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and professional customer service letters play an important role in shaping a customer's experience with a company. The way a business communicates in writing can influence how valued and supported a customer feels. Whether responding to a complaint, providing an update on an order, or addressing an issue such as a billing error, a well-structured letter can turn a potentially negative experience into a positive one. So are you looking to improve your customer service letters? To help, we have put together advice on how to write a good customer service letter, covering key steps to ensure clarity, professionalism, and empathy, as well as giving examples to bring best practice to life. Follow these seven steps to create a clear, professional, and effective customer service letter that addresses customer concerns while maintaining a positive relationship: A clear subject line helps the customer understand the purpose of the letter immediately. 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No further action is required from your end." A polite and professional closing leaves a good impression and ensures the customer knows how to reach out if they have further questions. Provide clear contact details so they can easily get in touch if needed. Example "Thank you in advance for your patience. If you have any questions, please contact us at support@example.com or call us at 01234 567 890. Yours Sincerely, [Your Name] [Your Position] [Your Company]" Here is an approach recommended by Fran Fish to help improve customer service letters: Use simple, plain English. No jargon. Use headings and bullet points, so that the content is easy to follow and read. Make sure there are no typos and all the provided information is "correct". But the letter should also look and read the part - it should "look and sound like your brand." Answer all the questions that have been asked (and any that may come after). 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Sorry it's taken me a little longer to reply. If the iPads were stolen from your car we'd cover up to £300 of their value. Tip: It's worth checking to see if your home insurance will cover a higher value. Just so you know, if the worst does happen (and you want to make a claim), we'll need you to have taken 'reasonable care of the property'. That means: lock the doors, boot and roof box, close the roof and the windows, take your car keys with you and put the iPads out of sight in the glove compartment, boot or roof box when you leave the car. I also need to tell you that we don't cover theft from open and soft-top cars. You'll find more information about what is and isn't covered in our Policy Schedule online. If you decide to take out insurance with us, the fastest and easiest way is to apply online. If there's anything else I can help you with, please let me know. Have a great holiday! Fran Fish takes us through how the rewrite is an improvement in terms of the "clear, credible, answered and tone criteria". Gets to the point quickly Meets and matches the customer's needs 'Easiest way is to apply online' - influences customer's choice of service channel Uses bullets to lay out information in easy-to-read format Includes insurance detail - demonstrates knowledge and expertise 'Tip' gives insurance options - builds trust Addresses the customer's query first 'we'd cover up to £300 of their value Less effort for the customer - no need to go digging around for the Policy Schedule Fits the nature of the query Empathetic and personal tone used Mazaru and independent researchers ICM shared both car insurance letter examples with 2,000 consumers. The consumers were asked to share preferences and 'next actions', when comparing the two letters. The results suggested that the car insurance company could benefit in each of the following ways by permanently switching to the style of the rewrite: Less overall contact - 19% fewer consumers said they'd need to get more information Sales enquiries increased - 24% more consumers said they'd go on and ask for a quote Satisfaction scores increased - 27% more rated their customer satisfaction of the response 'high', i.e. 7-10 out of 10 Channel shift increased - 9% more consumers said they'd go online to get a quote Advocacy / NPS increased - 22% more said they would go on and recommend the insurer to friends or family Below are three great examples of different types of customer service letters. Here is a good response to a customer complaint about their credit profile. Our response to your complaint Dear [title last name/first name], Thank you for getting in touch with us about your credit file. After looking into this for you, I've included my findings in this letter. It might be easier to talk about this over the phone, so please give me a call if that would be helpful. I did try to call you a few times on [date] and [date] but couldn't reach you. Background You've been in touch with us because you believe we have registered 'default' or 'repossession' on your credit file. Checking your credit file I've checked your payment history between [date] and [date] and found that each payment has been made on time. I could also see that you made your final payment of [amount] on [date], which means you've cleared the account. I can confirm that we have recorded each payment, including your final settlement, as 'paid on time' and have not registered a 'default' or 'repossession' against your credit file. I hope that this answers your question and addresses your complaint. If you'd like to discuss this with me over the phone, please get in touch. You'll find my number at the top of this letter. Yours sincerely, The company say thank you immediately They offer a phone call, in case the reader wants to speed up the process They use headings to highlight the different stages of the process They use "I" and not "we" (as in the company) to highlight that someone is taking ownership of the customer's issue They use the customer's words, such as "default" or "repossession", to directly respond to the customer's problem In this example, a customer service letter is used to warn residents of repair and maintenance work. Dear resident, We're carrying out some work in your street. We need to do some important repair and maintenance work outside [address]. This means parking will