



Customer success email templates

Nearly every customer relationship starts with an email. The stronger the email, the stronger the relationship! We collected some great copy to give you a little inspiration when you're writing emails to your customers. Use these examples and tweak them to fit your unique voice.

Handing off a new customer from sales to customer success

Hi [customer first name],

Congratulations and thank you for choosing [your company name]! While I've been your go-to person during your trial period, I want to formally introduce you to your official customer success manager, [CSM name].

[CSM name]'s customers love working with [him/her/them], and [he/she/they] [has/have] extensive knowledge of our entire product. You'll be in great hands.

[CSM name] will be reaching out to you with next steps, but I just wanted to say one more thanks for working with me and being our customer.

When to use this customer success email:

The seeds of customer churn are often planted during the sales to CSM handoff. Use this email to make sure it goes smoothly.

Scheduling a business review

Hi **[first name]**,

We're coming up on your one-year anniversary with **[your company name]** and it's time to start planning ahead for year two! To make this one better than the first, we'd like to schedule a review of your past year. The goal of this conversation is to get your feedback on how things are going on your end and have you share improvements you'd like us to make in the coming year.

Your feedback is going to be incredibly important as we plan for next year. What day and time would work best for a call next week?

When to use this customer success email:

Use this email when you're reaching out to propose an annual or quarterly executive business review with a customer.

*(If you're on a quarterly or biannual EBR calendar, don't forget to tweak the email copy!)

Reaching out to an unresponsive customer

Hi [first name],

It's been a while since we chatted! I'd love to hear how things are going on your end and see how I can help make your experience better. Are you open to sharing some insights with me over email or scheduling a call? I can share some of the things we've been working on for you at [company name].

When to use this customer success email:

Sometimes, you reach out again and again with no luck.
Use this email copy to re-engage your customers when they go dark.

CSM introduction

Hi **[first name]**,

It's nice to meet you! As **[AE name]** mentioned, I'll be your success manager here at **[your company name]**, which is just a fancy way of saying I'll be your main point of contact moving forward.

Generally, I like to start off with an account kick-off call, but if you feel like you need more time to discover **[your company name]** that's great too. When you're ready to chat, please let me know and we can set up some time.

When to use this customer success email:

Got a new customer in your book of accounts? Use this email to say hello.

Threatened churn

Hi **[first name]**,

I noticed that you haven't been using **[your company name]** as much lately and wanted to reach out to offer a one-on-one review session with you. If you are interested in scheduling, please let me know by replying to me directly!

I look forward to hearing from you soon! Please don't hesitate to reach out to me for more assistance.

When to use this customer success email:

A drop in usage or product adoption is a leading indicator for churn. Reaching out quickly with this email can help turn it around soon enough to avoid a crisis.

Want tips for the sales to customer success handoff? We collected advice from four customer success gurus. Check it out in our ebook on **managing email for customer success teams**.

Churn

Hi [customer name],

I noticed you recently canceled your account, and I wanted to reach out to see if there's anything we could have done to make your experience better.

Would you be open to sharing why you decided to move away from [your company name]?

When to use this customer success email:

Churn happens. Use this email to reach out and get feedback on what worked and what you could improve.

Decreasing plan or users

Dear [customer name],

{{Ratio}} of our customers use [plan] and see [benefits of plan]. But it seems like it didn't work out for you. We'd love to get feedback on your experience. Was there something specific you were looking for but weren't able to find? If you're interested in giving it another shot, we'd love to give you another week of [plan] — on us! Just reply to this email to let us know.

When to use this customer success email:

When your customer downgrades — whether in their plan, in users, or in usage — send this email to see what's up and how you can make it better.

Renewal introduction

Hi **[first name]**,

It's been **[plan length]** since you started using **[your company name]**! I wanted to reach out to say thanks for being our customer. I'd love to connect and see how you're liking it, what we can improve, and how we can continue to help you meet your goals. Are you open to scheduling a chat to share these things with us and renew your contract?

When to use this customer success email:

Renewal is an important conversation. Send this email to make sure customers are happy and meeting their goals, so they sign on again.

Self-serve resources

Hey **[first name]**,

I thought these might help with your question. Let me know if you want to talk it out further — I'm happy to hop on a call with you!

- Community and Help Center **[link]**
- Introduction guide **[link]**
- Our 24-hour support line: **[link]**

When to use this customer success email:

Sending blog posts, linking to community pages, and attaching other resources in emails over and over is time consuming. Instead, save this email so you can send resources quickly and accurately.

CONCLUSION

Automatically sending emails with Front

With Front you can easily save messages as templates with a single click to save you from typing the same thing over and over again. You can save templates individually as well as for your team, so if your teammate crafted a great message, everyone can use it, too.

Learn more about Front for customer success [here](#).



ABOUT FRONT

Front is a customer communication hub that surrounds every high-stakes conversation with team collaboration capabilities and contextual data to ensure responses are always fast, accurate and deeply personalized. See for yourself [here](#).