



HubSpot

# 50 Customer Service Email Templates

Email templates for welcoming, apologizing, thanking, upselling, onboarding, account handoffs, and much more.

Hi There.  
Thanks for Downloading This Resource.



You Can Edit Your Own Version in One of Two Ways:

1. Use this current version here on Google Docs.
2. Go to "File" > "Download As" > "Microsoft Word" to Download as a Word Document.



## How to Use This Template

This template contains prompts for customer service email templates. Words in [brackets] are meant to be replaced with information about yourself, your company, products, services, and/or customers.

The text that exists outside of the brackets is also meant to serve as a foundation for writing your emails. We encourage you to add, delete, or change any of the pre-written sections to ensure a consistent and accurate brand experience for your customers.

Once you're ready to begin, copy the template of your choosing into your [email software](#).

## Bring Order to Customer Service Chaos.

Learn more about HubSpot's Service  
Hub, from free to enterprise.



### Service Hub™

Everything you need for a first-class  
support experience that turns customers  
into promoters.

[Learn More](#)

(Keep scrolling to templates)



# Table of Contents

<u>11 Thank You Letter Email Templates</u>	6
<u>10 Apology Letter Email Templates</u>	13
<u>9 Referral Email Templates</u>	19
<u>4 Welcome Email Templates</u>	25
<u>16 Bonus Customer Service Email Templates</u>	29

## 11 Thank You Letter Email Templates

## General Thank You Letter

Hi [Customer],

Thank you for giving us the opportunity to help [you or your business] achieve [goal]. We couldn't be prouder to call you our partner and a part of our community.

Your loyalty and feedback have powered meaningful discussions within our organization, as well as countless improvements to [product or service]. For that, we are so grateful.

Thank you for continuing to choose us. We promise to continue to prioritize you.

Cheers,

[Your company/name]

---

## Thank You For Renewing Letter

Hi [Customer],

Thank you! We can confirm that your service has officially been renewed, effective [date].

We're humbled that you're choosing to stay with us for another [renewal length].

Because of your support, we've made incredible progress this past year, such as [accomplishment #1] and [accomplishment #2] – with many more improvements coming in the future.

We look forward to continuing to serve you.

Thanks again,

[Your company/name]

## Positive Feedback Thank You Letter

Hi [Customer],

Thank you for taking the time to deliver positive feedback on your experience with [company, product, or service name]. I'm so glad we were able to help you achieve [goal].

Feedback like this helps us constantly improve our customer experiences by knowing what we are doing right and what we can work on. So, I appreciate you sending us this helpful response.

Thanks again,

[Your company/name]

---

## Negative Feedback Thank You Letter

Hi [Customer],

I wanted to reach out to say thank you for passing along your feedback – and to apologize for falling short.

I sincerely appreciate you letting us know that [explanation of what went wrong]. This experience is in no way what we intended, and we missed the mark. Again, we're really sorry.

To make this up to you, we'll be [action(s) taken to make amends]. Should anything else arise, please reach out to me and I will personally see to it that it is taken care of.

All that said, I wanted to reiterate how thankful we are that you shared your concerns with us. When you give us this feedback, it helps us build a better [product/service/experience] for our customers, so thank you for helping us in our mission to always be better.

Don't hesitate to reach out if you have any more questions, comments, or concerns. We're thankful that you took the time to share your concerns with us.

Thanks again,

[Your company/name]

# Thank You For Your Business Letters

Hi [Customer]!

It's official! I'm thrilled to welcome you as a customer of [company]. Thank you for your vote of confidence – we pledge to always do right by you and consistently show you that you made the correct choice by partnering with us.

By signing on, you've opened up a door of awesome benefits, such as:

- [Benefit/Feature #1]
- [Benefit/Feature #2]
- [Benefit/Feature #3]

What's next? In the coming days, you'll be hearing from [contact name], who will be in touch about [next step].

In the meantime, please feel free to reach out to me with any questions.

Again – welcome, and thank you for choosing us.

[Your company/name]

---

Welcome, [Customer]!

Thank you for your business!

Here at [company], our goal is to [mission]. By choosing us, you're helping us spread the word about [company purpose].

We know you have a lot of choices when it comes to [industry], so with much sincerity, we once again say thank you for choosing and trusting us. We won't let you down.

Talk to you soon.

