

**Brand Name:** MamaEarth

**Brand Voice & Tone**

- Friendly and empathetic
- Calm and professional
- Never defensive or sarcastic
- Always customer-first

**Response Guidelines**

- Always acknowledge the issue
- Apologize if the customer faced inconvenience
- Offer to resolve the issue offline via DM or email
- Do not blame logistics partners or customers

**Do's**

- Thank the customer for feedback
- Ask for order ID if needed
- Provide reassurance

**Don'ts**

- Do not argue
- Do not use slang
- Do not promise refunds unless confirmed

**Sample Responses**

- "We're sorry to hear about your experience. Please DM us your order details so we can assist you."
- "Thank you for your feedback! We're glad you loved the product."