***INSTRUCTIONS: Make a copy of this document and customize it wherever you see words or phrases in brackets. Do NOT request edit access.***

***Use these templates to guide your customer service operations.***

***This file includes 18 templates to fit your business needs.***

Customer Service Email Templates

[1. Refund Request](#_fdehx32huq2e)

[2. Subscription Cancellation Request](#_lamd58e5ps0g)

[3. Product or Service Inquiry](#_flqbhjmaw0if)

[4. Billing Error](#_f0dyv6drsfuz)

[5. Poor Online Review Response](#_qd6ct95zxf4k)

[6. Positive Online Review Response](#_laxxf93r0kt0)

[7. Customer Issue Resolution](#_sgaqg11xteoi)

[8. Website or App Down Complaint](#_421tvrv4vgp)

[9. Customer Didn’t Receive Product](#_au5o4hsalllr)

[10. Wrong Product Received](#_9ymjs4b6lqmb)

[11. Return an Item Within Buyer’s Remorse Response](#_qctv91cr58am)

[12. Defective Product Received](#_ea61l7ufd9rc)

[13. Answers to FAQs](#_8q3cje65jf7p)

[14. Negative Experience With an Account Manager](#_1jzc0mtyvhdu)

[15. B2B Product or Service Process Error/Mistake](#_w5awj840g716)

[16. Resources & Knowledge Base Questions](#_cyftk028kgvx)

[17. We Need More Time Reponse](#_9ltbkayz5yc8)

[18. Account Set-up or Onboarding Delay Response](#_d7uysopq3l19)

## 1. Refund Request

**Option 1: Customer is eligible for a refund.**

***Subject: Refund Request for [Product]***

*Dear [customer name],*

*Thank you for contacting us regarding your refund request on [product/service name]. We take pride in ensuring our [products or services] always meet our customers’ needs.*

*We are happy to inform you that your refund request falls within our policy.*

*You should expect to see [refund amount] added to [payment method] within [number] of days after the product is shipped back. In the meantime, feel free to reach out if you have any questions or concerns.*

*[Rep name, job title]*

*[Phone number, email address]*

*[Company web address]*

**Refund Request**

**Option 2: Customer is ineligible for a refund.**

***Subject: Refund Request for [Product]***

*Dear [customer name],*

*Thank you for contacting us regarding your refund request on [product/service name]. We take pride in ensuring our [products or services] always meet our customers’ needs.*

*However, upon careful consideration, we regret to inform you that you are ineligible for a refund because of [state the reason and link to the refund policy online if available]. We sincerely apologize for any inconvenience.*

*We’d like to offer you [product trial, discount, points, etc.] redeemable through [method].*

*Please feel free to reach out if you have any questions or concerns.*

*[Rep name, job title]*

*[Phone number, email address]*

*[Company web address]*

##

## 2. Subscription Cancellation Request

**Option 1: Customer is eligible for a refund.**

***Subject: Subscription Cancellation for [Product]***

*Dear [customer name],*

*Thank you for contacting us regarding your request to cancel your subscription to our [product/service name].*

*Please note that we have received your request, and your cancellation will take effect immediately. We are also in the process of crediting your refund. You should expect to see [dollar amount] added to your [payment method] within [number of days]. In the meantime, feel free to reach out if you have any questions or concerns.*

*[Rep name, job title]*

*[Phone number, email address]*

*[Company web address]*

**Subscription Cancellation Request**

**Option 2: Customer is ineligible for a refund.**

***Subject: Subscription Cancellation for [Product]***

*Dear [customer name],*

*Thank you for contacting us regarding your request to cancel your subscription to our [product/service name].*

*Please note that we have received your request and have canceled your subscription, effective immediately. However, we are unable to refund your payment for the [time duration ineligible for a refund] as our policy [link to your T&C page if available] states that cancellations need to be done within [number of days].*

*Please feel free to reach out if you have any questions or concerns.*

*[Rep name, job title]*

*[Phone number, email address]*

*[Company web address]*

##

## 3. Product or Service Inquiry

***Subject: Response to [Product/Service Name] [Pricing, Payment, or Feature] Question***

*Dear [customer name],*

*Thank you for contacting us regarding your [pricing, payment, or feature] question We take pride in providing customers with the best answers.*

*[Option 1] To answer your specific question, the [product/service name] costs [details on price amount and/or pricing method].*

*[Option 2] To answer your specific question, we accept [list of payment plans or payment channels accepted] for [product/service name].*

*[Option 3] To answer your specific question, [product/service name] includes [features, product usability attributes, customer experience elements, etc.]. [Description of how those features can provide value or meet a specified need by the customer].*

*I hope this helps! Feel free to reach out if you have any other questions or concerns.*

*[Rep name, job title]*

*[Phone number, email address]*

*[Company web address]*

##

## 4. Billing Error

***Subject: Response to Billing Error***

*Dear [customer name],*

*Thank you for contacting us regarding the recent billing error. We sincerely apologize for the mistake and will remediate the issue as quickly as possible.*

