# Just Eat launches innovative cancellation service with AI assistance



Just Eat has announced the launch of a new feature known as the ‘Canc-elation Service’, set to be available from Thursday, March 20. This innovative service employs an artificial intelligence (AI) assistant that helps users generate excuses to avoid social events and meetings, delivering these responses directly through the app in a matter of seconds.

Users seeking an emergency excuse should be on the lookout for a distinctive ‘sparkle’ icon within the Just Eat app. By entering the phrase ‘Help me bail’ into the AI assistant chatbot, participants will receive an immediate, automated response complete with a selection of pre-written excuses. These generated excuses can be easily shared with friends, allowing users to elegantly decline various engagements.

Shabaz Ali, known as Just Eat's Canc-elation King and a TikTok comedian, commented on the service’s appeal, stating, “I’m totally guilty of last minute-flaking but I’m clearly not the only one. We’ve all tried to swerve plans with a dodgy excuse, but now you can have a laugh at the same time with Just Eat’s excuse generator, complete with excuses by yours truly. There’s no shame in admitting a night curled up in your oodie with your go-to Just Eat order beats a night on the town.”

Additionally, Just Eat is set to reward users as part of this launch. A total of 1,000 customers who utilise the Canc-elation service during its initial rollout will have the opportunity to claim a £20 voucher. This promotion will run from 12pm to 3pm on March 20 and will continue until March 24, during which selected customers can obtain these vouchers.

The Canc-elation service will be available for download through the Just Eat app starting March 20, presenting a new avenue for those looking to gracefully bow out of unwanted engagements while potentially enjoying a night in with their favourite takeaways.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://excuses.ai> - This URL supports the concept of AI-powered excuse generators, similar to the 'Canc-elation Service' described in the article. It highlights how AI can be used to create professional excuses.
* <https://www.hrmagazine.co.uk/content/news/just-eat-couriers-fired-by-ai-report-finds/> - This article discusses the use of AI by Just Eat, although in a different context, showing how AI is integrated into their operations. It does not directly support the 'Canc-elation Service' but indicates Just Eat's involvement with AI.
* <https://deepgram.com/ai-apps/excuses-ai> - This URL provides another example of AI-powered excuse generation, similar to the service described in the article. It demonstrates how AI can quickly generate believable excuses.
* <https://www.noahwire.com> - This URL is mentioned as the source of the article but does not provide additional supporting information beyond the article itself.
* <https://www.tiktok.com/@shabazali> - This URL could potentially support the involvement of Shabaz Ali, known as the 'Canc-elation King', but it is not directly linked to the article's claims about the 'Canc-elation Service'.
* <https://www.just-eat.co.uk> - This URL is the official Just Eat website, which might provide information on new services or promotions, but it does not specifically corroborate the 'Canc-elation Service' without direct confirmation from Just Eat.