[Your company/name]



## Thank You for Your Referral Letter

Hi [Customer]!

Thanks! We just received your referral of [referral name]. We appreciate you helping us grow the [company name] community.

What's next? We'll be in touch with [referral name] in the next [time period]. If all goes well and your referral becomes a customer, we'll reward you with [referral bonus]. [Clarify any terms or conditions to the referral bonus].

We appreciate you vouching for us – it lets us know we're living up to our mission of [company mission], and we're glad you want to help us help others do that. We appreciate it.

Thanks,

[Your company/name]

---

## Thank You For Your Time Letter

Hey there [Customer],

Thank you again for taking the time to meet with me! I know you're busy and your time is valuable, so I really appreciate that you were able to carve out some time to catch up.

Your insights really helped us understand [topic the customer spoke of]. Getting first-hand customer experience and feedback is priceless for us, so thank you so much for taking the time to help us in our goal to always get better.

If anything came up after the meeting that you wanted to share, remember that this is an open line of communication! Feel free to reply to this email or reach out to me anytime when you have anything more to say.

All the Best,

[Your company/name]

## Thank You For Your Attendance Letter

Hi [Customer],

Thanks so much for attending our event, [event name], on [day]! We appreciate you taking the time to come out and support us with your attendance.

This was one of our best events to date. You were one of [number of attendees] people there to learn more about [event topic], and having a customer there offers immense value. On behalf of our entire team, thank you, thank you, thank you!

[Share links to relevant session recordings, resources, or opportunities for further discussion here.]

Looking forward to seeing you at another event soon.

Thanks,

[Your company/name]

---

## Thank You For Your Support Letter

Hi [Customer],

Thank you.

We mean it. Thank you!

When reflecting on the past year, we just wanted to take a moment to let you know how much your business truly means to us. It's all thanks to the loyalty of customers like you that we were able to: [Company accomplishment #1], [company accomplishment #2], and [company accomplishment #3].

You've played such a huge part in this growth, and we would not be half the company we are today without your trust and support. If there is ever anything we can do to ensure a better experience, please do not hesitate to reach out.

Here's to another year,

[Your company/name]

# Thank You For Helping Us Win Letter

Hi [Customer],

We've got some exciting news! [Company/product] was just named [award] by [award circuit]. This is huge, and we're humbled beyond words to be recognized for our [aspect recognized by award].

At the end of the day, though, we know this acknowledgement never would have come our way. Because of customers like you, we know what and who we're fighting for. Your trust, commitment, and support gives us the ability to succeed. Anyways, what we're trying to say is: thank you.

We share this award with you, and we couldn't have done it without you.

Best,

[Your company/name]

## 10 Apology Letter Email Templates

## General Apology

Hi [customer name],

We owe you an apology, and we're sorry we messed up.

It was not our intention to [enter mistake here] and we take full responsibility for our actions and any inconvenience we have caused you.

After reviewing the situation, we found the cause to be [cause of mistake here]. Aware of this oversight, we are committed to ensuring you don't have to deal with this again by [preventative measures here].

We value your business and hope to win back your trust. If you have any additional feedback or cause for concern, please do not hesitate to reach out.

Best,  
[your company/name]

---

## An Apology to Win Back Trust

Hi [customer name],

We are sincerely sorry for the inconvenience you experienced on [date here] when [mistake here]. While accidents do happen, it's our job to own them by responding quickly and doing everything in our power to restore the trust we've lost in the process.

We spent some time investigating the cause of [mistake here]. In full transparency, here's exactly what happened:

1. [cause #1]
2. [cause #2]

Our hope is to never inconvenience you, which is why we plan to improve [process #1] and [process #2] to ensure something like this never happens again.

If there are any questions you still have about the incident, please do not hesitate to reach out. We'd be happy to talk through them with you.

Thank you,  
[your company/name]

## Apology for a Broken System

Dear [customer name],

We are so sorry. On [date here], we identified an issue that caused [mistake]. The issue has since been resolved, though we want to assure you we're taking the mistake and the inconveniences it caused extremely seriously.

We value your business and your trust and we wish we'd never put you in this situation. We are doing a full audit to diagnose the problem and repair the process to ensure you won't have to go through anything like this again.

We look forward to working hard to rebuild our relationship with you.

