



COMMUSOFT

ebook



The Customer Communication Toolkit:

10 Templates Your Business Needs

Includes:

service reminders, access requests, automatic booking confirmations, and more!

SENTENCES

A part hasn't arrived message

Communicate Like a Pro



Field service businesses are great at what they do, whether that's HVAC, plumbing, security, or any other of the many specialties around. At the same time, it's a competitive industry operating in a world where customer expectations are shaped by every company they interact with, from Amazon, to Uber, to you.

This means fixing a troublesome appliance or doing a great HVAC install isn't enough to set you apart anymore and, yet, it feels unfair to expect technicians and office managers to be communication experts, too.

This is why we've put together a template collection, featuring some of the messages and communications tradespeople most commonly use. These are going to help you:

1

Improve your customer experience & journey by making the customer feel in control and special.

Phrasing matters! There's a big difference between "Leave a review." and "Your feedback is important to us, as we always seek to improve our service, so leave a review here."

2

Save time for office managers and technicians.

Even for experts, writing effective emails and messages takes time and experience. No wonder your office admin spends so long just on sending emails.

3

Identify where your business wastes time and resources, then highlight solutions to improve the efficiency of your communications.

Even if you manage to spend 5 minutes less on each email you send, that adds up to full hours at the end of the week, which you can get back if you know what processes to tweak.

"We've reduced our admin time by roughly 30%!"

C.P. Jeffries

So, let's get started improving your customer communication strategy!



What to include in your email signature

Your signature helps set the tone of your emails and, as such, should be informative, professional, and friendly. Email signatures are also an often overlooked opportunity to brand your business, so, before we dive into updating your communications, let's have a look at including the following:

- The name of the person writing the email, as customers like things to feel personal
- Your company logo
- Any relevant accreditation, like an **EPA certification or NATE badge**
- Quality badges - if you have a 5-star rating on TrustPilot, you can download a badge to promote that
- A link to the website and to your reviews
- Company motto or vision, such as "Servicing the Chicago area since 1970" or "Turning a house into a home"

Kind regards,

Emily Norris
Admin Team Leader
Norton Property Services

Your Company
Logo Here 

Servicing the Chicago area since 1970!

 (872) 212-3118

 enquiry@nortonpropertyservices.com

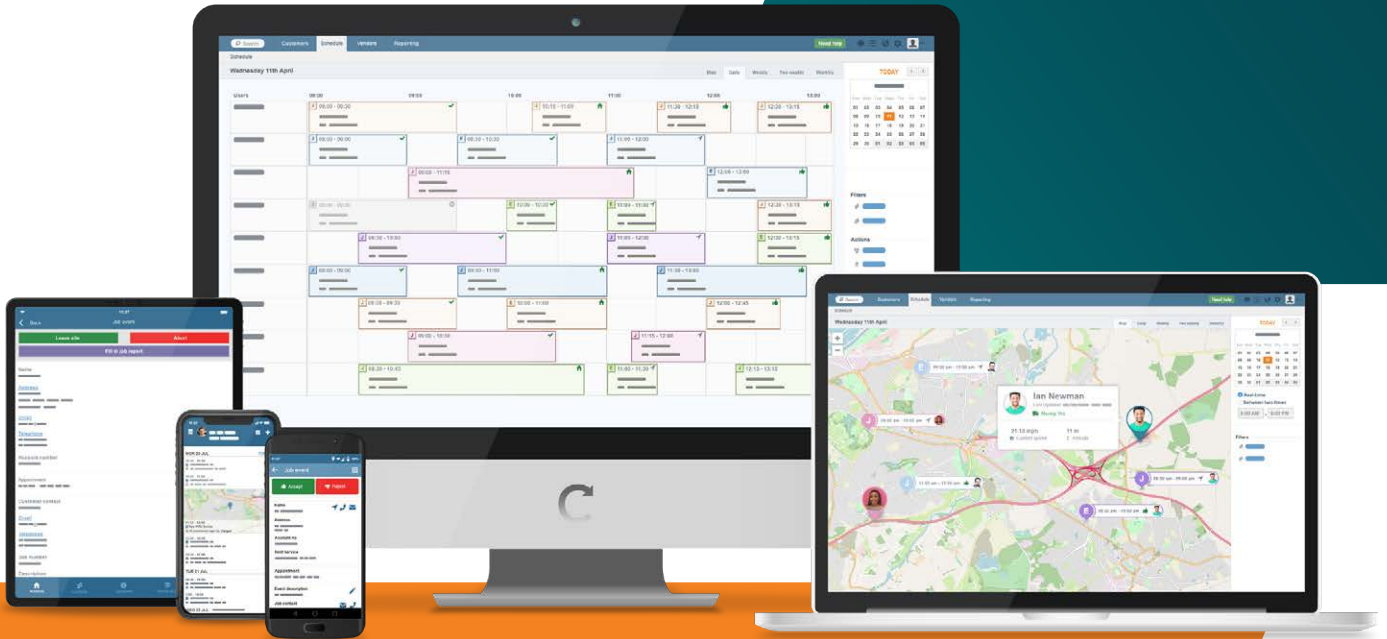
 nortonpropertyservices.com

 trustpilot.com/review/nortonproperty





COMMUSOFT



Automate like a pro

These 10 templates offer the building blocks for your customer communications. But to truly take your business to the next level, you'll need software that can automate the sending of emails for you. With Commusoft, you can streamline many of your business' different communications to reduce admin work, improve customer service, and elevate your professionalism.

