Starter Prompts

Fifteen prompts for your ice business, ready to paste into Cool Running AI.

How to use them

1. Pick a prompt from the list below and go to its page.
2. Select the prompt text and copy it.
3. Sign in at **app.coolrunning.ai**, paste it into the question box and press enter.

Each prompt picks its own dates, so there is nothing to fill in. Most take a few minutes to run.

What's included

5 audits

The big picture for a set period of time.

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Good to know

- Bigger prompts use more of your monthly usage. The deep dives use the most.
- Cool Running AI reads your data. It never changes anything in your account.
- Check important answers against your own records before acting on them.
- Ask follow up questions in the same chat to dig into anything it finds.

Audits

Daily audit

Your most recent full day: sales, late starts, missed stops, the driver notes that matter, and open tasks.

Looks at: Most recent full day

Copy everything in the box

Run my daily audit.

Use the most recent full day of delivery data in my account and tell me that date at the top. Show each location with its customer name next to it.

1. Scoreboard: Total sales and units for that day, compared with the same weekday last week and the same weekday last year.

2. Drivers: For each driver who ran a route that day, show check-out time, check-in time, planned stops, and completed stops. Compare each driver's start and finish to their own average over the last 30 days. Flag anyone who started 30 or more minutes later than usual or left planned stops undone.

3. Missed stops: List stops planned on an assigned route that were not completed, and completed stops with no sale that were not marked "no delivery needed."

4. Notes: Read every driver, dispatcher, and route comment from that day. Pull out anything I need to know — a store closed, a broken or warm cooler, a customer complaint, damage, a safety issue, an access problem, or a request for more or less ice. Quote the note with the driver and location. Skip routine notes.

5. Open tasks: List field tasks that are priority, overdue, or due today and not completed. Show the task, location, due date, and whether anyone has viewed it.

Start with a three-line summary of what needs attention. Then show each section as a table, top 10 rows each. End with the three things I should act on first. If a section has no data, say so plainly — never guess.

Audits

Weekly audit

Last week against recent weeks: customers slipping, regulars who didn't order, missed stops, merchandiser moves, returns and refusals.

Looks at: Most recent full week

Copy everything in the box

Run my weekly audit.

Use the most recent full week of delivery data in my account, Monday through Sunday, and tell me the dates at the top. Show each location with its customer name next to it.

1. Scoreboard: Total sales and units for that week, compared with the week before, the average of the four weeks before, and the same week last year.

2. Customers slipping: At the customer level, list customers whose sales that week were well below their average weekly sales over the previous eight weeks. Show this week's sales, their average, and the dollar difference. Biggest drops first. Mark any that look like seasonal or event accounts.

3. Didn't order: List locations that bought in at least six of the previous eight weeks but had no sale that week. Show their last delivery date and their average weekly sales.

4. Missed stops: By route, count planned stops that were not completed. By driver, count completed stops with no sale that were not marked "no delivery needed."

5. Merchandisers: List merchandisers that were dropped off or picked up that week, with the location, customer, date, and driver. Then list any drop-offs or pickups that were requested on an order that week but not done.

6. Returns and refusals: Total the units returned that week by reason, and count refused deliveries by the reason the driver gave. Then list the customers and drivers with the most returns or refusals.

Start with a three-line summary of what needs attention. Then show each section as a table, top 10 rows each. End with the three things I should act on first this week. If a section has no data, say so plainly — never guess.

Audits

Monthly audit

Last month against last year: biggest movers, customers gone quiet, a driver scorecard and new accounts.

Looks at: Most recent full month

Copy everything in the box

Run my monthly audit.

Use the most recent full calendar month of delivery data in my account and tell me the month at the top.

1. Scoreboard: Total sales and units for that month, compared with the same month last year and the month before.

2. Biggest movers: At the customer level, compare each customer's sales that month to the same month last year. Show the 10 biggest drops and the 10 biggest gains, with both months' sales and the dollar difference. Use the customer's category to mark seasonal or event accounts.

3. Gone quiet: List customers who bought in each of the three months before but had no sales that month. Show their last delivery date and their average monthly sales.

4. Driver scorecard: For each driver, show stops completed, sales, units, and hours on the road from truck check-out to check-in. Then show sales per stop, stops per hour, and sales per hour. Rank them by sales per hour and tell me who my most efficient driver was and why.

5. New accounts: List customers whose first-ever sale was that month, with each location, first delivery date, and sales so far. Compare the number of new accounts with the month before and the same month last year.

Start with a three-line summary of what needs attention. Keep every list to the top 10. End with the three things I should act on first this month. If a section has no data, say so plainly — never guess.

Audits

Quarterly audit

Last quarter and the season ahead: product mix, strongest and weakest routes, and the accounts to call before the season starts.

Looks at: Most recent full quarter

Copy everything in the box

Run my quarterly audit.

