



Here are three basic email templates that you can use as a jump-off point for responding to complaints.

1. The Proactive Response

If you notice something wrong with a customer's order, you need to reach out to them to let them know that you've corrected it—even if they haven't complained about it yet.

If you really want to let them know you care, include a discount code to make sure they come back again and that their faith in your store hasn't been shaken by a minor misstep.



[CUSTOMER NAME],

Thank you for shopping with **[YOUR BUSINESS]**! Unfortunately, due to **[CAUSE OF ERROR]**, your order was **[ERROR WITH ORDER]**. We've **[CREDITED YOUR ACCOUNT/RESHIPPED YOUR ORDER/FIXED THE ISSUE]** and you will still receive your order via your selected shipping method.

We sincerely apologize for any inconvenience and we are happy to offer you **[DISCOUNT/PROMOTION]** for your next purchase. Simply use this code at checkout: **[DISCOUNT CODE]**.

If you have any questions or require additional assistance, please don't hesitate to contact us at **[YOUR PHONE NUMBER]** or via email at **[YOUR EMAIL ADDRESS]**.

Thank you,
[YOUR NAME]



2. The Yes Response

If a customer complains, you need to be able to resolve their issue quickly and competently.

According to sources, 60% of customers always share their negative customer service experiences, meaning it sometimes only takes one instance of poor customer service to start a bad reputation for your brand. That's a risk you can't take.

Instead, you need to use empathy and a little creativity to come up with a solution that will satisfy your customer and keep them coming back.



Hi **[CUSTOMER NAME]**,

Thank you for reaching out. I am so sorry to hear about your trouble with **[ISSUE]**.

I've gone ahead and **[SOLUTION]** as an apology for any inconvenience you may have experienced. I know that **[ISSUE]** can be incredibly **[FRUSTRATING/ANNOYING/EMOTION]** and I do hope that you try ordering from **[YOUR BUSINESS]** again in the future.

Thank you for giving us a try and if there's anything else that I can do for you, please let me know!

Best,
[YOUR NAME]



3. The No Response

In some scenarios, there might not be a solution for your customer's problem.

Sometimes customers will have negative feedback about things like design or product updates that there will be no immediate solution for. However, these can be great opportunities for learning more about how customers use your products and how your business can grow in the future.

As long as you respond thoroughly and with compassion, your customer will know that their opinion has been heard and they may give your business another shot.



Hi **[CUSTOMER NAME]**,

Thank you for reaching out. Sorry for the trouble! / I am so sorry to hear that. Would you mind telling me more about **[SUGGESTION]**?

At this time, we are unable to offer **[SUGGESTION]**. However, it does sound like a great idea and I have passed your feedback onto our team. I definitely understand how **[FRUSTRATING/ANNOYING/EMOTION]** it can be to deal with **[ISSUE]**.

I really appreciate your input and I do hope you'll give us another try. If there's anything else I can do for you, please let me know.

Best,
[YOUR NAME]