- Create a convenient templated message to send every time
- Use dynamic tags that pull in customer information instantly
- Send emails, SMS, and even letters both automatically and manually

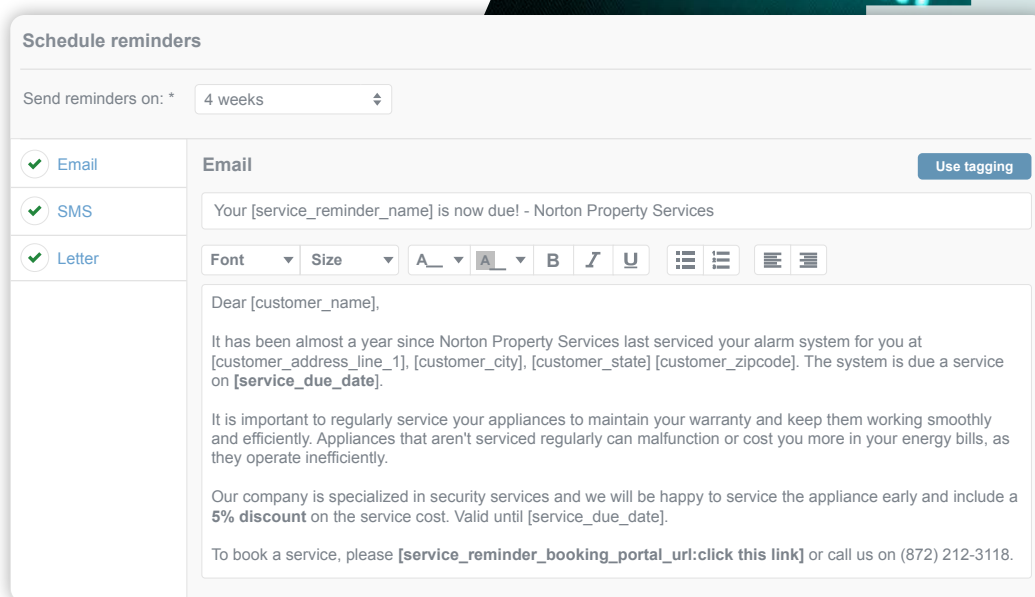
Plus, Commusoft handles your customer database, job records, invoicing, forms, reporting, and much more!

Discover more!



Service Reminder Email

Service reminders are an excellent way to gain more recurring income from simple jobs. If you want more repeat customers, it's important to let them know their appliances could do with a check-up. These emails are half reminder, half sales pitch.



Schedule reminders

Send reminders on: * 4 weeks

☒ Email ☒ SMS ☒ Letter

Email Use tagging

Your [service_reminder_name] is now due! - Norton Property Services

Font Size A B I U

Dear [customer_name],

It has been almost a year since Norton Property Services last serviced your alarm system for you at [customer_address_line_1], [customer_city], [customer_state] [customer_zipcode]. The system is due a service on [service_due_date].

It is important to regularly service your appliances to maintain your warranty and keep them working smoothly and efficiently. Appliances that aren't serviced regularly can malfunction or cost you more in your energy bills, as they operate inefficiently.

Our company is specialized in security services and we will be happy to service the appliance early and include a **5% discount** on the service cost. Valid until [service_due_date].

To book a service, please [service_reminder_booking_portal_url:click this link] or call us on (872) 212-3118.



Service reminder email best practices.

- Start with letting the customer know who you are, just in case they don't remember.
- Write a concise reminder, but remember to include a short sales pitch, too.
- Send your service reminders one month before the service is due.
- Schedule a follow-up call or email 10 days after if you don't have a response.
- Include a link so that the customer can book online as soon as they get the reminder.



The Template

Subject line: Your alarm system service is now due! - Norton Property Services

Dear Mrs Robins,

It has been almost a year since Norton Property Services last serviced your alarm system for you at 229 Terrance Dr, Naperville, IL 60565. The system is due a service on **November 1 2021**.

It is important to regularly service your appliances to maintain your warranty and keep them working smoothly and efficiently. Appliances that aren't serviced regularly can malfunction or cost you more in your energy bills as they operate inefficiently.

Our company is specialized in security services and we will be happy to service the appliance early and include a **5% discount** on the service cost. Valid until 1st of November 2021.

Seamlessly track and automate service reminders with Commusoft

"Automatic service reminders just helps with a lot of the admin and booking process.

We're completely hands off during the whole service reminder and booking process, and just have a steady stream of jobs getting booked into our calendar, which is - I think anyone would agree - just perfect." [See full review here](#)

Phil Mulvenna, owner of Premier Heating Solutions

Do you want to join Phil and thousands of other Commusoft users in transforming your business?

Yes, I'm in!



Booking Confirmation Message (email & SMS)

One email you'll find yourself sending often is a booking or job confirmation. Whether you've just gotten off the phone with a customer, or you've received a job through your online booking portal, sending a confirmation message is one of those details that can give customers confidence their booking is acknowledged and scheduled.



Set up customer job confirmation

☒ Email ☒ SMS ☒ Letter

Email Use tagging

Booking confirmation for work to be carried out at [customer_address_line_1], [customer_city], [customer_state] [customer_zipcode]

Font Size A B I U

Hello, [customer_name],

Thank you for booking a job with Norton Property Services. You're all set for your [job_description] visit.

