05 Customers Email InApp

Variables legend:  
[INCIDENT\_NAME], [SEVERITY], [START\_TIME], [CURRENT\_STATUS], [IMPACT\_SUMMARY], [AFFECTED\_SYSTEMS],  
[CUSTOMERS\_AFFECTED], [ROOT\_CAUSE\_STATUS], [ETA], [NEXT\_UPDATE\_TIME], [IC\_NAME], [CONTACT],  
[LEGAL\_NOTICE], [LINK\_STATUS\_PAGE], [JURISDICTION], [$IMPACT], [TICKET\_ID], [RUNBOOK\_LINK]

## Templates

### Customer – Proactive Email

Subject: Service update for [Product]  
  
Some customers experienced [issue] starting [START\_TIME]. We’ve [contained/are fixing] the issue. If affected: [steps/alternatives]. ETA: [ETA]. Updates: [LINK\_STATUS\_PAGE].

### Customer – Make-Good

Subject: Service credit for [date] incident  
  
On [date], you may have been affected by [incident]. We’ve applied a service credit of [amount] to your account. Details: [link]. Contact [support].

### Customer – Breach Notice (Shell)

Subject: Important security notice regarding your [Company] account  
  
On [date], we detected unauthorized activity involving [systems]. Information involved may include: [data types]. We have secured our systems and engaged experts. What you can do: [steps]. We are offering [credit monitoring, etc.]. More info: [FAQ link]. [LEGAL\_NOTICE for [JURISDICTION]].