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Clear and professional customer service letters play an important role in shaping 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 letters? To help, we have put together advice on how to write a good customer service letters? To help, we have put together advice on how to write a good customer service letters?
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. It should be short and specific, including relevant details 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. Example "Important Update Regarding Your Order Number 12345" Date - The date is not typically included in the subject line but should be at the top of the letter. Use a standard date format, such as "31 July 2025," to
ensure clarity. A polite and professional greeting creates a respectful tone and makes the letter feel more personal. If possible, address the customer by name, and avoid informal greetings like "Hey" or "Hi there," as they may not be appropriate in a business setting. Example "Dear Mr. Smith," or "Dear Ms. Smith," or "Dear Ms. Smith," or "Hi there," as they may not be appropriate in a business setting.
customer that their concern is being taken seriously. A simple acknowledgment reassures them that their frustration is understood. This helps maintain a positive relationship, even if the news is not ideal. Keep the wording professional and avoid excessive apologies. Example "We understand how frustrating it can be to experience a delay with your
order." Providing a clear explanation prevents confusion and reassures the customer that the issue is being handled. Use simple and direct language without unnecessary technical details. Being transparent about the reason for the problem builds trust and helps the customer understand what has happened. Example "Due to unexpectedly high
demand, we are currently experiencing delays in our shipping process." Let the customer know what is being done to resolve the issue. If offering a solution, be clear about the timeframe. If compensation is included, explain how the customer feels valued. 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 Positi
plain English. No jargon. Use headings and bullet points, so that the content is easy to follow 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 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 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 can be made actionable, we have provided two examples of 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 query which asked: "Am I covered if my kids' laptops get stolen out of the car while I'm holiday?" The customer query which asked: "Am I covered if my kids' laptops get stolen out of the car while I'm holiday?" The customer query which asked: "Am I covered if my kids' laptops get stolen out of the car while I'm holiday?" The customer query which asked: "Am I covered if my kids' laptops get stolen out of the car while I'm holiday?" The customer query which asked: "Am I covered if my kids' laptops get stolen out of the car while I'm holiday?" The customer query which asked: "Am I covered if my kids' laptops get stolen out of the car while I'm holiday?" The customer query which asked: "Am I covered if my kids' laptops get stolen out of the car while I'm holiday?" The customer query which asked: "Am I covered if my kids' laptops get stolen out of the car while I'm holiday?" The customer query which asked: "Am I covered if my kids' laptops get stolen out of the car while I'm holiday?" The customer query which asked: "Am I covered if my kids' laptops get stolen out of the car while I'm holiday?" The customer query which asked is a covered if my kids' laptops get stolen out of the customer query which asked is a covered if my kids' laptops get stolen out of the customer query which asked is a covered if my kids' laptops get stolen out of the customer query which asked is a covered if my kids' laptops get stolen out of the customer query which asked is a covered if my kids' laptops get stolen out of the customer query which asked is a covered if my kids' laptops get stolen out of the customer query which asked is a covered if my kids' laptops get stolen out of the customer query which asked is a covered if my kids' laptops get asked in the customer query which asked i
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 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 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 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 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 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] 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 I've checked your 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 "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 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'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
Barnyarns. Thanks to the Barnyarns team for sharing this example with us! Barnyarns 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 Barnyarns 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 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 letters? To help, we have put together advice on how to write a good customer service letters? To help, we have put together advice on how to write a good customer service letters?
bring best practice to life. Follow these seven steps to create a clear, professional, and effective customer concerns while maintaining a positive relationship: A clear subject line helps the customer understand the purpose of the letter immediately. It should be short and specific, including relevant details like an
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unexpectedly high demand, we are currently experiencing delays in our shipping process." Let the customer know what is being done to resolve the issue. If offering a solution, be clear about the timeframe. If compensation is included, explain how the customer feels valued.
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 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 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 order and it should arrive within the next three days.
