

How to Write Customer Service Emails

with Leslie O'Flahavan

Avoid Cliched Language

When writing emails to customers, choose sincere, genuine words instead of tired old cliches. This handout gives you fresh substitutes for customer service cliches. There's room for you to customize this list for your own organization. Review your emails to find cliches you and your colleagues use, and then propose better wording for your team.

Cliched wording	Sincere wording
appropriate department <i>Example: Your feedback will be shared with the appropriate department.</i>	[name] department <i>Example: Your feedback will be shared with the Manufacturing Department so they can improve our process.</i>
regret any inconvenience <i>Example: We regret any inconvenience this situation may have caused.</i>	are sorry for the [specific inconvenience] <i>Example: We are sorry for the late delivery of your package.</i>
this situation <i>Example: We regret any inconvenience this situation may have caused.</i>	this [specific situation], this problem, this delay, etc. <i>Example: We are sorry this clerical error has prevented you from logging in to your Member account.</i>
Is there anything else I can assist you with? <i>Example: Is there anything else I can assist you with?</i>	In addition to [help you've already given], is there anything else I can assist you with? <i>Example: In addition to updating your mailing address in our system, is there anything else I can assist you with?</i>
experiencing a high volume <i>Example: We are experiencing a high volume of email, so our response may be delayed.</i>	taken us longer to reply <i>Example: We're sorry. It's taken us longer to reply to you than we like.</i>
your continued support/patronage <i>Example: Thank you for your continued support.</i>	[specific business purchase] <i>Example: Thank you for choosing us to insure your home and your car.</i>

Cliche'd wording you or your colleagues use	Sincere wording you or your colleagues use