Address: [job_address_line_1], [job_address_city], [job_address_state] [job_address_zipcode]
Date: [schedule_date]
Time: [schedule_service_window]
Technician attending: [schedule_technician]

Please make sure you have cleared the area and returned the appliance off at least 1 hour before your appointment time.

For any questions or if you need to cancel this booking, make sure you give us a call on (800) 212-3118 at least 48h before your appointment. T&Cs: www.nortonpropertyservices.com/terms

Go further by leveraging Commusoft's personalization tags

To avoid having to manually add specific customer details like names, addresses, and service details to every email you send, Commusoft users can utilize smart personalization tags. Once set up as an automated communication, simply add the tags to pull in the relevant details for that customer. For example, the [job_description] tag would be replaced with the exact type of job being confirmed. This means you can set it and forget it, knowing that the correct customer details will be automatically copied directly from your customer database. [Learn more](#)





Booking confirmation email best practices.

- Always make it personal by addressing customers by name, and by ending with a friendly sign-off, which could be seasonal, if appropriate.
- Add a short job description so they know what this is about, especially if you're doing more than one job for them.
- Don't forget to attach/link to your Terms & Conditions.
- Include a cancellation policy (and use a bold font, just in case).
- Include any requests relevant to the job (e.g. switch off a boiler 1h before attending).
- In the email subject line, make sure to include the name of the company and the number of the job so that it's easily searchable both for you and your customer.

The Template

Subject line: Booking confirmation for work to be carried out at 229 Terrance Dr, Naperville, IL 60565 - Norton Property Services

Hello, Mrs Robins,

Thank you for booking a job with Norton Property Services. You're all set for your **Boiler Service** visit.

Address: 229 Terrance Dr, Naperville, IL 60565

Date: November 24 2021

Time: Between 08:00 AM - 12:00 PM

Technician attending: Paul McCombe

Please make sure you've cleared the area and **turned the appliance off at least 1 hour before your appointment time.**

For any questions or **if you need to cancel this booking**, make sure you give us a call on (872) 212-3118 **at least 48h before** your appointment. [Click here for the Terms & Conditions.](#)



Tenant Booking Confirmation



Tenant confirmation best practices.

- Address the tenant, instead of the landlord or property manager.
- Make the tenant aware that the service has been scheduled with the landlord's approval (and specify if they are/aren't supposed to cover the costs).
- Depending on the property managers you work with, you might have to customize this email further; for example, the elderly could have a need for larger fonts.

The Template

Subject line: Booking confirmation for work to be carried out at 229 Terrance Dr, Naperville, IL 60565 - Norton Property Services

Hello, Mrs Robins,

Clarion Holdings has booked a Boiler Service for you with Norton Property Services.

Address: 229 Terrance Dr, Naperville, IL 60565

Date: November 24 2021

Time: Between 08:00 AM - 12:00 AM

Technician attending: Paul McCombe

Please make sure you've cleared the area and **turned the appliance off at least 1 hour before your appointment time.**

For any questions or **if you need to cancel this booking**, make sure you give us a call on (872) 212-3118 **at least 48h before** your appointment. [Click here for the Terms & Conditions.](#)



Booking Confirmation SMS



SMS booking confirmation email best practices.

- Send to both residential and commercial customers.
- Adhere to the 160 character limit by shortening any links you might use.
- Keep it short and sweet: skip the greetings and stick to basic info (service, time, date, contact, link to more details).
- Use a business phone number (so customers receive a text from Norton Property Services, rather than an unknown number).

Boiler service scheduled for 11/24/2021, 8-12PM. To cancel, call (872)212-3118 at least 48h before the appointment. T&Cs: <https://bit.ly/36r1Z9n>.

Template, customize, and automate your booking confirmations with Commusoft

"Customers can sit and pick what suits them, click a button, get a confirmation, and it's done. It saves us admin time. Rather than somebody coming in, having to answer the phone and be on the phone to the customer for five minutes or more, they can focus on something else 'cause that job has been done by the customer." [See full review here](#)

Lincoln Smith, owner of Custom Heat

Do you want to join Lincoln and thousands of other Commusoft users in transforming your business?

Yes, I'm in!



Booking Reminder Message (email & SMS)

Sending booking reminders is simply part of a great customer experience. They also help you keep no-shows from wasting your technicians' time. If the goal of a confirmation notice is to give customers confidence that their booking is acknowledged and scheduled, a reminder is there to help them... well, remember.



Job address reminder

Automatically send

--Please choose--

--Please choose--

24 hours

48 hours

Night before the job

Morning of the job

Add job reminder Email

Use tagging

[customer_name], [job_description] is coming up

Font Size A B I U

Dear [customer_name],

Your [job_description] is due to take place at [schedule_start_time] on [schedule_date]

Please ensure someone is present at the property to allow access.



Booking reminder best practices.

- Customers are not fans of the word "reminder" because it seems too aggressive. Try using "remember" instead.
- Try to send the reminder early enough so that customers have time to clear their schedule.
- Follow a similar structure to your booking confirmation, including details about the job, T&Cs, etc. to ensure they have all required info.
- In the email subject line, make sure to include the name of the company and the number of the job so that it's easily searchable both for you and your customer.
- For the SMS, adhere to the 160 character limit by shortening any links you use with a URL shortener.



