

A Guide to Writing Effective Customer Service Emails

This is an extra resource to go along with the original article:
[How to Provide Amazing Customer Service on a Budget](#)

Customers reach out for a variety of reasons. Some are angry, others are happy. Some are confused, others are enthused. Here are the best practices to follow when crafting customer service emails.

Respond quickly.

Make it your mission to respond to customers as quickly as possible. You don't want the customer to stew in the negative feelings of frustration or confusion. This can lead to customer churn if not handled ASAP. If you can't help the customer immediately, send an email and acknowledge that you've received their message and are working on a solution.

Create email templates.

Instead of asking your team to create every email from scratch, create templates that they can personalize. This saves time and hassle and ensures that your customer is taken care of quickly.

Use the customer's name.

Address the customer by name at the beginning of your email. But also add the customer's name within the body of the email to keep them engaged. It also feels more personal and conversational (and less templated) when you address a customer by name.

Add empathy to every interaction.

Always try to empathize with the customer, even if the answer is easy to you. See the problem from their perspective and not your own.

Follow up with your customers.

After you've resolved an issue, always follow up by email to ensure that the customer feels satisfied. If not, offer additional help.