Use the most recent full calendar quarter of delivery data in my account and tell me the quarter at the top. Then tell me which quarter is coming next — that's the season I'm preparing for.

1. Scoreboard: Total sales and units for that quarter, compared with the same quarter last year and the quarter before.

2. Product mix: Units and sales by product for that quarter, compared with the same quarter last year. Tell me which products are growing and which are shrinking.

3. Routes: For each route, show stops, sales, and sales per stop for that quarter, compared with the same quarter last year. Show the 5 strongest and 5 weakest routes by sales per stop.

4. Next season: Look at the coming quarter last year. List the customers who bought the most in that quarter, what they bought, and the date of their last sale. Flag any that haven't bought in the last 30 days — those are the accounts to call before the season starts.

5. Too many visits: List the locations we visited most often that quarter with the lowest sales per visit, including visits marked "no delivery needed." These are candidates to visit less often next season.

Start with a three-line summary of what needs attention. Keep every list to the top 10. End with the three things I should do to prepare for next quarter. If a section has no data, say so plainly — never guess.

Audits

Yearly audit

Your last 12 months against the 12 before: customers kept, gained and lost, your biggest accounts, operations and driver productivity.

Looks at: Last 12 months vs. the 12 before

Copy everything in the box

Run my yearly audit.

Use the last 12 full months of delivery data in my account and compare them with the 12 months before that. Tell me both date ranges at the top.

1. Scoreboard: Total sales and units for the last 12 months compared with the 12 months before. Then show sales by month for both years side by side.

2. Customer base: At the customer level, count the customers we kept, the customers we gained, and the customers we lost, with the sales from each group. List the 10 biggest lost customers by their sales the year before, and the 10 biggest new customers by sales this year.

3. Biggest customers: Show the top 10 customers by sales this year, their share of total sales, and how their sales changed from the year before.

4. Operations: Compare the two years on total stops, sales per stop, units per stop, the share of stops marked "no delivery needed," and the share of refused deliveries.

5. Driver productivity: For each driver this year, show stops per hour, sales per hour, and average time on site per stop, using truck check-out to check-in for hours and leaving out trips longer than 16 hours. Compare with their numbers the year before. Then tell me where the biggest productivity gains are — long time on site, empty stops, or light routes — and what would help each of the bottom 3 drivers.

Start with a three-line summary of what needs attention. Keep every list to the top 10. End with the three things I should focus on next year. If a section has no data, say so plainly — never guess.

Deep Dives

Customers and locations

Your top accounts, weak locations inside them, quiet sites in active accounts, and changes in how customers order.

Looks at: Last 12 months vs. the 12 before

Copy everything in the box

Run a deep dive on my customers and locations.

Use the last 12 full months of delivery data in my account and compare them with the 12 months before that. Tell me both date ranges at the top.

1. Top accounts: At the customer level, show my top 10 customers by sales with their number of active locations, total sales, change from the year before, sales per location, and average order size.

2. Locations inside top accounts: For each of those top 10 customers, show their strongest and weakest location by sales, and any location whose sales dropped more than 25% from the year before.

3. Quiet sites in active accounts: List locations that haven't bought in the last 60 days even though their customer is still buying at other locations. Show the customer, location, last sale date, and the location's sales the year before. Biggest first.

4. Ordering changes: List customers whose ordering pattern changed the most from the year before — ordering less often or in smaller amounts — even if they're still buying. Show deliveries and average order size for both years.

5. Customer types: Show sales by customer category for both years and tell me which types of customers are growing and which are shrinking.

Start with a three-line summary of what needs attention. Keep every list to the top 10. End with the three things I should act on first. If a section has no data, say so plainly — never guess.

Deep Dives

Products and pricing

Your top products, the price points customers actually pay, and customers well below others of their type.

Looks at: Last 12 months vs. the 12 before

Copy everything in the box

Run a deep dive on my products and pricing.

Use the last 12 full months of delivery data in my account and compare them with the 12 months before that. Tell me both date ranges at the top.

1. Product scorecard: Show my top 10 products by sales with units, sales, and average price per unit for both years, and the change in each.

2. Price points: For my top 3 products, show each price point customers are paying, how many customers are at each price point, and the sales at each.

3. Below the norm: For those top 3 products, compare each customer only to customers of the same customer type. The common price is the price the most customers of that type pay. List the customers paying more than 10% below the common price for their type. Show their type, their price, the common price, units bought, and how much more we would have made at that price. Biggest dollar amount first.

Start with a three-line summary of what needs attention. Keep every list to the top 10. End with the three things I should act on first. If a section has no data, say so plainly — never guess.

Deep Dives

Drivers

Workload, time on site, empty stops, returns and start times, ending with what would help your three least productive drivers.

