

How to Write Customer Service Emails

with Leslie O'Flahavan

Avoid Cliched Language

1. Gather a set of five of your emails to customers. Go for variety. Choose some short emails and some long ones, some easy-to-answer questions, and some difficult ones.
2. Print out your emails (and the customers' emails) so you have all your writing samples in front of you.
3. Share your self-assessment with your manager. Ask for training or coaching to help you improve in those areas you identified as "needs work."

1. Do I answer all of the customer's questions, including implied questions?

Yes	No	Needs Work	Notes

2. When I've taken actions on the customer's behalf or done research, do I explain my process to the customer?

Yes	No	Needs Work	Notes

3. Do I paraphrase the customer's situation to show I've read their email closely?

Yes	No	Needs Work	Notes

4. Do I acknowledge the customer's feelings when doing so will help me solve their problem?

Yes	No	Needs Work	Notes

5. Do I apologize to the customer appropriately? That is, do I apologize only when we've done something wrong?

Yes	No	Needs Work	Notes

6. Do I empathize with the customer to demonstrate that I can see the situation from their point of view?

Yes	No	Needs Work	Notes

7. Do I use the correct template to answer the customer's question?

Yes	No	Needs Work	Notes

8. Do I customize the template to avoid sending the customer any off-topic or unnecessary information?

Yes	No	Needs Work	Notes

9. Do I use correct spelling, punctuation, and grammar?

Yes	No	Needs Work	Notes

10. If I were the customer, would I be satisfied with these email responses?

Yes	No	Needs Work	Notes