be restricted - we'll put out cones to show you where you won't be able to park. When [Time] and [date] We'll be finished by [Time] and [date] We're sorry for the inconvenience - we'll get the work done as quickly as we can. You can also find out more about why this happening and read regular updates on our website - just go to TheWaterCompany.com/streetworks If you would like to contact us directly, call: 01234 567890. You can also email: info@thewatercompany.com Kind regards, [Name] Site Supervisor The company put the most important information first, in a large font They use headings to clearly signpost when and where, so this impact on the reader becomes immediately obvious They offer reassurance to the reader that this will not be a long process They use an active tone of voice to highlight their urgency They highlight where the reader can go for further information While this may not be a perfect letter, there are many things to like about this customer service letter, created by Barnyards. Thanks to the Barnyards team for sharing this example with us! Barnyards start by saying "thank you" They continue to stress that "your business is very much appreciated" They value quality They don't just ask for your feedback - they explain why it is important They open the dialogue for any problems to be quickly rectified But while it includes a number of nice "ingredients", there are two ways in which it could have been improved: Signing off with "Charlie from The Barnyards Team" would have given it a bit more of a personal touch - especially if this was handwritten! This is a very useful template for what a good customer service letter should look like, but personalising it with Mr Smith could have made it even better... For more on putting together a good thank-you letter, read our article: How to Write a Thank-You Letter to a Customer Thanks to Mazaru for sharing some of the example letters that we've used in this article. To find more of our advice on writing for customer service, read our articles: Author: Megan Jones Reviewed by: Jonty Pearce Clear and professional customer service letters play an important role in shaping a company's experience with a company. The way a business communicates in writing can influence how valued and supported a customer feels. Whether responding to a complaint, providing an update on an order, or addressing an issue such as a billing error, a well-structured letter can turn a potentially negative experience into a positive one. So are you looking to improve your customer service letters? To help, we have put together advice on how to write a good customer service letter, covering key steps to ensure clarity, professionalism, and empathy, as well as giving examples like an order number to make it easier for the customer to track the issue. A straightforward subject line sets the right expectations and ensures it gets noticed. 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Tip: It's worth checking to see if your home insurance will cover a higher value. Just so you know, if the worst does happen (and you want to make a claim), we'll need you to have taken 'reasonable care of the property'. That means: lock the doors, boot and roof box, close the roof and the windows, take your car keys with you and put the iPads out of sight in the glove compartment, boot or roof box when you leave the car. I also need to tell you that we don't cover theft from open and soft-top cars. You'll find more information about what is and isn't covered in our Policy Schedule online. If you decide to take out insurance with us, the fastest and easiest way is to apply online. If there's anything else I can help you with, please let me know. Have a great holiday! Fran Fish takes us through how the rewrite is an improvement in terms of the "clear, credible, answered and tone criteria". Gets to the point quickly Meets and matches the customer's needs 'Easiest way is to apply online' - influences customer's choice of service channel Uses bullets to lay out information in easy-to-read format Includes insurance detail - demonstrates knowledge and expertise 'Tip' gives insurance options - builds trust Addresses the customer's query first 'we'd cover up to £300 of their value Less effort for the customer - no need to go digging around for the Policy Schedule Fits the nature of the query Empathetic and personal tone used Mazaru and independent researchers ICM shared both car insurance letter examples with 2,000 consumers. The consumers were asked to share preferences and 'next actions', when comparing the two letters. The results suggested that the car insurance company could benefit in each of the following ways by permanently switching to the style of the rewrite:

you for a ReviewDear [Customer Name], Thank you for believing in us and choosing our company as your [service provider]. We truly appreciate your business. If you have a moment, we would really appreciate a review from you on our website or social media pages. Your feedback helps us improve our services and attract new customers. If (to delete, let them know the service you received, please let us know how, so we can make things right. We strive to make our customers be satisfied with the service they receive. Thank you again for your business! [Your Name]Template 5: Handling a Customer ComplaintHello [Customer Name], Thank you for bringing this to our attention. We apologize that you found our product to be unsatisfactory. We would absolutely like to help make things right. Please reach out to us at support@company.com or 1-800-123-4567, and we'll be more than happy to assist you further. We understand how frustrating it can be when something doesn't work as it should. We genuinely appreciate your patience as we work to resolve this issue. Thank you for being a valued customer. We hope you'll continue to allow us to serve you in the future. Sincerely, [Your Name]Template 6: Providing Customer With Technical SupportHello [Customer Name], I'm sorry to hear that you're having trouble with our software. Can you please describe the problem you're experiencing in as much detail as possible? I'll do my best to help you resolve the issue as quickly as possible. Thank you for your patience and cooperation.Best Regards,[Your Name]ConclusionCustomers expect the best customer service. It's important to ensure you have a good