*After a quick investigation, we found that [brief explanation on why the error took place].*

*To fix the problem, I have [brief explanation on how the issue was fixed]. You should see the [dollar amount] refunded in [number of days] or an updated invoice posted on your account.*

*In addition to resolving the billing issue, we’d like to offer you [product trial, discount, points, etc.], redeemable through [method].*

*Feel free to reach out if you have any other questions or concerns.*

*[Rep name, job title]*

*[Phone number, email address]*

*[Company web address]*

## 5. Poor Online Review Response

***Subject: Feedback Follow-up***

*Hi [customer name],*

*I just read your review and am very sorry for your recent experience. My name is [rep name], [job title] at [company name], and I thank you for bringing this to my attention.*

*I’d love to gather more insights to improve our [topic of the review] and ensure this situation never happens again. Can you tell me more about your experience? Include as many details as you like.*

*[Rep name, job title]*

*[Company web address]*

##

## 6. Positive Online Review Response

***Subject: Thank You for the Great Feedback!***

*Hello, [customer name]! Thank you so much for posting your kind review!*

*My name is [rep name], [job title] at [company name], and I’d love the opportunity to gather more insights into what made your experience wonderful so that we can give credit to our staff where credit is due.*

*Can you tell me more about your experience? Include as many details as you like.*

*[Rep name, job title]*

*[Phone number, email address]*

*[Company web address]*

## 7. Customer Issue Resolution

***Subject: Issue Has Been Resolved***

*Dear [customer name],*

*Thank you for contacting us regarding your [issue type] and remaining patient during this process. We take pride in ensuring prompt customer service resolutions for our customers.*

*We are happy to inform you that your [issue type] has been fully resolved, and we [explanation of what you did to resolve the issue].*

*We apologize for any inconvenience. Please reach out if you have any questions or concerns.*

*[Rep name, job title]*

*[Phone number, email address]*

*[Company web address]*

##

## 8. Website or App Down Complaint

***Subject: Online Service Down***

*Dear [customer name],*

*Thank you for bringing this problem to our attention. We have reported your concern to our development team and are taking steps to fix the issue.*

*We apologize for any inconvenience and expect the [website, online service, or application] to be up and running within [time duration].*

*Please reach out if you have any questions or concerns.*

*[Rep name, job title]*

*[Phone number, email address]*

*[Company web address]*

## 9. Customer Didn’t Receive Product

***Subject: Product Replacement***

*Dear [customer name],*

*Thank you for bringing this problem to our attention. We are so sorry for any inconvenience.*

*After researching the matter, we found the package didn’t arrive because [reason]. To resolve the issue, we have shipped out a replacement of [product name] that we expect to arrive [estimated arrival date] and can be tracked using this [method].*

*In addition to resolving the billing issue, we’d like to offer you [product trial, discount, points, etc.] redeemable through [method]. Feel free to reach out if you have any questions or concerns.*

*[Rep name, job title]*

*[Phone number, email address]*

*[Company web address]*

##

## 10. Wrong Product Received

***Subject: Wrong Product Received***

*Dear [customer name],*

*Thank you for bringing this problem to our attention. We’re so sorry for any inconvenience.*

*After researching the matter, we found that you received the wrong product because [reason].*

*[Option 1] To resolve the issue, we ask that you ship back the incorrect item by following these instructions: [Describe how to send it back.]*

*Once we receive the item, we will ship the correct product, which you should receive within [number] days.*

*[Option 2] Since we made the error, feel free to keep the item you received. We’ve shipped out the correct item and expect it to arrive by [date]. You can track the item using [method].*

*Additionally, we’d like to offer you [product trial, discount, points, etc.] redeemable through [method]. Feel free to reach out if you have any questions or concerns.*

*[Rep name, job title]*

*[Phone number, email address]*

*[Company web address]*

##

## 11. Return an Item Within Buyer’s Remorse Response

**Option 1: The company pays for the return shipping.**

***Subject: Returning an Item***

*Dear [customer name],*

*Thank you for trying our product. We understand you want to return your item within our [number of days] buyer’s remorse period.*

*I’m sorry you weren’t 100% confident in your purchase or the features and benefits it offers [insert a link to the product page if available].*

*To complete your return, please review our buyer’s remorse policy [insert the link to your buyer’s remorse page] to ensure a smooth process. You can use the free shipping label [insert a link to the shipping label] and follow our step-by-step instructions to process a return: [Describe the return process].*

*Please be advised that we will issue a refund [number] days upon receiving the item. Feel free to reach out if you have any questions or concerns.*

*[Rep name, job title]*

*[Phone number, email address]*

*[Company web address]*

**Return an Item Within Buyer’s Remorse Response**

**Option 2: The buyer pays for the return shipping.**

***Subject: Returning an Item***

*Dear [customer name],*

*Thank you for trying our product. We understand you want to return your item within our [number of days] buyer’s remorse period.*

