10 Customer Service Email Templates Every Agent Needs

Working in the customer service industry comes with plenty of unique opportunities, as well as its fair share of challenges. As front-line agents, your team becomes the face of your brand to customers. You get to hear stories of how customers are using your services or why they purchase your company's products, and help brighten their day by solving their issues.

But, that comes with the territory of understanding that not every customer interaction will start off on a positive note. As agents, it's your team's job to **dive deep into each and every customer concern** to solve their issues, and help keep their **perception of your brand positive**.

Set your agents up for success to navigate through tough customer email complaints with our customer service email templates. These templates can be fully customized to meet the needs of each unique customer interaction and make a great starting point for responding with care and empathy.

Let's jump in!

1. The Customer is Having Problems with Your Website

Every business today has an online presence, and most have a website where potential customers can come to learn about their products or services, make purchases, and - most importantly - interact with their Customer Support team. **But sometimes, bugs happen**. Maybe a page on your site is broken or the customer can't find what they are looking for. Use the template below to address a customer issue with your website.

Dear [First name],

Thank you for reaching out to let us know that the URL for our subscription page is causing you issues. I've escalated the issue to our web development team, who have prioritized getting this page issue resolved.

In the meantime, I've laid out our subscription model below for your convenience:

[Insert content]

Let me know if you're interested in adjusting your subscription tier, and I would be happy to make that change for you.

Sincerely,
[Agent first name]
[Email/direct phone]

2. The Customer Has a Question about Company Policies

If your company operates in the retail space, you undoubtedly have a policy in place regarding **returns and exchanges, refunds, and replacements** of items that arrive in poor condition. If these policies are buried in a small link on your site, customers may have a hard time finding the information they're looking for. When someone reaches out to clarify company policy, send them the template below.

Dear [First name],

Thank you for reaching out regarding our return & exchange policy here at [company name]. I would be happy to walk you through it!

For returns, we offer full refunds if an item is returned within a [#]-day window. After that window, we can offer partial refunds on a case-by-case basis. For exchanges, once the exchange transaction has processed, you will receive a return label and will have [#] days to return the item to us. After we have received the exchange, we will process and ship your new item at no additional cost to you.

To review these policies in more detail, you can view our full return & exchange policy here: [link].

If you have any specific questions about our policies, please let me know. I would be happy to provide even more information.

Thank you again for reaching out to [company name].

Sincerely,
[Agent first name]
[Email/direct phone]

3. The Customer's Order Didn't Arrive on Time

Customers put their faith in promised delivery dates, and assume brands are savvy enough to 1) accurately predict tracking, and 2) update customers about anticipated delays. If an order isn't **fulfilled in a timely manner**, it can spark a very angry response.

The agent's first order of business: track the customer's package. If it's marked as delivered, ask the customer to confirm the address. Maybe the package was left in a different location than they're used to, or was marked as "delivered" but left on the truck - it happens. If the package is still in transit, try something like this.

Dear [First name],

I'm so sorry your order hasn't arrived. I know how frustrating this must be. We try to anticipate any issues that may arrive during transit, and I understand that we've failed to meet your expectations with this purchase.

I've tracked the package via [carrier], and it's currently listed as "[status]." If you'd like to check on its progress, here's the link you can use: [link]

Please contact me directly if your order hasn't arrived within [time frame]. In the meantime, I will do everything I can to locate your package.

Once again, [First name], I sincerely apologize for the inconvenience.

Sincerely,
[Agent first name]
[Email/direct phone]

4. The Customer Wants to Resolve a Billing Issue

Most products and services today give customers the flexibility to update things like payment information on their own. But some **deeper billing concerns**, like billing dates, additional fees, and recurring expenses require getting in touch with your team. When someone reaches out about a billing issue, guide them through your company's methodology and ensure they have a full understanding of the billing process.

Dear [First name],

Thank you for reaching out about the recurring billing statement you received in your inbox this morning. I've looked into your account, and confirm that you have selected that you would like to stay subscribed for a monthly membership with [company name].

You can find this setting on the first page of your Account Information, linked here: [link]. This setting is automatically turned on after completing a purchase with us, and must be manually un-checked to ensure you don't receive monthly charges.

At this time, I've gone ahead and issued a refund to your account in the amount of $[#]. You should be receiving the funds back in the next 3-5 business days.

I'm sorry for any issue this may have caused, [first name]. Please let me know if I can be of assistance in any other way.

Sincerely,
[Agent first name]
[Email/direct phone]

5. The Customer Received a Damaged Product

Imagine: you're anxiously awaiting your latest purchase, and spend your days by the window waiting for the delivery truck to show up. Then, finally, it arrives. You can barely contain your excitement as you open the box... **only to find that the item is damaged**. This scenario is all too common, particularly when it comes to selling and shipping more delicate items. As a customer, you would immediately reach out to support to find out what they can do for you. The template below gives your agents an empathetic and helpful response, no matter what you sell.

Dear [First name],

I'm so sorry your order arrived in damaged condition. I know how upsetting this must be, especially when it was an item you were looking forward to receiving.

I've gone ahead and requested a replacement be shipped out to you within the next business day, and the new item should arrive within 3 days via [carrier] (tracking number [#]). If you'd like to track the package, here's the link you can use: [link].

I'll follow up with you on [day of the week] to make sure you received the correct items. If you have any questions in the meantime, feel free to contact me directly.

We do have one small favor to ask. Could you please return the damaged items within the next [#] days? There should be an adhesive prepaid return label inside the box with the new shipment. If not, just (click this link), print the form, and attach it to the box. You can drop the box off at any [carrier] location (click here to find the one nearest you).

Once again, [First name], I sincerely apologize for the inconvenience.