customer service response strategy that is simple and easy to set up. The tips outlined in this article will help you make your customer service more prevalent, effective, and efficient.When you have a strategic plan, taking care of customer service emails becomes less stressful and more rewarding for you and your team. Use the customer service email templates in this post and tailor them to your needs for different situations. Clear and professional customer service letters play an important role in shaping a customer's experience with a company. The way a business communicates in writing can influence how valued and supported a customer feels. Whether responding to a complaint, providing an update on an order, or addressing an issue such as a billing error, a well-structured letter can turn a potentially negative experience into a positive one. So are you looking to improve your customer service letters? To help, we have put together advice on how to write a good customer service letter, covering key steps to ensure clarity, professionalism, and empathy, as well as giving examples to bring best practice to life. Follow these seven steps to create a clear, professional, and effective customer service letter that addresses customer concerns while maintaining a positive relationship. 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It might be easier to talk about this over the phone, so please give me a call if that would be helpful. I did try to call you a few times on [date] and [date] but couldn't reach you. Background You've been in touch with us because you believe we have registered "default" or "repossession" on your credit file. Checking your credit file I've checked your payment history between [date] and [date] and found that each payment has been made on time. I could also see that you made your final payment of [amount] on [date], which settled your account early. I can confirm that we have recorded each payment, including your final settlement, as "paid on time" and have not registered a "default" or "repossession" against your credit file. I hope that this answers your question and addresses your complaint. If you'd like to discuss this with me over the phone, please get in touch. You'll find my number at the top of this letter. 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You can also find out more about why this happening and read regular updates on our website - just go to TheWaterCompany.com/streetworks If you would like to contact us directly, call: 01234567890. You can also email: info@thewatercompany.com Kind regards, [Name] Site Supervisor The company put the most important information first, in a large font They use headings to clearly signpost when and where, so this impact on the reader becomes immediately obvious They offer reassurance to the reader that this will not be a long process They use an active tone of voice to highlight their urgency They highlight where the reader can go for further information While this may not be a perfect letter, there are many things to like about this customer service letter, created by Barnyards. Thanks to the Barnyards team for sharing this example with us! 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Example "We are working hard to speed up your order and it should arrive within the next three days. As a token of our appreciation for your patience, we are including a 20% discount on your next purchase." Clarifying what will happen next helps the customer know what to expect. If any action is required on their part, explain it clearly. If no action is needed, let them know so they feel reassured that the issue is being handled. Example "You will receive an updated tracking number via email shortly. No further action is required from your end." A polite and professional closing leaves a good impression and ensures the customer knows how to reach out if they have further questions. Provide clear contact details so they can easily get in touch if needed. Example "Thank you in advance for your patience. If you have any questions, please contact us at support@example.com or call us at 01234 567 890. Yours Sincerely, [Your Name] [Your Position] [Your Company]" Here is an approach recommended by Fran Fish to help improve customer service letters: Use simple, plain English. No jargon. Use headings and bullet points, so that the content is easy to follow and read. Make sure there are no typos and all the provided information is "correct". But the letter should also look and read the part - it should "look and sound like your brand." Answer all the questions that have been asked (and any that may come after). Get to the point quickly, as that's the best way to reduce frustration and repeat contacts. Using the right tone, that fits the reader (or customer) and the reason you're contacting them. We expect the tone used in an apology letter to be different from the tone used in a special-offer email. Fran also recommends that you "keep it personal and human and consider if a letter or email is really the right medium. Sometimes a quick, good-old-fashioned call works best." Remember, while in most cases it is good to stick to a customer's channel preference, it is sometimes best to pick up the phone. For example, if the customer has sent three or more letters over an issue, it might be best to pick up the phone to nip any rising customer frustration in the bud. As an example of how to write customer service letters that can be made actionable, we have provided two examples of customer service letters that were written by a car insurance company in response to the same customer query. The first response is how the company originally thought of replying to the customer, following their old procedures. The second example is a rewrite of the first. The letters are responses to a customer query which asked: "Am I covered if my kids' laptops get stolen out of the car while I'm holiday?" The customer's query letter was signed off with both their first and last name. Dear Mr [SURNAME]Thank you for your enquiry. We apologise for the delay in our response. Personal Belongings cover is provided for the loss of or damage to (some) personal effects while in or on the insured car. The insured must take reasonable care of the property and this does not extend to money, credit or debit cards. The cover is also not provided for soft-top/open