The Templates

Subject line: Booking reminder for Boiler Service to be carried out at 229 Terrance Dr, Naperville, IL 60565 - Norton Property Services

Hello, Mrs Robins,

Your **Boiler Service** appointment with Norton Property Services is coming up soon.

Address: 229 Terrance Dr, Naperville, IL 60565

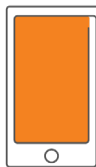
Date: November 24 2021

Time: Between 08:00 AM - 12:00 PM

Technician attending: Paul McCombe

Please make sure you've cleared the area and **turned the appliance off at least 1 hour before your appointment time.**

For any questions or **if you need to cancel this booking**, make sure you give us a call on (872) 212-3118 **at least 48h before your appointment.** T&Cs: www.nortonpropertyservices.com/terms.



Remember your 11/24/2021, 8-12PM boiler service booking. To cancel, call (872) 212-3118 at least 48h before the appointment. Details: <https://norton.com/terms>.

Never forget to send a reminder again with Commusoft

"Software helps us look good to our customers. The system will automatically send a reminder the night before, depending on when you set the time. We do get some people replying back "Oh, I'd forgotten about the appointment. Please, kindly reschedule." It saves the technician from traveling all the way to find no one because they forgot about it. So, in terms of maximizing efficiency and turning that lost slot into a paid slot, it's a great help." [See full review here](#)

Lincoln Smith, owner of Custom Heat

Do you want to join Lincoln and thousands of other Commusoft users in transforming your business?

Yes, I'm in!



Access Request + Reminder Email

This template is more suitable for companies working with commercial clients and property managers. An access request email comes in handy when you need to schedule a job at a tenant's address and require them to provide access. Depending on their contract, sometimes the landlord can access the premises without their approval but it's good customer service to have an arrangement in place.

Work address access messages

✓ Email

✓ SMS

✓ Letter

Email Use tagging

Booking confirmation for work to be carried out at [customer_address_line_1], [customer_city], [customer_state] [c

Font Size A B I U

Dear [job_address_name],

We have been tasked by your landlord, [customer_name], to complete a [job_description] at your property before November 1 2021.

It is important to regularly service your appliances to maintain your warranty and keep them working smoothly and efficiently. Appliances that aren't serviced regularly can cost you more in your energy bills as they operate inefficiently.

Address: [job_address_line_1], [job_address_city], [job_address_state] [job_address_zipcode]
Service type: [job_description]

We kindly ask you to book by [booking_portal_link:clicking this link] or b

Follow up messages

Follow up 1 3 Days Edit Delete

Follow up 2 - urgent 6 Days Edit Delete

Add follow up message



Access email best practices.

- Provide an option for the tenant to choose their appointment time and book online, if possible.
- Automate your follow-ups or set-up notifications to send at least two reminders.
- The first reminder should use softer words like "remember" and no aggressive font choices.
- The second reminder should be firm; here's where you can use capitals or red writing.



The Template

Subject line: Access request for work to be carried out at 229 Terrance Dr, Naperville, IL 60565 - Norton Property Services

Dear Mrs Robins,

We have been tasked by your landlord, Clarion Holdings, to complete a **Ventilation System Service** at your property **before November 1 2021**.

It is important to regularly service your appliances to maintain your warranty and keep them working smoothly and efficiently. Appliances that aren't serviced regularly can cost you more in your energy bills as they operate inefficiently.

Address: 229 Terrance Dr, Naperville, IL 60565

Service type: Ventilation System Service

We kindly ask you to book by [clicking this link](#) or by calling us on (872) 212-3118.

First Reminder Template

Subject line: Access request for work to be carried out at 229 Terrance Dr, Naperville, IL 60565 - Norton Property Services

Hello, Mrs Robins,

Remember that we have been tasked by your landlord, Clarion Holdings, to complete a **Ventilation System Service** at your property on a day of your choice, **before November 1 2021**.

Address: 229 Terrance Dr, Naperville, IL 60565

Service type: Ventilation System Service

Since the date is two weeks away, we kindly ask you to book by [clicking this link](#) or call us on (872) 212-3118.



Second Reminder Template

Subject line: Urgent! Access request for work to be carried out at 229 Terrance Dr, Naperville, IL 60565 - Norton Property Services

Hello, Mrs Robins,

This is an urgent reminder that we have been tasked by your landlord, Clarion Holdings, to complete a **Ventilation System Service** at your property **before November 1 2021**.

Address: 229 Terrance Dr, Naperville, IL 60565

Service type: Ventilation System Service

BOOK NOW by [clicking this link](#) or **give us a call** on (872) 212-3118.

With Commusoft's online booking portal you can make it easy to gain access to a customer's property

"We've seen a huge increase in the number of tenants booking in. We used to have so much back-and-forth with landlords, telling us to try again, call them after six, and all these hassles we'd have to deal with when working with rental properties. Commusoft, in terms of gaining access to rented properties, is absolutely brilliant. It allows us to send a message straight to the person living there, and they book it themselves directly into our schedule." [See full review here](#)

Lincoln Smith, owner of Custom Heat

Do you want to join Lincoln and thousands of other Commusoft users in transforming your business?

Yes, I'm in!



