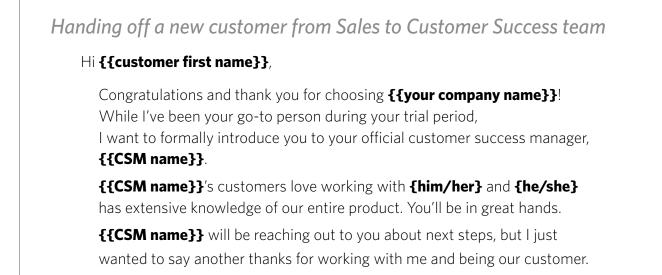# Customer success email templates

A well-written email can do wonders for building a strong relationship with a customer. 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 team

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}** and **{he/she}** has extensive knowledge of our entire product. You'll be in great hands.

{{CSM name}} will be reaching out to you about next steps, but I just wanted to say another thanks for working with me and being our customer.

Scheduling a Business Review

Hi **{{first name}}**,

As the end of the year approaches, we're beginning to plan for an exciting new year at **{{your company name}}**! To kick things off, we'd like to schedule a review of your past year. During this conversation, we'd love 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?

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 so I can share some of the things we've been working on for you at **{{product}}**?

CSM introduction

Hi **{{customer 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.

Threatened churn

Hey **{{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.

Churn

Hi **{{customer name}}**,

I noticed that you recently cancelled 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}}?**

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.

Renewal introduction

Hey **{{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?

Automatically sending emails with Front

With Front you can easily save messages as canned responses with a single click, so you can easily send it again later. You can save canned responses individually, and for your team, so if your teammate crafted a great message, you everyone can use it, too.

Learn more about Front for customer success

ABOUT FRONT

Front redefines work communication with the first shared inbox for teams. By unifying your email, customer communication channels, and apps in one platform, Front helps teams collaborate efficiently and have more context and visibility into every conversation, to work faster and better together. Today, more than 4,000 businesses rely on Front to power their work communications. Founded in 2013 by Mathilde Collin and Laurent Perrin, Front has raised $79 million in venture funding and has 100+ employees in its San Francisco headquarters and Paris, France office.