Sincerely,
[Agent first name]
[Email/direct phone]

6. The Customer Received the Wrong Item(s)

Now imagine opening that same package you so eagerly awaited and **not finding the right item inside**. Not only is finding the wrong item irritating, to say the least, but it also creates more work for the customer. A great email response to these customer complaints addresses both pain points. You can take the same template we mentioned above, with tweaks to make it fit for the situation.

Dear [First name],

I'm so sorry we mixed up your order. I know a mistake like this can be very upsetting, especially when it was an item you were looking forward to getting.

I've double checked your original order, and the correct items should arrive by the end of the week via [carrier] (tracking number [#]). If you'd like to track the package, here's the link you can use: [link].

I'll follow up with you on Friday to make sure you received the correct items. If you have any questions in the meantime, feel free to contact me directly.

We do have one small favor to ask. Could you please return the unwanted items within the next [#] days? There should be an adhesive prepaid return label inside the box. If not, just click this link, print the form, and attach it to the box. You can drop the box off at any [carrier] location (click here to find the one nearest you).

Once again, [First name], I sincerely apologize for the inconvenience.

Sincerely,
[Agent first name]
[Email/direct phone]

7. The Customer Had a Negative Experience on the Phone or via Chat

With various channels for contacting customer service teams, email can sometimes be the last resort. For those customers who feel like they've **exhausted other options**, or who had particularly negative experiences with your team via other channels, an angry email can often find its way into your support inbox. In situations like this, use the following template to recognize the concerns of your customer.

Dear [First name],

I'm so sorry that our support did not live up to your expectations when you reached out to us. It's never our intention to leave questions unanswered or issues unresolved, and I apologize that you've had a negative experience with our team.

I would love to make this right for you. I can see based on your previous support tickets that you're still having issues updating your billing address under your account settings. I've gone ahead and updated this for you - at your convenience, please look into your account and confirm that the address is updated for you as well.

To make up for the negative experience you had with us, I've included here a discount code for [#]% off your next purchase with us: [code]. While I know this can't make up for the poor interaction, I hope that you will give us the opportunity to make things right by you.

I apologize again for any inconvenience, and look forward to your response.

Sincerely,
[Agent first name]
[Email/direct phone]

8. The Customer Found a Bug or Other Issue in Your Product

This one is for our more technical support folks. When you work on the CX team for a software or technology company, it's more likely that your incoming requests will be focused on **technical issues or bugs**. When a case like this happens, make sure you're taking the time to thoughtfully talk your customer through potential solutions and provide them with any documentation they could need. The template below is a great place to start and customize based on the individual needs.

Dear [First name],

I'm sorry to hear that you ran into an issue with our product. Thank you for bringing it to our attention - we'd be happy to get this resolved for you as quickly as possible.

I've taken a look into the issue, and can provide you with some recommendations for next steps. Please see the list below for how to proceed:

[Insert detailed description of process here]

I'm also including a link to our Knowledge Base, which is a great resource for other issues related to this feature that could potentially arise: [link].
I apologize again for any frustration this may have caused. If you're still having trouble, please let me know and we can dive into your account.

Sincerely,
[Agent first name]
[Email/direct phone]

9. The Customer Wants You to Make an Exception for Them

We've all been there - you need to return an item for a refund or exchange, and it sits beside your front door collecting dust. When you finally remember to drop it off, you find out that you missed the allotted return window. As an agent, you have to be prepared for how to make things right by the customer, while still upholding necessary company policies. Here's a customer service email template for how to deal with customers **asking to get around company policy**.

Dear [First name],

I'm so sorry to hear that there were issues that prevented you from meeting the return window for [name of item].

Unfortunately, our policy here at [company name] indicates that all returns and exchanges must be made within a 30-day window after your item has been received. For more insight, you can read our full return & exchange policy on our website here: [link].

While we can no longer accept the item/issue a product exchange, I can offer you a partial credit in the amount of $[#]. Please let me know if you would like to have this credit issued to your account.

Once again, I apologize for any inconvenience this may have caused. Please let me know how else I can help.

Sincerely,
[Agent first name]
[Email/direct phone]

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10. The Customer Has Feedback about Your Company
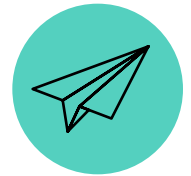
Feedback is the breakfast of champions. And when you're running a business, you open the door to feedback from your customers and prospects on each aspect of your brand. Whether positive or negative, it's important to **be open to feedback from your customers** and for your agents to have a plan in place for how to streamline that feedback to the teams it impacts.

Dear [First name],

Thank you so much for reaching out with your feedback. Here at [company name], we really value the input of our customers.

We want to make sure that your voice is heard and that your feedback is taken seriously. I will be sure to pass along your comments to the appropriate team. If you would like me to follow up with a response from the team, I would be happy to do so - just let me know.

If you have any other comments or concerns, feel free to reach back out at any time.

Sincerely,
[Agent first name]
[Email/direct phone]

Why Templates Are So Valuable for Customer Service Teams

There's no 'one size fits all' response to every potential customer inquiry.

Sometimes customer questions will throw your agents for a loop, needing them to think on their feet to come up with a resolution. Other times, your agent may need to tackle a particularly testy customer or sensitive issue, and will need to be extra thoughtful and empathetic in their reply.

Whatever the case may be, we hope these templates will provide you and your agents with a solid foundation for creating **thoughtful, empathetic, and helpful email responses**.

Ḿ | Stella Connect

Never struggle to draft another email again. Learn how Stella Connect's holistic QA, coaching, and customer feedback platform sets Customer Service agents up for success.

Stella Connect by Medallia is the customer feedback and quality management platform built specifically for customer experience teams. Our intuitive platform makes it easy to harness agent-level customer feedback and deliver high impact coaching and QA programs, driving agent engagement and customer satisfaction.

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