On-the-way Message

The best way to build a good relationship with a customer is to offer them peace of mind. One source of frustration with service companies is not having an exact time for when the technician is going to arrive. Sure, you can offer a time window, but we all know how it can happen that in those exact 5 minutes when a customer steps out to the store, the technician arrives to find a locked door. And so, your first-time-fix rate goes down, while your customer's irritation goes up. A simple on-the-way message is the solution to all this.

Customize on-the-way message

SMS

Use tagging

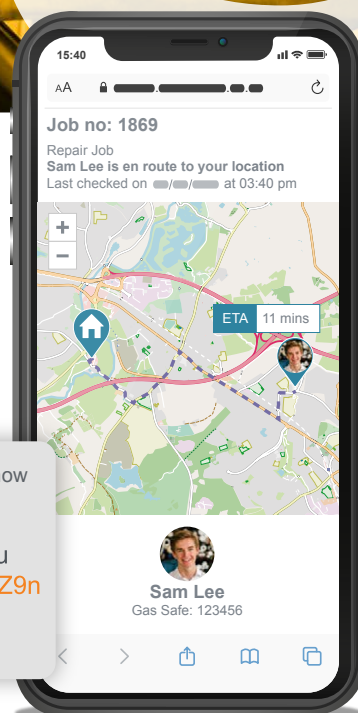
Hello! [schedule_technician], your technician, is on the way! You can track their progress here: [technician_profile_portal_url] For any questions, call (872) 212-3118. See you soon!

MESSAGES

now

Norton Property Services

Hello! Sam, your technician, is on the way!, You can track their progress here: <https://bit.ly/36r1Z9n> For any queries, call (872) 212-3118. See you soon!



On-the-way message best practices.

- It's best to send these as SMS rather than emails, because it's more urgent.
- Leave room for error (and traffic) and don't over-promise by setting an exact time.
- "We'll try to be there within the hour" leaves room for error and spares the embarrassment of being late.
- If you have the option, add a tracking portal link (powered by GPS) so that the customer knows exactly how long they have until you arrive.
- Adhere to the 160 character limit by using a URL shortener for any links you use.



The Templates

With tracking:

Hello! Sam, your technician, is on the way!
You can track their progress here:
<https://bit.ly/36r1Z9n> For any queries, call
(872) 212-3118. See you soon!



Without tracking:

Hello! Sam, your Norton Property Service technician, will aim to be there within the hour. For any queries, please call (872) 212-3118. See you soon!

**Commusoft takes on-the-way messages to the next level
with real-time tracking links**

"We get a lot of good feedback from customers on this - when it comes to that link being sent and the live tracking system, it's something you'd expect from a big national company. Commusoft allows businesses like ours to provide those kinds of services to our customers." [See full review here](#)

Lincoln Smith, owner of Custom Heat

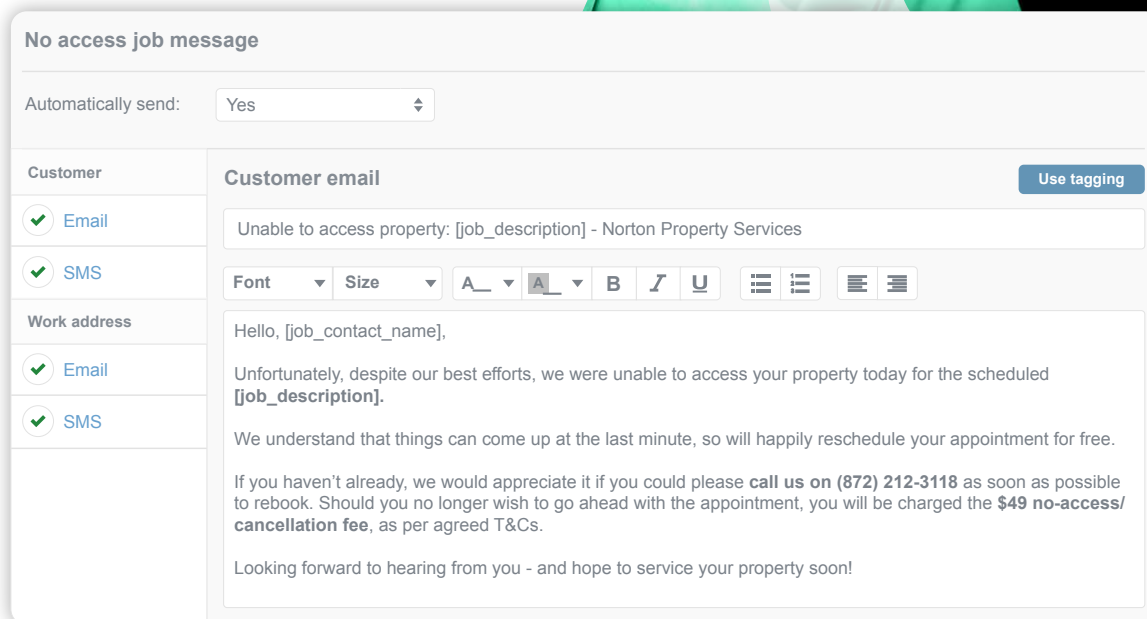
**Do you want to join Lincoln and thousands of other
Commusoft users in transforming your business?**

Yes, I'm in!



No-access Message

Despite all your well-intentioned reminders and on-the-way messages, sometimes it happens that the customer simply isn't home. In this case, it's important to send a message to inform them that you've arrived on time for the booking, but couldn't access the property, then ask how they would like to proceed.



