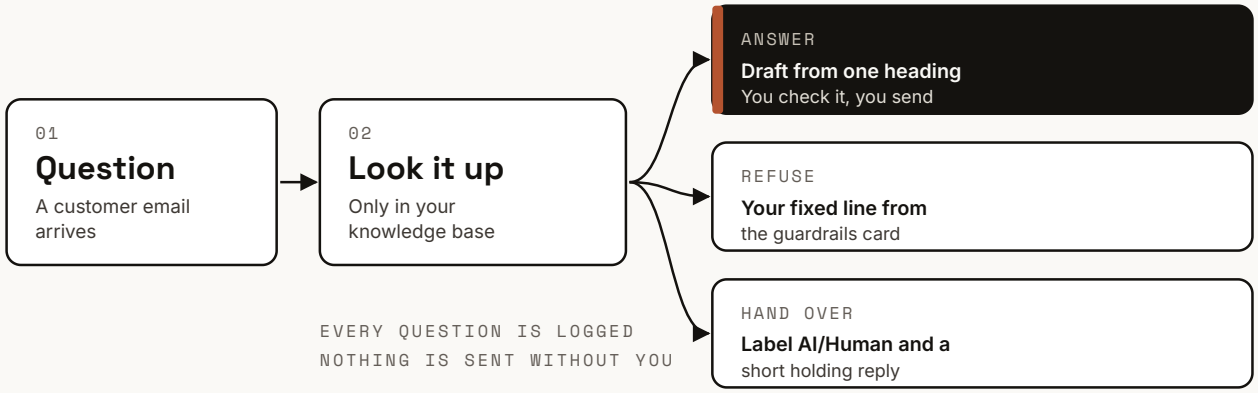


Fig 1.1 Every question ends in one of three places. Only the first one is answered by the AI

Your agent does four jobs:

1. **Look up:** read the customer's question and find the part of your knowledge base that answers it.
2. **Answer:** write a reply from that part only, in your style, and leave it in your drafts.
3. **Refuse:** recognise the questions on your never-list (safety, legal, medical, discounts) and use the fixed line you wrote for each.
4. **Hand over and log:** label everything it can't answer for you, and log every question, so the gaps in your document show up by themselves.

> THE THREE RULES
>
> **Only from your document.** If it isn't written down, the agent doesn't know it. **Never the never-list,** whatever the customer writes. **Drafts first:** every answer waits for you until you trust it, topic by topic.

Build it, or buy it?

Plenty of tools promise an AI that answers customers. What each does well, at the time of writing:

OPTION	GOOD AT	WHERE IT FALLS SHORT FOR THIS JOB
AI agents in help-desk software	Answers from your help centre, inside a full ticketing system	A help-desk subscription, often plus a fee per answer. Worth it once you have a support team
Website chat widgets with AI	Instant answers on your site, around the clock	They answer live, so there's no draft for you to check. Your email questions stay unanswered
The AI in your mail app	Quick drafts and summaries	It doesn't know your policies unless you paste them in every time
Build your own (this guide)	Answers the email you already get, from one document you control, with a never-list and a log	About five hours to build, and a paid Zapier plan

> WHEN BUYING IS THE BETTER CHOICE
>
> With a support team, many channels and hundreds of questions a day, a help desk with an AI agent pays for itself. Build your own when most questions arrive by email, one or two people answer them, and you want to see every answer before it goes out.

PROMPT 1.1 · WHICH QUESTIONS KEEP COMING BACK? COPY · PASTE · FILL THE MARKED PARTS

Here are 30 questions customers sent me recently, one per line, with names and personal details removed: paste.
Group them by topic and count each group. For each group, tell me whether I already have a written answer somewhere
(my website, a policy page or old replies) or still need to write one. Then estimate how many minutes a week
I'd save if an agent drafted the answers to the groups I've written down.

WHAT NEXT

Get the full guide

You've read the first chapter. The full guide takes you through all 6 chapters of the build, step by step, with every prompt ready to copy and a checklist to work from.

02 **Write the knowledge base in an hour**

One document, one guardrails card, one log and two labels, before any automation.

03 **Build 1: the answer drafter**

Each test question is looked up in your document and answered in your drafts, in the customer's own thread.

04 **Build 2: guardrails and the hand-over**

The agent refuses what it must never answer, ignores orders hidden in an email, and leaves everything else to you, labelled and logged.

05 **Test it on 48 questions**

Write the right answers first, run every question through the agent at once, and count what it gets wrong, including anything it makes up.

06 **Run it safely**

What our build measured, what it costs in tasks, how to switch it on, and the Friday habit that makes the document better every week.

SEE THE FULL GUIDE

neurova-ai.com/guides/first-ai-agent/customer-faq/