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**