

Sample Customer Email Template

Copy and paste the text below and fill in the blanks with the information that's relevant for your unique business.

Subject: We're open! 🙌

Hi *<insert client's first name>*,

We've missed seeing you. We hope that you and your loved ones have kept healthy during this unprecedented COVID-19 pandemic experience and we look forward to seeing you again really soon.

We're reaching you today to let you know that we are open!

We're excited about being able to service you again and wanted to share what we're doing in our *<insert business type e.g. store/clinic/business/office>* to help keep you, and our employees safe.

Here are the details:

Opening hours:

Our *<insert business type>* hours are from *<insert start time>* to *<insert close time>*, *<day>* to *<day>*.

Service:

Our *<insert business type>* is now fully open and we look forward to seeing you in person soon.

[or]

We are currently offering curbside pick-up for *<insert online and/or telephone>* orders. To ensure contactless pick up we will place your goods directly into the trunk of your vehicle.

[or]

We are offering online ordering and delivery direct to your door. Please visit *<insert website address>* to place an order.

PPE (Personal Protective Equipment):

To ensure the safety of our employees and valued customers, all employees are wearing *<insert PPE being worn>* at all times.

Your Health and Safety:

We have installed hand sanitizer stations at the entrance to our *<insert business type e.g. office/store>* and at our *<insert locations e.g. checkouts or reception desk>*. All employees will be using hand sanitizer after each customer interaction.

Our employees are washing their hands every *<insert time frame>* and our store is fully cleaned and disinfected at the end of every day.

All employees have received training on effective handwashing and the use of hand sanitizer after each client interaction.

Physical distancing:

We are limiting the number of customers allowed into our *<insert business type>* to support physical distancing protocols. A member of staff will be monitoring the entrance of our *<insert business type>* to ensure only *<insert number>* customers will be allowed into the store at any one time.

Vulnerable and Elderly:

We have special opening times from *<insert start time>* to *<insert end time>* specifically for those in our community who are vulnerable and the elderly, in an effort to reduce the risk to those who need extra protection.

We are committed to providing you with the highest level of protection to ensure that you feel safe and comfortable in returning to our *<insert business type>*. If there any additional precautionary measures that you feel we need to apply, please respond to this email with your suggestions.

Thank you and we look forward to seeing you soon.

<insert name of business owner>

<insert contact email address>

<insert contact phone number>