Looks at: Last 90 days

Copy everything in the box

Run a deep dive on my drivers.

Use the last 90 days of delivery data in my account and tell me the date range at the top. For hours, use truck check-out to check-in and leave out trips longer than 16 hours.

1. Workload: For each driver, show days worked, average stops per day, units per day, and hours per day.

2. Time on site: For each driver, show their average time on site per stop. Then list the 10 locations where drivers spend the most time per stop, and whether it's slow for every driver who goes there or just one. Flag any stop over 60 minutes as possibly left open on the handheld.

3. Empty and refused stops: For each driver, show the share of their stops marked "no delivery needed" or refused. Tell me whether it's spread across their route or concentrated at a few locations, and name those locations.

4. Returns and damage: Customer returns are sale lines with negative quantities, and the reason is in the line's comment. For each driver, group their returned units into damaged, melted, ripped bag, or other.

5. Start times: For each driver, show their usual check-out time and how many days they checked out 30 or more minutes later than usual.

Start with a three-line summary of what needs attention. Keep every list to the top 10. End with what would help each of my 3 least productive drivers, and whether the fix is coaching, their schedule, or their route.

Deep Dives

Routes and auto schedules

A route scorecard, locations scheduled more often than they buy, and the schedule changes that would save the most stops.

Looks at: Last 90 days

Copy everything in the box

Run a deep dive on my routes and auto schedules.

Use the last 90 days of delivery data in my account and tell me the date range at the top. Many stops aren't linked to a planned route. For those, use the route the driver was logged into at the time of the stop.

1. Route scorecard: For each route, show days run, average stops per day, sales per stop, units per stop, and the share of stops marked "no delivery needed" or refused. Lowest sales per stop first. Tell me what share of stops couldn't be matched to any route.

2. Schedule vs. buying: Compare each location's auto schedule to how often it actually bought. List the locations scheduled most often that bought on fewer than half of their visits, with their schedule, visits, and sales.

3. Scheduled but not buying: List locations still on an auto schedule that haven't bought anything in the last 60 days, with their customer, route, and last sale date.

4. Season check: If my schedules use more than one season, list locations still on the previous season's schedule, with their visits and sales over the last 30 days. If I only use one season, say so in one line.

Start with a three-line summary of what needs attention. Keep every list to the top 10. End with the three schedule changes that would save the most stops, and roughly how many stops a month each would save. If you run out of steps before finishing, tell me which sections you couldn't complete. Never fill in a section without a query result behind it.

Deep Dives

Merchandisers

What's in the field, the slowest placements, strong sellers without one, and the three merchandisers to move first.

Looks at: Last 90 days

Copy everything in the box

Run a deep dive on my merchandisers.

Use the last 90 days of delivery data in my account and tell me the date range at the top. Show the merchandiser model everywhere a merchandiser is listed.

1. What's in the field: Count the merchandisers I have out at customer locations by model. Then show the top 10 customers by number of merchandisers, with their models, number of locations, and sales over the last 90 days.

2. Lowest stops: For locations with a merchandiser, show stops, sales, and sales per stop over the last 90 days, with the model. List the 10 with the lowest sales per stop, including stops marked "no delivery needed." Flag any that haven't bought in the last 60 days — those are merchandisers to pick up.

3. Strong sellers without one: List my top locations by sales over the last 90 days that don't have a merchandiser. These are candidates to check for a placement.

4. Movement: Show merchandiser drop-offs and pickups by month and by model, with the drivers who did them. Then list any drop-offs or pickups that were requested but not done, with the location, customer, model, and request date.

Start with a three-line summary of what needs attention. Keep every list to the top 10. End with the three merchandisers I should move first — the model, where to pick it up, and where it could go. If you run out of steps before finishing, tell me which sections you couldn't complete. Never fill in a section without a query result behind it.

Deep Dives

Volume sensors

Sensors not reporting, the locations lowest right now, wasted trips, and whether sensors are saving you stops.

Looks at: Last 90 days

Copy everything in the box

Run a deep dive on my volume sensors.

Use the last 90 days of delivery data in my account and tell me the date range at the top.

1. Sensors in the field: Count my volume sensors and how many locations and customers have them. Show the top 10 customers by number of sensors.

2. Not reporting: List sensors whose last reading is more than 3 days old, with the location, customer, and last reading date. Oldest first.

3. Low right now: List the locations whose sensors show the lowest current fill level, with the last delivery date. These are the stops to make first.

4. Wasted trips: List locations with a sensor where we made stops marked "no delivery needed" over the last 90 days, with how many. The sensor should have told us they were full.

5. Sensor vs. no sensor: Compare locations with a sensor to locations without one on sales per stop and the share of stops marked "no delivery needed." Tell me whether sensors are saving us trips.