No access job message

Automatically send:

Customer

☒ Email

☒ SMS

Work address

☒ Email

☒ SMS

Customer email [Use tagging](#)

Unable to access property: [job_description] - Norton Property Services

Font Size A A B

Hello, [job_contact_name],

Unfortunately, despite our best efforts, we were unable to access your property today for the scheduled [job_description].

We understand that things can come up at the last minute, so will happily reschedule your appointment for free.

If you haven't already, we would appreciate it if you could please **call us on (872) 212-3118** as soon as possible to rebook. Should you no longer wish to go ahead with the appointment, you will be charged the **\$49 no-access/cancellation fee**, as per agreed T&Cs.

Looking forward to hearing from you - and hope to service your property soon!



No-access message best practices.

- Keep it friendly; it's tempting to be blunt in this situation but if you can still win a customer, it's worth being polite.
- Inform the customer of what their options are and whether they will be charged a fee.
- Let them know whether they have to contact you or if your admin will contact them, depending on your policies.
- Send an SMS right away to inform them you're unable to access the property, and an email with more info on how to proceed.



The Templates

Subject line: Unable to access property: CCTV Maintenance - Norton Property Services

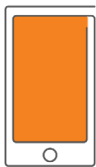
Hello, Mrs Robins,

Unfortunately, despite our best efforts, we were unable to access your property today for the scheduled **CCTV Maintenance**.

We understand that things can come up at the last minute, so will happily reschedule your appointment for free.

If you haven't already, we would appreciate it if you could please **call us on** (872) 212-3118 as soon as possible to rebook. Should you no longer wish to go ahead with the appointment, you will be charged the **\$49 no-access/cancellation fee**, per the agreed T&Cs.

Looking forward to hearing from you - and hope to service your property soon!



We were unable to access the property to complete your CCTV Maintenance today. Please call us on (872) 212-3118 to reschedule.

Make sure your appointments go ahead and your customers are kept up-to-date

"Imagine someone calls up because they've got no heating and hot water - and you forget their appointment... they've been sitting in the cold waiting for you! We need a software that is reliable and is keeping all of those things on record - and Commusoft does exactly that. ...As an office manager, I see at all times where are the technicians, how are they getting on, are they keeping to time schedules? So if I see that a technician is behind, I can re-adjust the schedule and figure something out for him." [See full review here](#)

Julia Winkler - Ian Finch Plumbing & Heating

Discover more!



A collage of three images related to industrial automation. The top left shows a robotic arm with a gripper. The top right shows a close-up of a worker wearing a hard hat. The bottom half shows a control panel with a screen and buttons.

A collage of three images related to industrial automation. The top left shows a robotic arm with a gripper. The top right shows a close-up of a worker wearing a hard hat. The bottom half shows a control panel with a screen and buttons.

A collage of three images related to industrial automation. The top left shows a robotic arm with a gripper. The top right shows a close-up of a worker wearing a hard hat. The bottom half shows a control panel with a screen and buttons.

- 

The Template

Subject line: Security camera maintenance report (Job: 10123) - Norton Property Services

Hello, Mrs Robins,

Thank you for hiring Norton Property Services. I've attached your **Security camera maintenance form** associated with job no. 10123 to this email. We will keep this on file in our records, additionally, please keep it safe for your own records too.

For any questions, please don't hesitate to call us on (872) 212-3118.

Complete, sign, and email digital forms from Commusoft's mobile app

"I love Commusoft - it combines all our needs and makes it easy to keep on top of everything. Boiler services and Gas Safety forms are really simple, but professional looking at the same time. Once you've added a specific template, it's saved and you don't have to redo it!" [Read full review here](#)

Ashley Thaw, Thaw Out: Heating & Plumbing

Do you want to join Ashley and thousands of other Commusoft users in transforming your business?

Yes, I'm in!



Invoice Email

An invoice email is a small but powerful way of improving the customer experience you offer and helping you get paid sooner. Even if you leave a physical invoice copy after you finish a job, sending an email gives the customer an added layer of security. No matter what happens to the paper, they have a digital copy.



Set up default email for invoices

✓ Email

Email

Use tagging

Norton Property Services - Invoice no. [invoice_no] ([invoice_address_line_1], [invoice_city], [invoice_state] [invoi

Font Size A A B I U [List Icons]

Hello, [customer_name],

Thank you for hiring Norton Property Services. The invoice for your **[job_description]** has been attached. For your records, the [job_no] is 15763 and your [invoice_no] is 101234.

Outstanding amount: \$[invoice_remainder_to_pay]
Payment deadline: Within 7 working days of receiving the invoice
Payment methods: Credit/Debit via the link below or direct bank transfer (see bottom of invoice for bank details)
Payment link: [invoice_portal_url:Click here] to view your invoice and pay securely online

You can review the T&Cs of your payment here: www.nortonpropertyservices.com/terms. **In case the payment deadline is exceeded, a 5% interest rate will be charged for each exceeding day.**

For any questions give us a call on (872) 212-3118.



Invoice email best practices.

- The subject line should include your company name, the invoice number, and the address the invoice is for.
- Many customers don't read the invoice thoroughly and can claim ignorance if you try chasing debts later on. It's good practice to have some T&Cs in the email, too.
- The easiest way to get customers to pay invoices early is by including an online payment link. To reduce anxiety, make it clear that they can view the invoice before paying.
- Otherwise, you should add the method in which you expect them to pay and highlight methods you don't accept (e.g. checks).



