

REQUESTING FEEDBACK

nextiva



WELCOMING A NEW CUSTOMER

7 Customer Support Email Templates that Clients Love

REQUESTING MORE INFORMATION

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We did some [research](#) that found that 33% of companies had lost customers in the past year due to a communication issue. Customers want to feel known, appreciated and respected. We know this. The problem is that teams may struggle with exactly how to word customer communication that drives those basic tenets home.

Here's some email tips and templates that help keep those hard-earned customers and may even spark a glowing review or two.

7 tips for drafting an effective, customer-friendly email:

1. Be welcoming and polite
2. Request information respectfully
3. Answer all of their questions
4. Provide clear information and resources
5. If something's a miss, apologize, empathize, and make it right
6. Proactively follow up
7. Ask for favors gently

EMAIL TEMPLATE #1

Requesting more information

Sometimes support agents need more information from the customer to get their job done. You want to both respect the customer's time and convey that you're invested in continuing to resolve the issue quickly.

TEMPLATE 01

Hi [Customer First Name],

Thanks for contacting us. I'm happy to help you. I just need a little information so I can see what's going on.

Could you please send me a screenshot of the error message you're receiving? To take a screenshot, [insert instructions].

Also, can you tell me if you've recently performed any updates?

Once I have this information, I'll be able to better solve the issue.

Best,
[Your Name]

EMAIL TEMPLATE #2

Providing how-to resources

You probably have a list of the top ten “how do I” questions customers ask. Turn answers to these popular questions into simple email templates that resolve the ask quickly and help customers self-serve.

TEMPLATE 02

Hi [Customer First Name],

Thanks for contacting us about changing the credit card on your account. I can help you do that.

Follow these steps:

1. Click on the My Account icon in the upper right corner of your screen.
2. Your account page will appear. Select Payment Options from the menu on the left side of the screen.
3. Click on the Add Card Info button.
4. Fill out the form with your card information.
5. Click Save.

You can read more about managing payment options on our help center here [insert link].

If you need additional assistance, don't hesitate to ask!

Best,

[Your First Name]

EMAIL TEMPLATE #3

Answering multiple questions

When customers ask more than one question in a single email, it helps reduce back and forth if you respond by clearly reiterating the questions and then providing the answers in a simple, organized way — whether that's a numbered list, bullets, or a couple of quick sentences.

TEMPLATE 03

Hi [Customer First Name],

Thanks for contacting us. I can definitely help you with those questions.

How do I change my credit card information?

1. Click on the My Account icon in the upper right corner of your screen.
2. Your account page will appear. Select Payment Options from the menu on the left side of the screen.
3. Click on the Add Card Info button.
4. Fill out the form with your card information.
5. Click Save.

You can change your card at any time. To learn more about managing payment options, check out this article [insert link] on our Help Center.

What's my order status?

Your order status is temporarily on hold until you enter your new credit card information. Once you've updated your card, your order should process right away. You can always check the status of an order by clicking on My Account and selecting My Orders from the left menu.

Thanks again for reaching out. Let me know if you have any further questions!

Best,
[Your Name]

EMAIL TEMPLATE #4

Following up

Wouldn't your customers be amazed if you followed up with them instead of them having to follow up with you? With quick automated reminders and this template, it's easy to scale excellent customer service.

TEMPLATE 04

Hi [Customer First Name]

I want to check in and make sure you were able to update your credit card information. If you need more guidance, please let me know. I'm happy to help.

Don't hesitate to reach out if there's anything else we can do for you.

Best,

[Your First Name]

EMAIL TEMPLATE #5

Responding to an angry customer

Carefully worded emails are crucial when you're managing a difficult situation. If your team is at fault, this templated reply hits all the necessary response musts — an apology, empathy, a clear understanding of the situation, a specific offer to win them over, and a sincere request to give you a second chance.

TEMPLATE 05

Dear [Customer First Name],

I'm so sorry your package arrived damaged. That is not in keeping with our shipping practices. We want everyone to have a positive experience, and it's clear that didn't happen.

I'm sure that was both frustrating and disappointing.

It sounds like your trip is over and you may no longer need the items. I'd like to offer you a refund on the damaged items and a gift card for future use.

I understand you may be hesitant to try us again. I hope we get the opportunity to prove ourselves to you.

Sincerely,
[Your First Name]

EMAIL TEMPLATE #6

Welcoming a new customer

Your customers could have chosen someone else — so make sure they know how happy you are they chose you! This welcome email template makes them feel appreciated, gives them a way to learn more, invites them into your community, and lets them know you're here when they need you.

TEMPLATE 06

Hi [Customer First Name],

We're so happy to welcome you to our community. On behalf of everyone here, thanks so much for choosing us.

We want you to feel at home fast, so we've collected some key resources [here](#).

And we're always adding new products and inspiration over on Instagram. Follow us here [\[insert link\]](#).

Again, welcome. We look forward to working with you. Don't hesitate to reach out if there's anything you need.

Sincerely,

[Name]

EMAIL TEMPLATE #7

Requesting feedback

Happy customers are your best advocates and a prime source of product intelligence. Here's how to tap into your customer's experience without sounding needy or demanding.

Give these tips and templates a try and let us know if they help your team save time and keep your customers smiling.

PS: Follow [Nextiva on LinkedIn](#) for more advice on delivering amazing customer service.

TEMPLATE 07

Hi [Customer First Name],

I hope the tax season went well for you. I see you filed your federal return using our software.

I want to hear what you think about the tools. I'd love to have you fill out a quick survey to help us make next year's returns easier for you.

I know you're busy, so thank you so much for letting us know how we're doing.

Don't hesitate to reach out if there's anything I can do to help.

Best,

[Your First Name]