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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 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 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 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 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
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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
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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 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 "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 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'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 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 Barnyarns. Thanks to the Barnyarns 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
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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 Service, read our articles:
and provides better service in the future. This blog will examine the keys to writing a letter for excellent customer service, along with samples and templates. A letter for excellent customer service. It goes directly to the company or
organization and can help ensure that your opinion reaches the places it should. Photo by Charanjeet Dhiman on Unsplash Before writing an excellent customer service letter, ensure you have identified who will receive it. Address it adequately and tailor the language accordingly. For example, if you are writing to a business, you may want to be more
formal in your language than writing to an individual. There's no need for a lengthy diatribe when expressing either gratitude or dissatisfaction with customer service. Stick to the key points and ensure your message is clear and understandable. If you are praising excellent customer service, include examples of how the recipient went above and
beyond to provide assistance or good service. On the other hand, if you experienced poor customer service, give concrete examples of what happened. This way the company can avoid similar situations in the future. Even if you are unhappy with the level of customer service you received, use positive language in your letter. A negative tone can make it
difficult for the recipient to understand or take action on your message. Focus on what could be done differently going forward and offer constructive feedback. Always use a respectful tone when writing a customer service letter. It's important to remember that the person reading your letter should not feel attacked or disrespected. Take a diplomatic
approach and stick to facts without personal attacks or insults. Even if you had an unpleasant experience, remember to thank the business for listening to your concerns. This shows respect and appreciation for their effort, regardless of the outcome. Dear (Name of Recipient), I am writing to convey my gratitude for the excellent customer service I
experienced at your store. On (date), I visited and was lucky enough to encounter one of your employees, (Name of Employee). Throughout my visit, they were met. They provided a level of service that truly exceeded my expectations and made me feel valued as a
customer. Please pass on my appreciation to them and everyone who works hard to provide outstanding customer service. Sincerely, (Your Name) Dear (Name of Recipient), I am writing to voice out my dissatisfaction with the customer service. Sincerely, (Your Name) Dear (Name of Recipient), I am writing to voice out my dissatisfaction with the customer service.
need to be answered thoroughly, and there needed to be more effort made to resolve any issues that arose. This behavior is unacceptable and should not be tolerated in your business. I would like to see changes made so that all customers are treated respectfully and receive quality customer service from now on. Sincerely, (Your Name) When
appropriate, give complimentsMake sure your compliment is specific.Let the person feel the impactKeep it professionalThank you for [blank] "I appreciate what you for being so nice." Writing a letter for excellent customer service
is an effective way to express either gratitude or dissatisfaction with the service you received. When composing your letter, tailor it for the recipient, keep it brief and concise, provide specific examples, use positive language and be polite. Remember to thank them and ensure that any necessary changes are implemented to ensure quality customer
service. Page 2Customer service messages take a lot of grit and determination to get across well. Whether a startup or an established business, attending to client require top-notch communication skills to deal with clients regularly. This require top-notch communication skills to deal with clients regularly.
article provides effective tips on writing a support email along with customer service message sample templates that can be customized as needed. Tips on How to Approach Customer service message sample templates that can be customized as needed. Tips on How to Approach Customer service message sample templates that can be customized as needed. Tips on How to Approach Customer service message sample templates that can be customized as needed. Tips on How to Approach Customer service message sample templates that can be customized as needed. Tips on How to Approach Customer service message sample templates that can be customized as needed. Tips on How to Approach Customer service message sample templates that can be customized as needed. Tips on How to Approach Customer service message sample templates that can be customized as needed. Tips on How to Approach Customer service message sample templates that can be customized as needed. Tips on How to Approach Customer service message sample templates that can be customized as needed. Tips on How to Approach Customer service message sample templates that can be customized as needed. Tips on How to Approach Customer service message sample templates that can be customer ser
response to a customer service email, it is vital to remain professional and courteous at all times. Write a successful response using these tips: Start by acknowledging the customer's issue and thank them for bringing it to your attention. Be clear and concise in your response, and avoid jargon or technical terms the customer may not understand. Be
sure to address all of the issues raised in the original email. If additional information is needed, be sure to request it politely. Offer sincere assistance and provide clear instructions on how to resolve the issue. Thank the customer for their patience and understanding, and invite them to contact you again if they have further questions or
concerns. Customer Service Message Sample TemplatesOptimizing your email communication efforts is one way to treat customer service message Sample TemplatesOptimizing a high level of service. Use the following customer service message sample TemplatesOptimizing your email communication efforts is one way to treat customer service message.