If you have any feedback, please do not hesitate to share it here: [email address].

Best,  
[your company/name]

---

## Personal Apology

Dear [customer name],

I apologize. I'm sorry that I [misstep you took]. I take full responsibility for my actions and deeply regret the inconvenience that it must have caused you.

I misunderstood the issue you were having, and I ended up giving you a solution that was incorrect.

That's no excuse, and I apologize for my unguided actions. In the future, I will be sure to ask several questions of my customers to fully understand the situation before offering a solution.

I hope you can forgive me and that we can continue to work together if you have any more support needs.

Let me know if you have any questions, comments, or concerns.

Best,  
[your name]

## Mass Apology

To our valuable [company name] customers,

We're sorry. At [time] today, we experienced [description of issue], which affected [number] customers.

Here's what happened: [explanation of source of problem and status of resolution].

We know what it feels like to be waiting for a resolution to a problem, and we're sorry we put you in that situation. We are lucky to have you as [company] customers, and on [date], we failed to provide the experience you deserve.

To help make it better, we are doing a full analysis on this issue, the root cause, the impact, and how to prevent this from happening again. Thank you for your patience with us as we dig in and get back to helping you grow with [product].

Sincerely,  
[executive or company name]

---

## Managerial Apology

Dear [customer name],

On behalf of [company name], I want to extend our apologies for your experience with [describe experience].

From our understanding, [explanation of the incident], which prevented you from [customer's goal]. We sincerely regret this misfortunate incident and apologize for any inconvenience this may have caused.

At [company name], our mission is to [mission], but in this case, we failed to deliver that experience. Since [employee name] is under my supervision, I want to personally apologize for this mistake. [employee name] has been notified of your feedback, and we are [steps being taken to resolve the issue or reprimand the employee].

Thank you again for bringing this to my attention, and I sincerely appreciate your patience with us as we work to resolve this issue. I'm confident your next experience with our employees will be up to the high standard that you've come to expect from [company name].

Sincerely,  
[your name]

## Incorrect Communication Apology

Whoops – sorry!

It appears you got an email by mistake.

At [time email was sent], we sent out a message to [intended recipients]. However, the communication got sent to more people than we had intended.

Please disregard our previous email on [subject] – we hate unnecessary email more than anyone, so we hope you accept our sincere apologies.

Best,  
[your name]

---

## Apology for Negative Interaction / Experience

Good morning, [first name],

It's been brought to my attention that you recently had a negative interaction with an [company name] employee. [If appropriate, insert a brief summary of the situation].

I'm here to apologize. The employee's actions, pure and simple, were unacceptable, and on behalf of the entire company, I'm sorry.

Following a review of the situation, we have decided to [action taken to reprimand the employee, if appropriate]. We made this decision because of [reason].

For you, this means that [explain implications for the customer, such as "you will be assigned a new account rep," or "you won't interact with this support agent again"].

We want you to know we respect and value you, so to make up for this, we're [action taken to make amends, such as giving a gift or an account credit]. We know this doesn't excuse or erase the situation, but we hope this reassures you that your respect and trust is our first priority.

If you ever want to discuss things further, we're here for you. Do not hesitate to reach out to us and let us know how we can make things right.

Thank you,  
[your company/name]



## Billing Error

Dear [customer name],

It seems that you were incorrectly charged on your bill, resulting in your overpayment.

I apologize for this mistake. We value your business and would hate for you to lose trust in us. We know this kind of slip-up is unacceptable, and again, we're sorry.

We've refunded your account [amount]. You should see the amount credited within [time period] – please let us know if you do not see the amount returned by then. In addition, we've also [optional: did you give anything else to make up for the error?].

The reason for the error was [explanation]. In the future, we'll be certain to [steps taken to avoid problem in the future].

I hope this resolution makes up for the error, but if you do feel like we can do more, I encourage you to let us know. We know this kind of mistake is not one to be taken lightly, and we want you to feel good about how we handled it.

Sincerely,  
[your company/name]

---

## Wrong Order

Dear [customer name],

We're so sorry – it appears there's been a mixup that caused you to receive the incorrect shipment rather than what you had ordered. This was completely our fault, and we hope you'll accept our apology for the inconvenience that this caused.

We know you value reliable shipping, and we apologize for letting you down.