The Template

Subject line: Norton Property Services – Invoice no. 10123 (229 Terrance Dr, Naperville, IL 60565)

Hello, Mrs Robins,

Thank you for hiring Norton Property Services. The invoice for your **CCTV Installation** has been attached. For your records, the job number is 15763 and your invoice number is 101234.

Outstanding amount: \$875

Payment deadline: Within 7 working days of receiving the invoice

Payment methods: Credit/Debit via the link below or direct bank transfer (see bottom of invoice for bank details)

Payment link: [Click here](#) to view your invoice and pay securely online

You can review the T&Cs of your payment here: www.nortonpropertyservices.com/terms.

In case the payment deadline is exceeded, a 5% interest rate will be charged for each exceeding day.

For any questions give us a call on (872) 212-3118.

Eliminate paper and double-data entry with Commusoft's automated invoicing options

"I used to write all my appointments and invoices in my invoice pad, which had duplicate pages. I had to carry that around with me, plus all the forms I had to fill in for the customers. We also used spreadsheets, we had to in order to keep our eye on all the jobs that were coming in. Things [like invoices] inevitably slipped through the net.

We've been able to get rid of everything paper, and it's just made life so much quicker and easier, not only for us, but for the tradeswomen, too. They're very, very busy. So, for them, time is money." [See full review here](#)

Hattie Hasan, Registry of Tradeswomen

Do you want to join Hattie and thousands of other Commusoft users in transforming your business?

Yes, I'm in!



After-sales Care Email (review request)

One of the most important emails you'll ever send a customer is also one of the easiest to forget - the after-sales care or review request email. Many business owners struggle to gather more positive reviews, because they overlook that the secret to success is in how they're asking.



Set up after-sales messages

☒ Email ☒ SMS Use tagging

Email

How was your [job_description]? Your feedback matters! - Norton Property Services

Font Size A B I U [List Icons]

Hello, [customer_name],

Thank you for recently choosing **Norton Property Services**. We strive to provide you with the best service possible and hope that you're satisfied with the work done.

We're always looking for new ways to improve, and one of the most important means of doing this is by listening to your feedback.

We'd be very grateful if you could spare two minutes to express your thoughts on Norton Property Services and your recent [job_description].

In the past, many of our customers' suggestions have helped us improve our services. This is why we're trying to give back by offering a **\$10 Starbucks gift card** for every review left before **November 30**. Send us a screenshot of your review and we'll mail you your gift card!

[after_sales_care_portal_url]



After-sales care email best practices.

- Before you ask for a public review, send a short email to enquire if the experience was positive or negative; this way you have a chance to make amends first if something didn't go well.
- Even if you automate this email, you still have to make it look and feel personal. Let the customer know that using their time to leave a review is worth it and how much you value their feedback.
- Update your after-sales care email once every few months so that it stays fresh (and seasonal, if appropriate). You especially want to encourage repeat customers to leave repeat reviews.
- Consider whether you want to offer an incentive. If you want to get more reviews quickly, add a time constraint to the offer.



The Template

Subject line: How was your CCTV Installation? Your feedback matters! - Norton Property Services

Hello, Mrs Robins,

Thank you for recently choosing **Norton Property Services**. We strive to provide you with the best service possible and hope that you're satisfied with the work done.

We're always looking for new ways to improve, and one of the most important means of doing this is by listening to your feedback.

We'd be very grateful if you could spare two minutes to express your thoughts on Norton Property Services and your recent CCTV Installation.

In the past, many of our customers' suggestions have helped us improve our services. This is why we're trying to give back by offering a **\$10 Starbucks gift card** for every review left before **November 30**. Send us a screenshot of your review and we'll mail you your gift card!

[Click here to leave feedback](#)

"We really stand out in our marketplace. We can compete with all of the larger competitors. And we often get reviews where they mention how professional we were and how good the customer service was. In fact, we've got over 100 5-star reviews online, and most of them are tied back to how professional we were.

In reality, the reason that it was carried out that way is because we've got a tool in the background, which is helping us through that process. Without Commusoft, we wouldn't be able to offer the service as efficiently and effectively as we are doing now." [See full review here](#)

Phil Mulvenna, owner of Premier Heating Ltd.

