

Follow-up emails

With revenue enablement becoming an increasingly popular role, it's important to have tried-and-tested templates that support your customer success teams too.

If you're struggling to create meaningful and personal follow-ups, here are some templates you can try. Before sending those emails, remember to abide by the golden rules:

1. Don't force it. Focus on forming a genuine customer-business relationship.
2. Never send an email without a clear call-to-action
3. Organize a phone call if needed
4. Ask yourself: are you prioritizing your customer needs?

Email template #1: Checking in with new customers

Hi **[insert name]**,

Thanks for picking **Product X**, and welcome to the team!

We're always working on ways to improve your experience with us. I wanted to ask if this is your first time using our service? Is there anything we can do better next time?

We'd love to talk to you about your experiences. The call will only take **X** minutes and we'll just be asking you a few questions about how we've done so far.

If you're in, you can book a time and date that suits you here.

Speak soon, hopefully!

Thanks,

[insert name]

Email template #2: Re-engaging your existing customers

Hi **[insert name]**,

I'm **[Insert name]** from **[Company name]**.

It's been **[time period]** since you brought our **[product]**.
How have you been finding it so far?

It'd be great to schedule a catch-up about your recent experience with us and ways we can help you progress further. How does **[DATE AND TIME]** sound?

Sincerely,
[YOUR NAME]

Email template #3: Providing value for new customers

Hey **[insert name]**,

Welcome to **[insert product name]** - we're delighted to have you on board!

Now you're part of our community, here are a few tips to help you get the most out of your subscription:

1. **[Insert your tip here]**.
2. **[Insert your tip here]**.
3. **[Insert your tip here]**.
4. **[Insert your tip here]**.

For now, that's all from us, but if you've got any questions please do let us know.

We hope you enjoy using **[insert product name]**!

Thanks,

[insert name]

Email template #4: Providing value for existing customers

Hi **[insert name]**,

Thank you for your constant support.

Your business means a lot to us, so here's a **[gift type]** to show our gratitude- it's on the house.

Hopefully, this will add value to your journey with us.

As always, if you have any questions, please don't hesitate to contact us.

Many thanks,

[insert name]
