

General Guidelines for Every Response

- 1 Never misspell **customer name**.
- 2 Do **NOT apologize**.
- 3 But, it's okay to **empathize**: *We're sorry this happened.*
- 4 **Restate the problem** in your reply, to ensure that you fully understand.
- 5 Don't shy away from **asking questions**.
- 6 **Punctuation**, punctuation, and punctuation!
- 7 Check for **spelling** and grammar. Use this plugin for [Chrome](#).
- 8 Use names. **Acknowledge** the customer's name at the beginning to make it personalized.
- 9 Again, **punctuation**, punctuation, punctuation!
- 10 And again, check for **spelling** and grammar.
- 11 Include your **signature**.

Solving an Issue

- 1 State the steps you took for the **solution**, briefly
- 2 Explicitly mention that you're marking this as **solved**



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Published 2nd June, 2015.
Last updated 26th February, 2024.
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