We've shipped out your correct order. It will arrive within [delivery time frame]. We've also included [extra gift] as a way to say thank you for your patience.

As for the order you received, [instructions on what to do with the incorrect shipment].

We hate letting our customers down, and we're sorry to say that's exactly what happened here. We hope you'll give us another chance to win your trust back.

Thank you,  
[your company/name]

## 9 Referral Email Templates

## Asking Current Customers if They Have Anyone to Refer to You

Hi [Customer Name],

I hope you're doing well today!

I'm so glad to hear that our [work/service/product] has been working so well for you and your team. I knew that by working together, we'd be able to drive significant impact for [insert their brand's name].

Given the success you've seen, I wondered if you might know of any [friends/colleagues/other companies in the area] who are also looking to [insert core value proposition of your product or service -- e.g. "improve their blog's SEO"]. I would love to help them achieve the same results you've seen.

Kind regards,  
[Your Name]

---

## Asking Someone to Refer You to a Colleague with a Promo Code

Hi [Customer Name],

I was delighted to hear when we last spoke that our product has been serving you and your team well. Nothing makes me happier than helping my clients.

My goal is to help as many people as possible to [insert core value prop of your service -- e.g. "develop great leaders"]. Since you've seen what we can do for a business firsthand, I was wondering if you would be willing to refer us to a friend.

I generally [insert normal, non-referral detail -- e.g. 'charge \$50 for a 30-minute consultation'], but I'm happy to provide [insert referral benefit -- e.g. 'a completely free consultation'] for anyone you refer to me.

When they book a consultation, all they have to do is put the following personalized code in: [insert code here]. If you do end up passing along the referral code, you'll also get [insert referrer's benefit here - e.g. '10% off our next 3 sessions together'].

Do you have anyone in mind who might want to take advantage of that benefit?

Thanks,  
[Your Name]

## Asking a Past Customer if they Know of Anyone they May be Willing to Refer to You

Hi [Customer Name],

I hope your last few [weeks/months] have gone well!

I'm so glad to hear that our [work/service/product] has been working so well for you and your team. I knew that by working together, we'd be able to drive significant impact for [insert their brand's name].

Given the success you've seen, I wondered if you might know of any [friends/colleagues/other companies in the area] who are also looking to [insert core value proposition of your product or service -- e.g. "improve their blog's SEO"]. I would love to help them achieve the same results you've seen.

Kind regards,  
[Your Name]

---

## For Thanking a Long-Time Customer for a Referral [Casual]

Dear [Referrer],

I just wanted to drop you a note to thank you for referring your [colleague/friend] [Referral] to me!

It means so much to me that you were happy enough with the work that we did together to share my name with someone who you want to see succeed. Thank you for giving me the opportunity to help [him/her/them] [insert a phrase about what you help with -- e.g. "improve their SEO strategy"], too.

[IF APPLICABLE] As a thank-you, I'd love to take 10% off of your next [bill/service/installment]. I'm making a note to do so right now.

Thanks again,  
[Your Name]

## For Thanking a Long-Time Customer for a Referral [Formal]

Dear [Referrer],

Thank you for taking the time out of your busy schedule to introduce me to [Referral Name]. It means a lot to me that you trust my work enough to give [him/her/them] your vote of confidence in me.

I'm grateful for the opportunity to work with you and sincerely thank you for your continued support. I'm looking forward to our next chance to drive results together.

With appreciation,  
[Your Name]

---

## For Thanking a One-Time Customer

Dear [Referrer],

I wanted to take a moment to thank you for referring [Referral Name] to me. I know you're incredibly busy, and I'm so happy that you felt strongly enough about [insert phrase about what you did for this customer -- e.g. "the results we drove," "the leadership workshops we ran"] to to share my name with someone you trust.

If I can be of service at any point in the future, please don't hesitate to reach out -- I'd be thrilled to work together again.

Kind regards,  
[Your Name]

# Emails for Your Customers to Send to Their Referrals

[These emails are intended to be sent by the referrer. You're providing a script to make it easier for the referrer. "Your" within brackets refers to you as the person who downloaded these templates that you'll be providing for the referrer.]

---

## To Send to Your Clients Who Have Worked with You Repeatedly or on an Ongoing Basis and Want to Refer a Friend to You

Hi [Referral],

I hope that this week has been treating you well!

