



10 Best Email Templates for Customer Service Teams



Introduction

Did you know that 77% of customers use email to communicate with businesses?

A communication channel that many wrote off following the surge in use of messaging apps, email continues to hold its relevance. Especially in customer communication.

That being said, getting email customer support right is not easy. Our research found that 51% of customers complain that **getting their queries answered via email is time-consuming**.

So, how can support teams offer faster resolutions over email?

This is where **leveraging canned responses** can help.

What Are Canned Responses?

Canned responses are preset answers to common customer messages. They help your support team respond quickly and ensure consistency and accuracy when handling recurring support requests.

Though they have the potential to speed up resolution and response times, poorly written canned response templates tend to confuse customers or leave them feeling unsatisfied. The best customer service templates are:

- Built around common requests and questions
- Personalized
- Jargon-free
- Transparent, honest, and empathetic

10 Email Response Templates

1. Acknowledgement Email Template

When a customer sends a support request, this canned response template informs them that you received their message and an agent is working on their ticket.

Make sure to include a specific reference to the issue the customer raised instead of just using a generic “*we have received your message*” template.

If there’s no agent to assist immediately, you can tweak the template to inform customers that their issue will be resolved as soon as someone is available to help.

“Thanks for your message!

This is [Agent Name]. I’m communicating with the logistics team for a status update, and I’ll follow up as soon as I get a response. Please let me know if there’s anything else I can help with in the meantime. Here’s your ticket number: [ticket number].”

2. Update Email Template

Some support requests take more time to resolve than expected. And the longer the resolutions take, the more likely customers are to get frustrated. To avoid keeping customers on hold for too long, agents should proactively notify them about the progress your team is making — including WHEN they should expect to get more updates.

“Hi [Customer name].

I wanted to share an update on the complaint you made earlier. Our team is still working on [customer issue], and we’re prioritizing your request. I will follow up on this internally and give you an update before tomorrow.

Thank you for your patience.

[Agent name]”

Not only does this response let customers know the status of their request, but it also aims to prevent another email about the same issue from the customer.

3. Apology Email Template

You try your best to keep your team organized and deliver seamless customer service. But sometimes, mistakes happen — from a wrong bill to a botched order or an incorrect delivery address. In situations like this, transparency is key.

If the issue is minor and easy to correct — like replacing an order, your team should start the process before responding to the customer.

But if the problem is complicated — like processing a refund on wrong billing — an agent should reach out to the customer with the next steps.

“Hi [Customer name],

I’m sorry about the issues with your order. After investigating the issue, I [Describe solution].

I apologize for the inconvenience. I know that you plan to [Customer’s goal], and I assure you that I am doing all I can to fix this situation. In the meantime, here’s a 10% discount code for your next purchase: [Discount code].

*Thanks,
[Agent name]*

4. Forwarding Email Template

If a customer sends an email meant for another department to your team, a forwarding email template will help you transfer the request quickly. You can also add a sentence that keeps the original communication line open in case the customer has further questions within the first agent's scope of work.

This response template will help keep your customer updated with the fact that you're looping in another department.

"Hi [Customer name],

Thanks for your request. I have forwarded your email to [Team name] since they're better equipped to handle this situation.

Another rep will reach out to you shortly. In the meantime, if you have any questions about [Your team's scope of work], please feel free to re-open this thread.

*Thanks,
[Agent name]."*

5. Resolution Email Template

As soon as a customer confirms that you've fixed their issue, thank them for being patient and let them know you've closed their ticket. This message also confirms that the support agent has successfully resolved a customer's problem and gives the customer an opportunity to rate their support experience.

Ideally, a resolution message should come from the support rep who handled the issue. If possible, this email should also include a feedback poll that allows the customer to rate the support quality. Doing this helps you gauge their satisfaction and find areas of improvement.

"Hi [Customer name],

Thank you for reaching out to us about [Customer issue] today. Now that we've resolved the issue, I am closing your ticket [Ticket number]. Feel free to send another email if you need additional support.

*Rate the support you received:
[CSAT survey poll]*

*Thanks,
[Agent name]"*

6. Counteroffer Email Template

Sometimes, customers ask for things that are beyond your company's policy or scope. A counteroffer email highlights what your support team can do for customers and downplays the things they can't.

Instead of outrightly rejecting a request, explain why your team can't fulfill the request and propose an alternative.

