



CUSTOMER SUPPORT — EMAIL TEMPLATES

Customer Support Email Toolkit

A working set of response templates for ClarityHub, built around one formula and one de-escalation method, then adapted across common support scenarios.

LEAP Method

De-escalation

Tone & Voice

The Framework

The three-part formula behind every reply: Acknowledge what the customer actually said (not a generic opener) → Answer or resolve the specific issue → give a clear Next step, even if that step is just "no further action needed."

LEAP, used specifically for frustrated or upset customers: **L**isten (reflect back what happened before defending anything) → **E**mpathize (name the impact on them, not just the technical issue) → **A**pologize (specifically, not a blanket "sorry for the inconvenience") → **P**ropose a solution (concrete, with a timeline).

Template — Complaint / De-escalation

Applying LEAP to a frustrated customer whose issue caused real disruption.

To: Naomi Ibarra | Re: Third missed sync this month

Subject: You're right to be frustrated — here's what's happening

Hi Naomi,

I read back through your last three tickets before replying, and I want to be upfront: three sync failures in one month is not the experience we want you having, and I understand why that's eroded your confidence in the integration.

What happened this time was a timeout on our end during your peak sync window, not an issue with your data or setup. I know that explanation doesn't undo the time it cost you.

Here's what I'm doing about it: I've escalated this to our integrations team as a repeat incident rather than a one-off, and I'll personally follow up with you by Thursday with either a permanent fix or a clear interim workaround — whichever we can confirm first.

Thank you for your patience with this. I'll be in touch Thursday regardless of where we land.

Best,

Asuntah

Template — Refund Request

Clear, warm, and unambiguous — no hedging on what happens next.

To: Daniel Reyes | Re: Refund for duplicate charge

Subject: Refund confirmed — here's the timeline

Hi Daniel,

Thanks for flagging this, and sorry for the extra step of having to reach out about it. I can confirm you were charged twice for your March subscription due to a billing sync error on our side.

I've processed a refund for the duplicate charge of \$49.00. It should appear on your statement within 5–7 business days, depending on your bank.

No action needed from you — I'll close this ticket once the refund clears, but feel free to reply here if it hasn't landed by next Friday.

Best,
Asuntah

Template — Onboarding Welcome

Sets tone and expectations from the very first touchpoint.

To: Priya (Studio Nine) | Re: Welcome to ClarityHub

Subject: You're in — here's how to get set up fast

Hi Priya,

Welcome to ClarityHub! I'll be your point of contact for the first two weeks while you get Studio Nine's workspace set up — reply directly to this email any time, no need to open a formal ticket during onboarding.

Three things worth doing today: connect your calendar, invite your team (up to 5 seats on your plan), and set your notification preferences. All three take under ten minutes combined.

I'll check in on Thursday to see how it's going. Looking forward to working with you.

Best,
Asuntah

Template — Escalation Acknowledgment

Used the moment a ticket is escalated internally, so the customer isn't left wondering.

To: Chris Bennett | Re: Dashboard showing incorrect totals

Subject: Escalated to our engineering team — update below

Hi Chris,

I've escalated this to our engineering team, since the totals discrepancy you're seeing points to something deeper than a display bug. I didn't want you to wonder whether this had stalled.

What I can confirm now: this affects the weekly rollup view specifically, not your underlying data, which remains accurate.

I'll have a real update for you within 24 hours, even if that update is just "still investigating, here's what we've ruled out."

Best,
Asuntah