I wanted to reach out because I know that you [insert activity that the referral does often that they may need help with -- e.g. "regularly use freelance bloggers to supplement your content creation efforts"], and I've recently been working with [insert your name & hyperlink your LinkedIn profile] and have been impressed with the impact that they've driven for [me/our business].

Specifically, [Your Name] has worked on a couple of recent projects and executed with excellence:

- List one recent project, emphasizing the impact it drove
- List another recent project, emphasizing its impact, too

I would highly recommend [Your Name] for any [insert type of work -- e.g. "blogging"] work you might need.

[Your Name] is also offering [insert benefit for referred folks here -- e.g. "25% off her normal rate for your first time working together"].

Here's how you can get in contact with each other:

[Your Name]

[Your Email]

[Your LinkedIn link]

Regards,  
[Referrer's Name]

## To Send to Your Clients Who are Willing to Make a Direct Intro

Hi [Referral],

I'm not sure if I've mentioned it to you before, but I've been working with [Your Name or Business Name] here for a while now, and I wanted to connect you two because I thought you might be interested in exploring some of the same [insert type of work -- e.g. "leadership consulting"] work with [him/her/them].

[Referral], meet [Your Name; hyperlink your LinkedIn profile].

[Your Name], meet [Referral; hyperlink their LinkedIn profile].

I'll leave the rest to you, and I'm sure I'll speak with you both soon!

Kind regards,  
[Client making introduction]

---

Hi [Referral],

I hope all is well! I wanted to reach out because I've been working with [Insert Your Name or Business Name], and I wanted to connect you directly with [her/him/them] because I thought [her/his/their] services might be of use to you, too, based on our previous conversations.

[Insert Your Name Here] provides [insert type of work here -- e.g. "ongoing technical consulting"], and I've been impressed with [his/her/their] [insert core positive traits here -- e.g. "strategic thinking, attention to detail, and transparency"].

I've cc'ed [Your Name] to put you directly in touch. I'll let you folks take it from here and decide if [Your Name/Business Name]'s services are a good fit for you, too!

Let me know if you have any questions,  
[Referrer]

## 4 Welcome Email Templates



## Welcome Email Template #1

Hi [Customer],

Welcome to [Your company]! I'm so excited to have you join us. We're feeling pretty lucky that you chose us, and I just wanna say thank you on behalf of our whole company.

To get you settled, I wanted to share with you some of our best resources so you can make the most out of your experience with us. Subscribe to our blog [add link] for some great tips and knowledge to be successful in your industry. Check out our Instagram [add link], Facebook [add link], and Twitter [add link] for your daily dose of industry news, advice, and behind-the-scenes looks.

If you're interested in learning more about your product, feel free to contact me or anyone else on our support team at any time. We're always here to help you in any way we can.

Cheers,  
[Your name]

---

## Welcome Email Template #2

Hi there [Customer],

[Your name] from [your company name] here.

We're so excited you decided to join the [your business name] community. Our mission is to [your mission here].

If you have any questions about how to get started, just reply to this email. I'm here to serve as a resource to help you get the most out of [your product or service here].

In the meantime, I do recommend checking out these onboarding resources to help you get acquainted with [your product or service here]: [resource #1] and [resource #2].

Looking forward to working with you,  
[Your company/name]

## Welcome Email Template #3

Hi [Customer],

This is really exciting: Welcome (officially) to [your product or service here]. We're so lucky to have you.

[I/we] are here to help make sure you get the results you expect from [your product or service here], so don't hesitate to reach out with questions. [I'd/we'd] love to hear from you.

To help you get started, [I/we] recommend checking out these resources:

- [Onboarding resource 1]
- [Onboarding resource 2]
- [Onboarding resource 3]

If you need support, you can reply to this email or give us a call at [555-555-5555]. [I/we] can talk you through the details and information you need to get started on the right foot.

Looking forward to hearing from you,  
[Your company/name]

---

[Customer],

It's official!

We're thrilled to welcome you to [company]. You're joining a community of [number of customers] other like-minded professionals, and we're excited to help you [task with which your product/service helps].

What's next? Well, in the next [time frame], you'll be hearing from [person], who will help you [step that will be completed]. After that, explain the next step.

If you have any questions, feel free to reply to me or call me at [phone number].

Looking forward to working together!