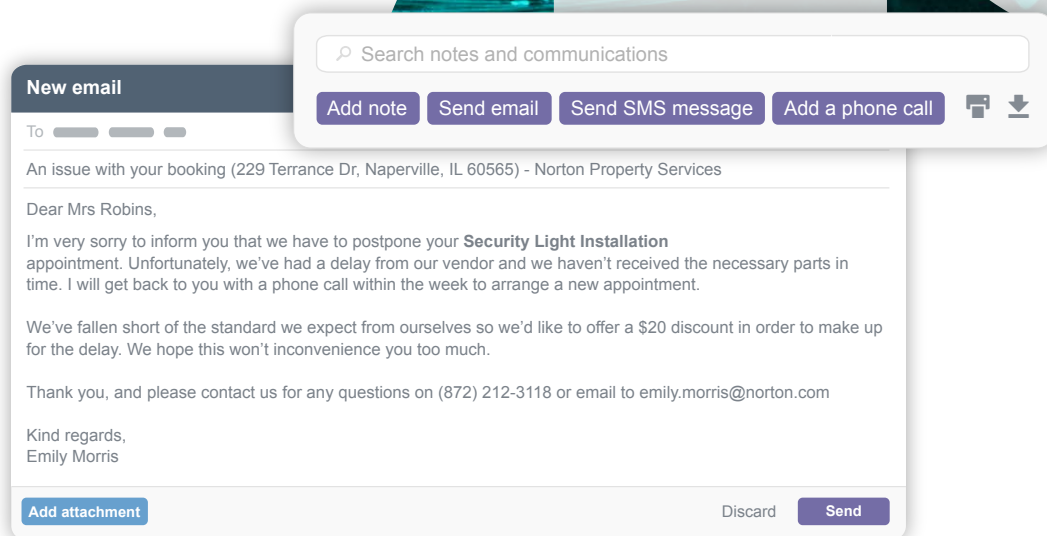

Do you want to join Phil and thousands of other Commusoft users in transforming your business?

Yes, I'm in!



A Part Hasn't Arrived Message

It happens even to the most organized of companies that sometimes parts delivery simply doesn't work out on time and you have to explain to the customer that their appointment has to be postponed. The best solution is actually not to send an email, but pick up the phone and call. However, if it's not possible, you can use the template below.



Search notes and communications

New email

To: [Redacted]

An issue with your booking (229 Terrance Dr, Naperville, IL 60565) - Norton Property Services

Dear Mrs Robins,

I'm very sorry to inform you that we have to postpone your **Security Light Installation** appointment. Unfortunately, we've had a delay from our vendor and we haven't received the necessary parts in time. I will get back to you with a phone call within the week to arrange a new appointment.

We've fallen short of the standard we expect from ourselves so we'd like to offer a \$20 discount in order to make up for the delay. We hope this won't inconvenience you too much.

Thank you, and please contact us for any questions on (872) 212-3118 or email to emily.morris@norton.com

Kind regards,
Emily Morris

Add attachment Discard Send

Add note Send email Send SMS message Add a phone call



Part hasn't arrived in time message best practices.

- It's great to make use of the template below, but we recommend editing the text to avoid it feeling impersonal.
- Make it clear that this is an unusual situation and not something that regularly happens, but try not to make excuses for yourself by blaming the vendor (even if it's true!).
- Consider adding a small discount to prove to the customer that the regret for inconveniencing them is genuine, and not something to discourage them from hiring you again.
- Remember: problems like this can happen to anyone, but how you handle them is what makes a difference between a customer returning again and again - or leaving 1-star reviews on every listing you have.



The Template

Subject line: An issue with your booking (229 Terrance Dr, Naperville, IL 60565) - Norton Property Services

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Thank you, and please contact us for any questions on (872) 212-3118 or email emily.morris@norton.com

**Ready to take your
business to the next
level?**

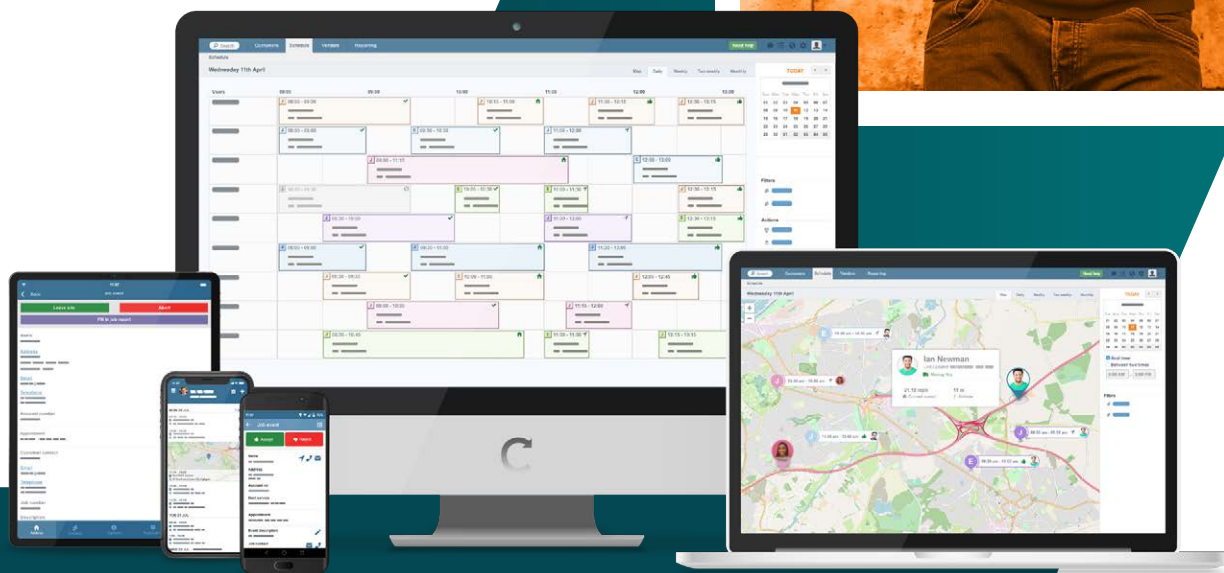
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Through our mission to educate and empower field service companies, we are driven to help you learn, grow, and succeed in any way we can.

Learn more!



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