sample templates for different situations: Template 1: the Client Needs a Response ASAPDear [Customer], We are sorry that you have not received a response to your inquiry. We understand the importance of receiving a timely response, and we appreciate your patience. Please know that we are doing everything possible to resolve your issue as soon
as possible. A member of our team will reach out to you shortly to address your issues. Thank you for reaching out to us. We are sorry to hear that you are unhappy with our service and have decided to cance
your subscription. It's frustrating when things don't go as planned, and we apologize for the inconvenience that this has caused. We would like to offer a refund for the remainder of your subscription. Or we can provide alternative solutions such as credit towards future purchases. Please let us know how we can best assist you, and we'll be happy to
help in any way we can. Thank you for your time and patience. Sincerely, [Your Name] Black color text WE HEAR YOU on white paperTemplate 3: Following up With a Customer Name], Thank you for being a loyal and valuable customer of ours. We hope you have been enjoying our product/service. Are you finding everything to your
satisfaction? Is there anything we can do to improve your experience? Please let us know if there is anything we can do to help make your experience better. We would be happy to assist you in any way possible. Thank you for your continued support. We look forward to hearing from you soon! Sincerely, [Your Company Name] Template 4: Asking a
Customer for a ReviewDear [Customer Name], Thank you for believing in us and choosing our company as your [service provider]. We truly appreciate a review from you on our website or social media pages. Your feedback helps us improve our services and attract new customers. If
you're not satisfied with the service you received, please let us know, 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 Name].
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].
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] Conclusion Customer service are quickly as possible. Thank you for your patience and cooperation. Best to help you resolve the issue as quickly as possible. Thank you for your patience and cooperation. Best Regards, [Your Name] Conclusion Customer service are quickly 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] Conclusion Customer service are quickly as possible and easy to set up the formula to the properties of the
The tips outlined in this article will help you make your customer service emails becomes less stressful and more rewarding for you have a strategic plan, taking care of customer service email templates in this post and tailor them to your needs for different
situations. Page 3Customer service messages take a lot of grit and determination to get across well. Whether a startup or an established business, attending to client requests and resolving all their issues is never a walk in the park. Professionals in the customer service department require top-notch communication skills to deal with clients
regularly. This article provides effective tips on writing a support email along with customer Service EmailsThe key to coming across as caring is to let the customer know that you recognize their situation and, most importantly, you care. When
writing a response to a customer service email, it is vital to remain professional and courteous at all times. Write a successful response using these tips: Start by acknowledging the customer's issue and thank them for bringing it to your attention. Be clear and concise in your response, and avoid jargon or technical terms the customer may not
understand. Be sure to address all of the issues raised in the original email. If additional information is needed, be sure to request it politely. Offer sincere assistance and understanding, and invite them to contact you again if they have further questions or
concerns. Customer Service Message Sample TemplatesOptimizing your email communication efforts is one way to treat customer service message sample TemplatesOptimizing your email communication efforts is one way to treat customer service message sample TemplatesOptimizing your email communication efforts is one way to treat customer service message.
sample templates for different situations: Template 1: the Client Needs a Response ASAPDear [Customer], We are sorry that you have not received a response to your inquiry. We understand the importance of receiving a timely response, and we appreciate your patience. Please know that we are doing everything possible to resolve your issue as soon
as possible. A member of our team will reach out to you shortly to address your issues. Thank you for your understanding. Sincerely, [Your Name] Template 2: Addressing an Unhappy Customer Who ChurnedHello [Customer Name], Thank you for reaching out to us. We are sorry to hear that you are unhappy with our service and have decided to cance.