"Hi [Customer name],

I'm sorry you're unhappy with your latest purchase.

Though a refund is not within our policy, we can offer an exchange or a discount on your next purchase. Use any of the links below to choose the option you want:

- *[Link 1]*
- *[Link 2]*

While I process that, could you please explain what you didn't like about this purchase? I'd like to share your thoughts with the rest of my team, so we can serve you better next time.

*Thanks,
[Agent name]."*

7. Appreciation Email Template

An appreciation email template is basically a “thank you” message to the customer for actions like completing a purchase, booking a demo, making a feature request, or sharing constructive feedback.

This template also gives room for you to plug in other offerings and possibly make another sale.

“Hey [Customer name],

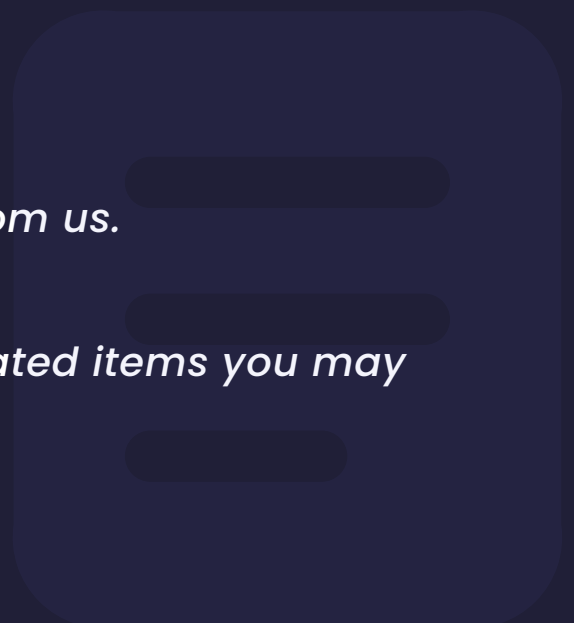
Thank you for buying [Item name] from us.

It’s a great choice! Here are other related items you may also enjoy:

- *[Item 1]*
- *[Item 2]*
- *[Item 3]*

Want to check on the status of your order? Follow this link: [Order Link].

*Thanks,
[Agent name]”*



8. Password Reset Email Template

A [2022 Bitwarden survey](#) shows that 56% of people reset their passwords at least once a month. If a customer initiates a password reset on your app, this email template guides them through it.

"Hey [Customer name],

To reset your password, tap the 'reset password' button below to start the process. If that doesn't work, copy and paste the below link into your browser:

[Password reset link]

Thanks,

[Agent name]."

This template anticipates a possible roadblock a customer might experience while changing their password (button malfunction) and proactively provides an alternative. That way, the customer doesn't need to send another support request if the first proposed solution fails.

9. Offline Email Template

Some customer support teams operate 24/7, but not all do. Even if your support reps don't work around the clock, you don't have to shut down operations during off-hours—especially if you have customers in different time zones.

No matter when a customer reaches out to your team, automate a canned response to acknowledge their email and tell them when to expect a proper reply. It's also a good idea to include your support hours and time zone to set future expectations.

"Thanks for your message, [Customer name]. Our support hours are [Company support business hours], so all our reps are offline at this time.

We'll respond to your message as soon as possible, once we open on [Next business day]. In the meantime, feel free to check our FAQs and see if you can find an answer there: [Link to FAQ page] — The [Company name] Team."

10. Churn Email Template

A churn email template lets you thank a customer for doing business with you and ask them for constructive feedback.

This response also gives you a chance to win-back customers and prevent similar issues from causing other customers to leave.

"Hey [Customer name],

We're sorry to see you go, but we're glad that you chose us for as long as you did.

If you don't mind, please share your feedback here [Survey link], so that we can improve in the future.

*Thanks,
[Agent name]"*

Use Hiver's email support to provide memorable, personalized experiences

The next logical step would be to invest in a customer service platform that helps you create and manage these canned email responses.

This is where **Hiver** comes in.

Hiver is a customer service platform that works right inside Gmail. That means you and your team can get started in minutes with minimal training. Assign, track, and collaborate on queries easily. Run the most advanced automations and view in-depth analytics – all from the comfort of your Gmail inbox.

Hiver has come along as a trustworthy, discerning, and dependable sidekick that has helped us manage our emails better and faster.



Brennan Hicks

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