Eight Traits of a Great Customer Service Email
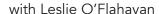
Great customer service emails accomplish three things:

- They answer the customer's question.

- They build a relationship with the customer.

- They prevent a repeat contact from the customer on the same topic, whether by email, phone, or chat, or any other customer service channel.

How do you write a great customer service email? You make sure each email has these eight traits:

1. **Demonstrate that you have read the customer's email.** In your response, refer to specific details or feelings the customer has shared.

2. **Answer the customer's question as soon as possible.** Give a yes, no, how, or why answer early in the email. You can explain in the second or third paragraph of the email, but you should answer the customer's question in the first paragraph.

3. **If you've done research into the issue, mention it to the customer.** If you've checked the customer's account, researched a past billing statement, or contacted the warehouse to ask about a backordered item, let the customer know. This reassures the customer that you've done your job and your response is based upon current, specific information.

4. **Explain why you want the customer to do what you're asking them to do.** A quick mention of the outcome of or reason for the customer to complete a task improves the chance they will do it.

5. **Make it easy for the customer to accomplish a task by linking to or attaching the information they need.** Link to or attach forms, screenshots, FAQs, or documentation, as needed.

6. **Use a friendly, personal tone. Use a tone that shows you care.** Build a relationship with your customers. Besides building your company's bottom line, a friendly email prevents repeat contacts.

7. **Help the customer access more help if they need it.** Let the customer know how to reach your company if they need more help. Let them know whether to reply to the email, call in, or reach out via social media or live chat.

8. **Use correct spelling, punctuation, and grammar.** Errors distract and confuse customers. Write a clean email that would make your tenth grade English teacher proud.