your subscription. It's frustrating when things don't go as planned, and we apologize for the inconvenience that this has caused. We would like to offer a refund for the remainder of your subscription. Or we can provide alternative solutions such as credit towards future purchases. Please let us know how we can best assist you, and we'll be happy to
help in any way we can. Thank you for your time and patience. Sincerely, [Your Name] Black color text WE HEAR YOU on white paperTemplate 3: Following up With a Customer Name], Thank you for being a loyal and valuable customer of ours. We hope you have been enjoying our product/service. Are you finding everything to your
 satisfaction? Is there anything we can do to improve your experience? Please let us know if there is anything we can do to help make your continued support. We look forward to hearing from you soon! Sincerely, [Your Company Name]Template 4: Asking a
Customer for a ReviewDear [Customer Name], Thank you for believing in us and choosing our company as your [service provider]. We truly appreciate a review from you on our website or social media pages. Your feedback helps us improve our services and attract new customers. If
you're not satisfied with the service you received, please let us know, 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
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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 letters? To help, we have put together advice on how to write a good 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 service letter immediately. It should be short and specific, including relevant details 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. Example "Important Update Regarding Your Order Number 12345" Date - The date is not typically included in the subject line but should be at the top of the letter. Use a standard date format, such as "31 July 2025," to ensure clarity. A polite and professional greeting creates a respectful tone and makes the letter feel more personal. If possible, address the customer by name, and avoid informal greetings like "Hey" or "Hi there," as they may not be appropriate in a business setting. Example "Dear Mr. Smith," or "Dear Ms. Smith" Recognizing the issue shows the customer that their concern is being taken seriously. A simple acknowledgment reassures them that their frustration is understood. This helps maintain a positive relationship, even if the news is not ideal. Keep the wording professional and avoid excessive apologies. Example "We understand how frustrating it can be to experience a delay with your order." Providing a clear explanation prevents confusion and reassures the customer that the issue is being handled. Use simple and direct language without unnecessary technical details. Being transparent about the reason for the problem builds trust and helps the customer understand what has happened. Example "Due to unexpectedly high demand, we are currently experiencing delays in our shipping process." Let the customer know what is being done to resolve the issue. If offering a solution, be clear about the timeframe. If compensation is included, explain how the customer feels valued. 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 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 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, 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 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 query which asked: "Am I covered if my kids' laptops get stolen out of the car while I'm holiday?" 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Personal Belongings cover is provided for the loss of or damage to (some) personal effects while in or on 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 the loss of or damage to (some) personal effects while in or on the insured must take reasonable care of the property and this does not extend to money, credit or debit cards. 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. 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 - 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 - 24% more consumers said they'd need to get more information Sales enquiries increased - 24% more consumers said they'd need to get more information Sales enquiries increased - 24% more consumers said they'd need to get more information Sales enquiries increased - 24% more consumers said they'd need to get more information Sales enquiries increased - 24% more consumers said they'd need to get more information Sales enquiries increased - 25% more information Sales enquiries increased - 24% more consumers said they'd need to get more information Sales enquiries increased - 25% more information Sales enquiries information Sales enquiries information Sales enquiri 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 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 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 "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'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/streetworks If you would like to contact us directly, call: 01234567890. You can also email: info@thewatercompany.com/streetworks If you would like to contact us directly, call: 01234567890. You can also email: info@thewatercompany.com/streetworks If you would like to contact us directly, call: 01234567890. You can also email: info@thewatercompany.com/streetworks If you would like to contact us directly, call: 01234567890. You can also email: info@thewatercompany.com/streetworks If you would like to contact us directly, call: 01234567890. You can also email: info@thewatercompany.com/streetworks If you would like to contact us directly, call: 01234567890. 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Thanks to the Barnyarns 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 Barnyarns 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 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-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-structured letter can turn a potentially negative experience into a positive one. as giving examples to bring best practice to life. Follow these seven steps to create a clear, professional, and effective customer concerns while maintaining a positive relationship: A clear subject line helps the customer service letter that addresses customer concerns while maintaining a positive relationship: A clear subject line helps the customer service letter that addresses customer concerns while maintaining a positive relationship: A clear subject line helps the customer service letter that addresses customer service letter immediately. 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A simple acknowledgment reassures them that their frustration is understood. This helps maintain a positive relationship, even if the news is not ideal. Keep the wording professional and avoid excessive apologies. Example "We understand how frustrating it can be to experience a delay with your order." Providing a clear explanation prevents confusion and reassures the customer that the issue is being transparent about the reason for the problem builds trust and helps the customer understand what has happened. Example "Due to unexpectedly high demand, we are currently experiencing delays in our shipping process." Let the customer know what is being done to resolve the issue. If offering a solution, be clear about the timeframe. If compensation is included, explain how the customer can use it. This helps manage expectations and ensures the customer feels valued. 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 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 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'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 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. 