cars. The amount payable will be shown on the Policy Schedule. This covers you up to £300 per claim. I hope this answers your query. Yours sincerely, Hi [First name],Thanks for getting in touch about your kids' iPads. Sorry it's taken me a little longer to reply. If the iPads were stolen from your car we'd cover up to £300 of their value. Tip: It's worth checking to see if your home insurance will cover a higher value. Just so you know, if the worst does happen (and you want to make a claim), we'll need you to have taken 'reasonable care of the property'. That means: lock the doors, boot and roof box, close the roof and the windows, take your car keys with you and put the iPads out of sight in the glove compartment, boot or roof box when you leave the car. I also need to tell you that we don't cover theft from open and soft-top cars. You'll find more information about what is and isn't covered in our Policy Schedule online. If you decide to take out insurance with us, the fastest and easiest way is to apply online - influences customer's choice of service channel Uses bullets to lay out information in easy-to-read format Includes insurance detail - demonstrates knowledge and expertise 'Tip' gives insurance options - builds trust Addresses the customer's query first 'we'd cover up to £300 of their value Less effort for the customer - no need to go digging around for the Policy Schedule Fits the nature of the query Empathetic and personal tone used Mazaru and independent researchers ICM shared both car insurance letter examples with 2,000 consumers. The consumers were asked to share preferences and 'next actions', when comparing the two letters. The results suggested that the car insurance company could benefit in each of the following ways by permanently switching to the style of the rewrite: Less overall contact - 19% fewer consumers said they'd need to get more information Sales enquiries increased - 24% more consumers said they'd go on and ask for a quote Satisfaction scores increased - 27% more rated their customer satisfaction of the response 'high', i.e. 7-10 out of 10 Channel shift increased - 9% more consumers said they'd go online to get a quote Advocacy / NPS increased - 22% more said they would go on and recommend the insurer to friends or family Below are three great examples of different types of customer service letters. Here is a good response to a customer complaint about their credit profile. Our response to your complaint Dear [title last name/first name], Thank you for getting in touch with us about your credit file. After looking into this for you, I've included my findings in this letter. It might be easier to talk about this over the phone, so please give me a call if that would be helpful. I did try to call you a few times on [date] and [date] but couldn't reach you. Background You've been in touch with us because you believe we have registered "default" or "repossession" on your credit file. Checking your credit file I've checked your payment history between [date] and [date] and found that each payment has been made on time. I could also see that you made your final payment of [amount] on [date], which settled your account early. I can confirm that we have recorded each payment, including your final settlement, as "paid on time" and have not registered a "default" or "repossession" against your credit file. I hope that this answers your question and addresses your complaint. If you'd like to discuss this with me over the phone, please get in touch. You'll find my number at the top of this letter. Yours sincerely, The company say thank you immediately They offer a phone call, in case the reader wants to speed up the process They use headings to highlight the different stages of the process They use "I" and not "we" (as in the company) to highlight that someone is taking ownership of the customer's issue They use the customer's words, such as "default" or "repossession", to directly respond to the customer's problem In this example, a customer service letter is used to warn residents of repair and maintenance work. Dear resident, We're carrying out some work in your street. We need to do some important repair and maintenance work outside [address]. This means parking will be restricted - we'll put out cones to show you where you won't be able to park. When [Time and date] We'll be finished by [Time and date] We're sorry for the inconvenience - we'll get the work done as quickly as we can. You can also find out more about why this happening and read regular updates on our website - just go to TheWaterCompany.com/streetworks If you would like to contact us directly, call: 01234567890. You can also email: info@thewatercompany.com Kind regards, [Name] Site Supervisor The company put the most important information first, in a large font They use headings to clearly signpost when and where, so this impact on the reader becomes immediately obvious They offer reassurance to the reader that this will not be a long process They use an active tone of voice to highlight their urgency They highlight where the reader can go for further information While this may not be a perfect letter, there are many things to like about this customer service letter, created by Barnyards. Thanks to the Barnyards team for sharing this example with us! Barnyards start by saying "thank you" They continue to stress that "your business is very much appreciated" They value quality They don't just ask for your feedback - they explain why it is important They open the dialogue for any problems to be quickly rectified But while it includes a number of nice "ingredients", here are two ways in which it could have been improved: Signing off with 'Charlie from The Barnyards Team' would have given it a bit more of a personal touch - especially if this was handwritten! This is a very useful template for what a good customer service letter should look like, but personalised it with Mr Smith could have made it even better... For more on putting together a good thank-you letter, read our article: How to Write a Thank-You Letter to a Customer Thanks to Mazaru for sharing some of the example letters that we've used in this article. To find more of our advice on writing for customer service, read our articles: Author: Megan Jones Reviewed by: Jonty Pearce

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