

**PROMPT WO-002**

Reply to a Customer Complaint

Purpose

Use this prompt to write a professional, empathetic, and solution-focused response to a customer complaint. It helps you acknowledge the issue, maintain trust, and provide a clear resolution while protecting your company's reputation.

DIFFICULTY
 **Beginner**

TIME SAVED
 **15–20 min**

BEST FOR
Customer Service

Best AI Tools

- ChatGPT
- Claude
- Microsoft Copilot
- Google Gemini

Copy & Paste Prompt

You are an experienced Customer Service Manager with excellent written communication skills.

Write a professional reply to a customer complaint using the information below.

Customer Name:
[Insert customer name]

Complaint Summary:
[Insert complaint]

What Happened:
[Insert details]

Resolution Being Offered:
[Insert resolution]



Additional Information:

[Insert any extra details]

Tone:

Professional, empathetic, calm and solution-focused.

Please:

- Thank the customer for bringing the matter to our attention.
- Acknowledge their concerns.
- Offer a sincere apology where appropriate.
- Clearly explain the situation without making excuses.
- Explain the solution or next steps.
- Reassure the customer that their feedback is valued.
- End with an invitation to contact us if they need further assistance.
- Finish with a professional closing.

Return only the completed email.



Example

INPUT

Customer Name: Sarah Johnson

Complaint Summary: Parcel arrived damaged.

What Happened: The outer packaging was damaged during transit and one item was broken.

Resolution Being Offered: Replacement item will be dispatched today by next-day delivery.

Tone: Professional and empathetic.

EXPECTED OUTPUT

Subject: We're Sorry About Your Recent Order

Dear Sarah,

Thank you for contacting us and for bringing this matter to our attention.

I'm very sorry to hear that your order arrived damaged. I understand how disappointing this must have been, and I sincerely apologise for the inconvenience.

We have arranged for a replacement item to be dispatched today using next-day delivery, and you should receive it tomorrow.



We appreciate your patience and thank you for giving us the opportunity to put things right. Your feedback is extremely valuable and helps us continue to improve our service.

If you have any further questions or need any additional assistance, please don't hesitate to contact us.

Kind regards,
[Your Name]

 **Builder's Tip:** *Never copy a customer's complaint word for word into your reply. Summarise the issue clearly and focus most of your response on the solution rather than the problem.*

Related Prompts

- WO-001 – Write a Professional Email
- WO-003 – Write an Apology Email
- WO-004 – Write a Follow-Up Email
- WO-006 – Respond to a Difficult Customer

Tags

CUSTOMER
SERVICE

COMPLAINT

EMAIL

COMMUNICATION

PROFESSIONAL