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". 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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 the phone 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 the phone is a call if that would be helpful. I did try to call you a few times on [date] and the phone is a call if that would be helpful. I did try to call you a few times on [date] and the phone is a call if that would be helpful. I did try to call you a few times on [date] and the phone is a call if that would be helpful. I did try to call you a few times on [date] and the phone is a call if the phone is a call i [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 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 final settlement, as "paid on time" and have not registered a "default" or "repossession" against your final settlement, as "paid on time" and have not registered a "default" or "repossession" against your final settlement, as "paid on time" and have not registered a "default" or "repossession" against your final settlement, as "paid on time" and have not registered a "default" or "repossession" against your final settlement, as "paid on time" and have not registered a "default" or "repossession" against your final settlement, as "paid on time" and have not registered a "default" or "repossession" against your final settlement, as "paid on time" and have not registered a "default" or "repossession" against your final settlement, as "paid on time" and have not registered a "default" or "repossession" against your final settlement, as "paid on time" and have not registered a "default" or "repossession" against your final settlement, as "paid on time" and have not registered a "default" or "repossession" against your final settlement, as "paid on time" and have not registered a "default" or "repossession" against your final settlement, as "paid on time" and have not registered a "default" or "repossession" against your final settlement, as "paid on time" and have not registered a "default" or "repossession" against your final settlement, as "paid on time" and have not registered a "default" or "repossession" against your final settlement, as "paid on time" and have not registered a "default" or "repossession" against your final settlement, as "paid on time" and have not registered a "default" and have not registered a "default" and have not registered a "default" an phone, please get in touch. 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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 their urgency They 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 Barnyarns. Thanks to the Barnyarns team for sharing this example with us! Barnyarns 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 Barnyarns 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 Service, read our article: How to Write a Thank-You Letter to a Customer Service, read our article: articles: Author: Megan Jones Reviewed by: Jonty Pearce HomeTemplates Letter Explore professionally designed customer service letter templates that involves providing services to customers, it's crucial to achieve excellent performance so that your patrons are kept satisfied. When a written exchange is a need regarding such matters, professional correspondence should be observed--whether to address complaints or compliments. That's why we've prepared a diverse collection of easily editable Customer Service Letter Templates! You can quickly compose a formal note by utilizing Thoughtco, a leading site for online educational resources, puts it a letter talks about all kinds of personal or formal matters with who you send it to. And so, from healthcare to retail, writing a letter is sensible when having to communicate a point concerning customer service. If you're not familiar with how to write a customer service letter. No problem! Read through our tips below: 1. Size, Layout, Margin If you need to create a letter for customer service, then it's essential to set it up in a professional format. Once you've opened a new document in your preferred processing application, start by choosing a page size that's appropriate for your region. Next, if it's not already, set it by default, pick the portrait option for the orientation layout. After that, ensure that the margins are all set to 1 inch in length. 2. Title, Date, Recipient The first thing to write in your customer service letter is the title/main header. It should be relevant to the content, aligned to the center, and should have a large font size. Remember to input the current date of writing the letter, then align this to the left to maintain a formal/business format. After moving two spaces down, add the receiver's name with their address, following just below. 3. Salutation, Introduction, Dialog Are you ready to draft the main part of your document? To begin, write down a formal salutation; you can use "Dear Mr/Ms [FULL NAME]," as an appropriate go-to. Next, use the first line or paragraph to provide a brief mention of why you sent the letter. And now, you can proceed with writing the dialog that addresses your topic/concern about customer care service. 4. Closing, Valediction, Signature Once you're through with the customer service letter's primary content, close it off with a final statement/remark--like a CTA (call-to-action) or a response request. And then, include a formal valediction; "Yours truly," and "Regards," are some good examples to use. Lastly, leave four empty lines as space for your written signature or email signature. After completing your customer service letter, it's finally ready to be sent via email or envelope. Do you need easy-to-use customer Service Letter Templates! A letter is a written document meant for discussing or sharing something with its intended recipient. Topis/concerns about providing services to customers/clients should be taken with a level of gravity, so the professional simplicity of a letter is suitable when correspondence is needed in this regard. You can use "To whom it may concern," or "Dear [JOB TITLE/POSITION]," in this case. Both A4 and US letter sizes are fine, depending on what's commonly used within your region. Inquiries Complaints Applications Apologies Reports Feedback Clear and professional customer service letters play an important role in shaping 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 service letter than addresses customer service letter that addresses customer service letter than addresses cust immediately. It should be short and specific, including relevant details 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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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 guery 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 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 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 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 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 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 their urgency They highlight where the reader that this will not be a perfect letter, there are many things to like about this customer service letter, created by Barnyarns team for sharing this example with us! Barnyarns this example with us the sharing this example with the sharing this example with us the sharing this example with the sharing this example with the sharing t 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 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 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

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