EMMANUELA ELOCHUKWU NNADIEKWE

Customer Care & Retention Samples

SNAPSHOT

Illustrative samples
Fictional customers
Built on 10+ years in customer care

CORE SKILLS

- De-escalation
- Customer Retention
- Win-Back Outreach
- Follow-Up and Satisfaction
- Clear Written Communication

TOOLS

- Freshdesk
- Zendesk
- HubSpot
- Email, chat and phone

Customer Care & Retention Samples

De-escalation, saving at-risk customers and follow-up

These samples show how I handle upset customers, protect accounts that are at risk of leaving, and follow up after a problem is solved. They are based on more than ten years in customer care and support. The customers and companies are fictional.

1. CALMING AN UPSET CUSTOMER

Channel: Live chat | Situation: repeated service problems | Approach: Listen, acknowledge, solve, confirm

CUSTOMER

This is the third time this month my service has gone down. I'm done with you people.

MY REPLY

I'm sorry. Three interruptions in one month is not acceptable, and I understand why you are frustrated.

Let me look at your account now and see what has been happening. Could you please confirm the email address on the account?

(After checking) I can see the three outages, and I have reported them to our technical team as a repeat fault. I have also added a credit to your account for the days you were affected. I will check back with you tomorrow morning to confirm the service is stable.

Does that work for you?

What this shows: the customer feels heard before I explain anything. I use their facts, fix the cause and not only the symptom, and I give a time for the next contact.

2. KEEPING A CUSTOMER WHO WANTS TO CANCEL

Channel: Email | Situation: customer asks to cancel because of price | Approach: ask why, offer options, respect the decision

CUSTOMER

Please cancel my subscription. It has become too expensive for me.

MY REPLY

Hi Chidi,

Thank you for telling me, and I understand that the price matters. Before you decide, here are two options that may help:

Option 1: move to our basic plan, which costs less and keeps the features you use most.

Option 2: pause your subscription for two months, with nothing charged, and restart when you are ready.

If you would still prefer to cancel, just reply and I will process it today. Which would you like?

Kind regards,

Emmanuela

What this shows: I find out the real reason, solve it with options inside company policy, and make it easy to say no. Customers who feel respected often stay, and those who leave still speak well of the business.

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3. A WIN-BACK MESSAGE

Channel: Email | Situation: customer has not used the service for 60 days

EMAIL

Subject: We'd love to help you get more from your account

Hi Ada, I noticed you have not logged in for a while and wanted to check that everything is working for you. If something got in the way, reply to this email and I will sort it out personally. If your needs have changed, I'm happy to look at a plan that fits better. No pressure at all.

Kind regards,

Emmanuela

4. FOLLOWING UP AFTER A FIX

CHECK-IN MESSAGE (SENT THE NEXT DAY)

Hi Chidi, I'm following up to confirm that everything is still working well after yesterday's fix. If anything is still not right, reply here and I will pick it up straight away. If you have a minute, I would value your feedback on how we handled this.

MY RETENTION CHECKLIST

- Spot the warning signs: repeat complaints, billing disputes, falling usage.
- Reply fast, and solve the problem before trying to sell anything.
- Ask why a customer wants to leave, then offer options within policy.
- Confirm what was agreed in writing, with a date.
- Log every contact in the CRM, with the next step and a follow-up date.
- Follow up after the fix. A customer who is looked after twice is a customer who stays.

Sample only. All customers and companies are fictional. They show my approach and are not real customer records.