*I’m sorry you weren’t 100% confident in your purchase or the features and benefits it offers [insert a link to the product page if available].*

*To complete your return, please review our buyer’s remorse policy [insert the link to your buyer’s remorse page] to ensure a smooth process.*

*Choose any return label or carrier at your own cost and follow our step-by-step instructions to process a return: [Describe the return process].*

*Please be advised that we will issue a refund [number of hours or days] upon receiving the item. Feel free to reach out if you have any questions or concerns.*

*[Rep name, job title]*

*[Phone number, email address]*

*[Company web address]*

##

## 12. Defective Product Received

***Subject: Defective Product Received***

*Dear [customer name],*

*Thank you for bringing this problem to our attention. We’re so sorry for any inconvenience.*

*To resolve the issue, please send a photo of the defective product and a short description of the defect.*

*Afterward, please allow us [amount of time needed to validate the defect] to get back to you on your eligibility for product replacement.*

*If we confirm that it is a factory defect, we’ll send you a shipping label to return the product.*

*Once we receive the return, we’ll ship out the new product, which you should receive within [time duration].*

*In addition to resolving this issue, we’d like to offer you [product trial, discount, points, etc.] redeemable through [method]. Please reach out if you have any questions or concerns.*

*[Rep name, job title]*

*[Phone number, email address]*

*[Company web address]*

## 13. Answers to FAQs

***Subject: Question on [What They Asked About]***

*Dear [customer name],*

*Thank you for reaching out regarding [topic of questions].*

*We get this question quite often, and here’s our best answer:*

*[Answer]*

*For additional information and answers to common questions, I invite you to check out our frequently asked questions (FAQs): [link].*

*I hope this helped! Feel free to reach out if you have any questions or concerns.*

*[Rep name, job title]*

*[Phone number, email address]*

*[Company web address]*

## 14. Negative Experience With an Account Manager

***Subject: Issues With Account Manager***

*Thank you for reaching out regarding the [issue type] with your account manager.*

*We’re very sorry for any inconvenience and ready to resolve the issue as quickly as possible. Can you tell me more about your experience with your account manager? Include as many details as you like so that we can ensure this problem doesn’t happen again.*

*Please reach out if you have any questions or concerns.*

*[Rep name, job title]*

*[Phone number, email address]*

*[Company web address]*

## 15. B2B Product or Service Process Error/Mistake

***Subject: Issues With [Product or Service Name]***

*Dear [customer name],*

*Thank you for reaching out regarding the [issue type or problem] with [software, product, or service name].*

*We apologize for any inconvenience and are ready to resolve the issue quickly.*

*After investigating further, we discovered that the [system error, processing error, service mistake, etc.] resulted from [cause]. We do not take this lightly.*

*[Option 1] We’ll need additional information to fix the issue. Please describe your experience using our product, including where and when you notice the issue. You may include screenshots or videos.*

*[Option 2] We’ve fixed the problem by [explanation]. You can now [explain what the customer can do as a result of the fixed problem].*

*I hope this helped! Feel free to reach out if you have any questions or concerns.*

*[Rep name, job title]*

*[Phone number, email address]*

*[Company web address]*

##

## 16. Resources & Knowledge Base Questions

***Subject: Knowledge Base Question***

*Dear [customer name],*

*Thank you for reaching out regarding [topic of questions].*

*We get this question quite often, and here’s our best answer:*

*[Answer]*

*For additional information on [application or online service name], I invite you to check out our knowledge base: [link]. There are [types of resources] that can help you navigate features, integrations, and use cases.*

*I hope this helped. Feel free to reach out if you have any questions or concerns.*

*[Rep name, job title]*

*[Phone number, email address]*

*[Company web address]*

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## 17. We Need More Time Response

***Subject: We Need More Time***

*Dear [customer name],*

*Thank you for reaching out regarding a follow-up update on the [issue].*

*We are doing everything we can to resolve this problem. However, we need [number of days] to review the details and implement the most effective resolution. We want to ensure that we provide the best outcome for you as one of our highly valued clients.*

*Thank you for your patience.*

*[Rep name, job title]*

*[Phone number, email address]*

*[Company web address]*

##

## 18. Account Setup or Onboarding Delay Response

***Subject: Account Set-up or Onboarding Processing***

*Dear [customer name],*

*Thank you for buying our [product/solution].*

*We're excited to complete your account setup and welcome you on board. Our team is currently finalizing everything to ensure your onboarding experience is smooth and seamless.*

*To help you get started quickly, check out this [link to onboarding video or tutorial], which provides a helpful overview of our product. This will help you familiarize yourself with our features and get the most out of your experience.*

*Thank you for understanding. Feel free to reach out if you have any questions or concerns.*

*[Rep name, job title]*

*[Phone number, email address]*

*[Company web address]*