Start with a three-line summary of what needs attention. Keep every list to the top 10. End with the three things I should act on first. If you run out of steps before finishing, tell me which sections you couldn't complete. Never fill in a section without a query result behind it.

Weather Checks

Heat check

How heat moves your sales: month by month temperature, your hottest days, who jumps in the heat, and what a 90 degree day takes.

Looks at: Last 12 months, with daily highs

Copy everything in the box

Run a heat check on my business.

Use the last 12 full months of delivery data in my account and tell me the date range at the top. Get the daily high temperature from the weather tool for the city where most of my deliveries happen, and tell me which city you used.

1. Month by month: For each month, show the average daily high temperature next to my units and sales.

2. Hottest days: List my 10 hottest days with the high temperature, units, sales, and stops, compared with the average day that month.

3. Who jumps in the heat: Using the days above 90 degrees, list the 10 customers whose units go up the most on those days compared with their normal day.

4. What a hot day takes: Tell me how many more units and stops a day above 90 degrees takes than an average summer day.

Start with a three-line summary of what needs attention. Keep every list to the top 10. End with the three things I should do before next summer's first heat wave. If you run out of steps before finishing, tell me which sections you couldn't complete. Never fill in a section without a query result behind it.

Weather Checks

Weather vs. us

Week by week sales against last year, the drops the weather explains, and the drops it doesn't.

Looks at: Last 12 months vs. the 12 before

Copy everything in the box

Run a check on whether weather or my business drove my sales.

Use the last 12 full months of delivery data in my account and the daily weather for my area, compared with the 12 months before that. Tell me both date ranges at the top. If weather data isn't available in my account, say so in one line and stop.

1. Week by week: For each week, show sales compared with the same week last year, next to the average high temperature and total rain for both years.

2. Weather weeks: List the 10 weeks where sales dropped the most compared with last year and the weather was cooler or wetter. These drops were likely the weather.

3. Our weeks: List the 10 weeks where sales dropped compared with last year even though the weather was the same or hotter. These drops were likely us.

4. What happened in our weeks: For those weeks, show the customers who bought the least compared with last year, and the stops marked "no delivery needed" or refused.

Start with a three-line summary of what needs attention. Keep every list to the top 10. End with the three things I can control that would have saved the most sales. If you run out of steps before finishing, tell me which sections you couldn't complete. Never fill in a section without a query result behind it.

Growth Checks

Growth opportunities

A complete look at your business: the five biggest opportunities, the numbers behind each, and which one to start on this week.

Looks at: Last 12 months vs. the 12 before

Copy everything in the box

Take a complete look at my business and find my best opportunities for growth.

Use the last 12 full months of delivery data in my account, compared with the 12 months before that, and tell me both date ranges at the top. Look wherever you think the money is — customers, locations, products, routes, schedules, drivers, equipment, or anything else in my data.

Give me the 5 biggest opportunities you find. For each one, tell me what you found, show the numbers behind it in a short table, and estimate how much it's worth in dollars over a year.

Start with a three-line summary of the biggest opportunities. End by ranking the 5 from biggest to smallest and telling me which one to start on this week. Only include an opportunity if a query result is behind it. If you run out of steps, give me the opportunities you've confirmed so far and tell me where you would have looked next.

Growth Checks

Money left on the table

Your surcharges and who qualifies but isn't charged, small drops wasting your trucks, and price gaps inside the same customer.

Looks at: Last 12 months

Copy everything in the box

Find the money I'm leaving on the table.

Use the last 12 full months of delivery data in my account and tell me the date range at the top.

1. Surcharges today: List every surcharge I charge — fuel, delivery, small order, credit card, or any other. For each, show how many customers pay it, how many deliveries it was charged on, and the total it brought in. If I don't charge a fuel or delivery surcharge, say so plainly.

2. Who qualifies but isn't charged: For each surcharge, find who should be paying it and isn't. For a credit card fee, list the customers who paid by credit card without being charged the fee. For a delivery or fuel fee, list the locations farthest from my depot that aren't charged one, with their distance. For a small-order fee, count the orders under the minimum that weren't charged it. Show what each would have brought in over the last 12 months.

3. Small drops: Count deliveries under $50 and their total sales. List the 10 locations with the most small drops, with their number of small drops, average order, and route. These are the stops wasting my trucks — candidates for a minimum order or a small-order surcharge.

4. Price gaps inside a customer: For my top 3 products, find customers whose locations pay different prices for the same product. List the 10 locations paying at least 5% below their own customer's most common price, with the customer, location, their price, the common price, units bought, and what we would have made at the common price.

Start with a three-line summary of what needs attention. Keep every list to the top 10. End with the three moves that would bring in the most money — a surcharge to apply, a small-drop fix, or a price gap to close — with a dollar amount for each. If you run out of steps before finishing, tell me which sections you couldn't complete. Never fill in a section without a query result behind it.