WORDS TO USE & WHAT TO SAY

Here's some basic tips on writing great customer support emails:

- **Be sympathetic first, fast second.** It's great to want to help people quickly, but make sure that you've appropriately apologized for the issue they're having, or thanked them for their feedback.

- **If you don't know the answer, say you don't know the answer.** It's ok to be honest. Let the customer know you're not sure, but you'll find out and get back to them. Set the ticket as pending, get the answer, and send it back to the customer. This approach is 100% better than setting the ticket to pending to find the answer without telling the customer. Let them know you got their question and you'll get back to them.

- **Save the ;) , use better language instead.** When you're writing your replies, make sure your language and tone are reflecting fast, friendly service. There's no reason to use too many exclamation points or emoticons if you're using the right words for the email.

- **Don't take it personally.** No support email is ever a personal email to you, so you should never react as if the frustration a customer is facing is at all your fault. Remember that you're here to help them and you're all on the same side, you're not working against them.

Instead of "I apologize," **say,** "I'm really sorry."

Instead of "Sorry for this inconvenience," **say,** "I understand your frustration and I'm very sorry."

Instead of "We appreciate your patience," **say,** "Thanks so much for bearing with us while we fix this!"

Instead of "We're aware of this issue," **say,** "We're working on this right now and hope to have it fixed very soon."

Instead of "We're currently assessing the issue," **say,** "We're working on it and will get back to you soon with more info."

Apologize like a human, as you would like to be apologized to, and be clear and friendly with your responses. Don't make promises but do communicate that you're working on a solution. To take that goodwill even further, every customer who reported a bug or downtime should be sent a followup email the next day, extending more apologies and encouraging them to try again.

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EMPTY WORDS - Don't use!
- Feedback
- Content
- Appreciate
- Inconvenience
- That isn't, this isn't , we don't, we can't

FULL WORDS - Use often!
- Thank you
- I'm sorry
- This sucks
- You're right
- Great idea!
- Let me check and get back to you
- Thanks for sharing your idea; your thoughts; taking the time to help improve the app

Responses for Troubleshooting an Issue

Anytime a person reports a problem, a first response to them should be to apologize for the trouble and let them know we're going to fix it. Here's some examples of a first response to a trouble ticket:

- Sorry to hear you're having this issue! Let me help you get this sorted out.
- Sorry about that trouble. We can definitely help you with this.
- I'm sorry you ran into that issue! If I can get some more info from you, we can get you a quick fix.

Opening Statements
- Thanks for contacting ___ support!
- Welcome to ___ support! We're happy to help with this.

Footer Statements
- Thanks again for contacting ___ support!
- Let us know if you need anything else,
- We're always here to help!

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WORDS TO USE & WHAT TO SAY

Asking for more info

When you need more information from a person, the most important thing is that they know why you're asking for it. Sometimes going back and forth with more info can be frustrating for a customer, so let them know it's important to get the facts before troubleshooting starts. After you've acknowledge and apologized for the issue, you'll want to request more information like this:

- We'll be happy to help troubleshoot it for you, but first we'll need some more details.
- I think I know what the issue may be, but getting some more information from you will help me know for sure.
- It sounds like you're hitting a bug we're aware of, so I need to gather some more info from you to be sure and get that fixed for you.

Responses for Linking to the Support Center

When you're sending out links to the Help site, make sure to offer a summary of the answer, and then clearly link to the section in Help.

- Here's more information about that from our Support Site:
- You can find more help for issues like this in our online Knowledge Base:
- We've written up a detailed overview of this in our Help section:

Responses for Feature Requests

Customers of any product will always want to see changes and improvements made, and while it's great to hear their ideas, it's also not plausible to add every request. Here's some great ways to accept and even turn down feature requests:

- Thanks for sharing this idea! It's one we've heard before, so we'll make sure it's at the top of our list of features to consider when we're ready to make some changes.
- We don't offer this option right now, but it's definitely one we can keep in mind when we add features to a later version.
- Great idea! Thanks for taking the time to send this one in.

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