All the best,  
[your name]

## 16 Bonus Customer Service Email Templates

## Questionnaire Email Template

Hey [Customer],

Thanks for your recent purchase with us! I hope you're enjoying your new product. I'd love to hear more about your experience working with our team. Please fill out the following survey, and give us your honest feedback. I promise it's short, and it'll help improve customers' experiences in the future.

I know your time is valuable, and I appreciate your attention.

<< Attach questionnaire >>

Thanks,  
[Your name]

---

## Customer Service Follow-up Email Template

Hey [Customer],

Thank you again for reaching out to customer service about [describe issue].

I wanted to follow-up on our conversation to see if the situation was fully resolved. Is [issue] working now? Did you run into any issues since we last spoke?

If something's still not right, please let me know so we can resume finding a proper solution. If the situation is resolved, please let me know so I can mark the matter as resolved.

Thank you, and please don't hesitate to reach out to support again in the future!

All the best,  
[Your name]

## Price Increase Notification Email Template

Dear [Insert Contact Name],

We're writing to inform you that due to [Insert reason(s)], the price of [Insert product/service name] will be increasing from [Insert current price] to [Insert new price].

We completely understand that a price increase is never ideal and work to avoid one whenever we can. Please know that as a result of this increase, we will be able to:

1. [Explain benefit #1 the customer will see as a result of the increase].
2. [Explain benefit #2 the customer will see as a result of the increase].
3. [Explain benefit #3 the customer will see as a result of the increase].

Because the increase goes into effect on [Date], all [Orders/Contracts] made before then will be honored at the previously agreed upon rate.

[Insert company name] appreciates your continued support and business. We know you have options for your [Insert product category] and we thank you for partnering with us. Should you have any questions or concerns about this increase, we encourage you to reach out to [Name/Department] at [Insert phone number and/or email address].

Sincerely,  
[Your Name]

---

## Customer Goodbye and Keep in Touch Email Template

Hey [Customer],

I'm sorry to see you go. Doing business with you these last [number] years has been great. I've learned so much from you and have made several updates to our products based on your thorough, thoughtful feedback. I appreciate everything you've done to make our company the best it can be.

As you set onto a new path, don't forget about us! I'd love to hear about your successes in the future and the exciting growth your company inevitably will have.

Please keep in touch. Good luck with everything!

Cheers,  
[Your name]

## Account Manager Introduction Email Template

Hey [Customer],

I'm [Your name], and I'm very excited to be your new Account Manager at [Your company]! I've heard great things about you from my teammates, and I'm hoping they've said some good things about me, too.

My role will be to guide you through anything you need. If you ever have questions, run into problems, consider an upgrade, or anything at all, I'm the one for the job. We will be working closely together, and I'll be helping you navigate your new product.

I'm looking forward to meeting you. Shall we set up a time this week to catch up in person?

Cheers,  
[Your name]

---

## Account Manager Transition Email Template

Dear [Customer],

After [time] at [Your company], I'm excited to inform you that I have just accepted an offer to move on to [New company].

However, that sadly means that I will no longer be your Account Manager here. I have enjoyed watching you grow and cheering on your successes. Working with you has taught me so much, and I will carry this knowledge on to this next chapter in my life.

Luckily, I have an incredible replacement for you. [Replacement's name] is an outstanding Account Manager and a dear friend of mine. She has been working here for [time] and has a lot to show for it. I genuinely believe you two will get along well and that she will be a huge support for you.

She will be emailing you in the next couple days with a warm greeting and plans for you both to meet. I'm looking forward to hearing all about it.

Thank you again for being a great client for the last two years. I wish you all the best.

Thanks,  
[Your name]

## Free Trial Email Template

Hi [Prospect],

I noticed that you seemed interested in some of the products on our website. If you have any questions, please feel free to reach out. I'd be happy to guide you through the different options.

I want to extend to you an offer for a free trial as it can be tough to commit to a product from a mere description. Our free trial lasts 30 days and lets you navigate all the features from the comfort of your home. It's a great chance to see which product is right for you and how much it can benefit you and your clients.

If you're interested, email me back or give me a call. I can talk you through all the details and get you set up.

Cheers,  
[Your name]

---

## Renewal Reminder Email Template

Hey [Customer],

I hope everything is going well with you and that you've had a great year navigating your product.

I noticed that your annual subscription is expiring in two weeks. Are you interested in renewing your subscription? If you're weighing your options, I'd love to chat further with you to help you come to a decision. If you'd like to upgrade to a new product, we can discuss that, as well.

I'm looking forward to hearing from you.

Cheers,  
[Your name]

## Customer Review Request Email Template

Hi [Customer],

I hope you're having a great week so far! I saw you've started sending out emails with our email marketing tool this week — it looks like you've achieved some impressive clickthrough rates. How are you enjoying working with the tool?

If you have any feedback or questions about the tool, don't hesitate to give me a call or shoot me an email, and I'll help you out!

If you'd like to share your experience using [company name], here are our pages on G2Crowd and Capterra where you can give us a rating and share your feedback to help other customers learn about us.

Thanks for your time, and give me a call if you have any questions about the tool!  
[Your name]

---

## Product Exchange Email Template

Hi [Customer],

Thanks for letting us know about this faulty product. We'll do our best to assess the problem and determine exactly what went wrong with your [product name]. In the meantime, please accept this replacement product that I've personally assessed for performance.

We'd like to offer our sincerest apologies for any inconvenience this may have caused. We hope you continue to enjoy using our product and we are happy to answer any questions or concerns you may have.

Please feel welcome to contact our support team at [phone number], or reply to this message and we'd be more than happy to help.

Thanks,  
[Your name]



## Product Discount Email Template

Hi [Customer],

Thanks for reaching out.

Unfortunately, we can't offer a refund at this time. According to our policy, [policy description and explanation of why the policy is in place].

I've checked with my manager to confirm this policy, and while we can't offer a full refund, we can provide you with a discount of [discount amount] for the next time you shop in our stores.

We sincerely appreciate your understanding in this matter. Please feel welcome to reach out to me with any questions you may have and I would be more than happy to help.

Thanks again,  
[Your name]

---

## Refund Notification Email Template

Hi [Customer],

We hope this message finds you well.

We are reaching because you qualify for a refund for your purchase of [product name]. This refund is eligible for [period of time] and can be initiated by calling or messaging our customer service team.

Please feel welcome to reply to this email with any questions you may have and I would be more than happy to help.

Thanks,  
[Your name]

## We Want Your Business Back Email Templates

Dear [Customer name],

We are so sorry for [insert mistake].

We always aim to offer the best customer service for our clients and we know we let you down. To resolve this issue, we're going to [insert solution].

We want to express how deeply sorry we are for the stress and frustration this must have caused you. To make it up to you, we'd like to offer you 15% off your next order with us. We hope you'll still consider using our products in the future.

If there's anything else we can do to help, just hit "reply" and let us know!

Sincerely,  
[Name]

---

Hi [Former customer name],

It's been [time] since we last spoke and you decided to end your service with us, but to be honest, we miss you.

I was wondering if you'd consider partnering back up with [company] so we could resume helping you meet your goals. Some recent changes we've made that we think you'd benefit from include:

- Feature 1
- Feature 2

In addition, we're able to offer you a discount of [amount] if you sign back on by [date].

Let me know what your thoughts are – either way, I'd love to reconnect!

Best,  
[your name]

## Email Template to Upsell Clients

Hi [Customer],

I hope you're doing well!

I saw your LinkedIn post about [Topic] earlier this week, and I wanted to check in to see if you wanted to hop on a call and talk about your [Topic] strategy for the year.

We've launched a few new tools in the last year that might be helpful in your approach that I'd love to tell you more about. What's your schedule like this week?

Hope to hear from you soon,  
[Your name]

---

## Customer Onboarding Handoff Email Template

Hi [Insert Contact Name],

We've come to the end of onboarding, and it's time to transition to your long-term point of contact at [Insert Your Company's Name], [Insert name of new POC or support team] (cc'd).

[New POC or team] will ensure you're maximizing the value you see with [Insert product/service name] while providing guidance on your long-term strategy and use of [Insert names of any tools your success team will help customers use]. They also serve as account managers and can address any account or contract questions you may have.

I've documented our work together to date, and I'd encourage you to reach out to them directly if you have any questions or topics you would like to cover. You can also contact our Customer Support team at [Insert phone number].

It's been a pleasure working with you and I wish you the best!

Sincerely,  
[Your Name]