



Starter Templates for Buyer Communication

Don't forget to customize! :)

Outgoing Messages (for feedback services)

Seller Feedback or Product Review Request (choose 1 call to action!)

Hello, [Buyer First Name]!

We wanted to check in with you and see how everything is going with your recent purchase. We are constantly hard at work doing everything we can to deliver high-quality experiences for you, and our goal is to ensure you're completely satisfied with your purchase. If you have any trouble whatsoever, please don't hesitate to reply to this email. We're here to help!

Your opinion is super valuable to us and helps us shape everything that we do. It also empowers other shoppers like yourself to make savvy buying decisions. If you have a minute, please consider sharing your unbiased thoughts with the Amazon community by using the link below:

[review or feedback link]

We can't wait for the next opportunity to serve you; and will do everything in our power to once again give you the best experience that we have to offer.

Thanks again!

Warm Regards,
[Your Name - Title]
[Company Name]

Public Product Review Responses

5-Star Positive Product Review Responses

Hello, [reviewer name]!

Thank you for taking the time out of your busy schedule to share your opinion with other Amazon community members. We are constantly hard at work doing everything we can to deliver high-quality experiences to every one of our customers. Customers just like you make doing what we do a true pleasure. Our brand promise is all about delivering seamless experiences that exceed customer expectations!



We sincerely look forward to serving you again. Let us know if you have any trouble with this or a future order!

Best Regards,
[Your Name - Title]
[Company Name]

Hello, [reviewer name]!

Thanks so much for your feedback! Your opinion is valuable to us and helps us shape everything that we do. Your opinion also empowers other people in the Amazon community to connect with us and enjoy all the services our products currently provide. We can't wait for the next opportunity to serve you. Let us know if we can help in any way!

Best Regards,
[Your Name - Title]
[Company Name]

4-Star Product Review Response

Hello, [reviewer name]!

Thanks for sharing your thoughts. Happy to hear you're satisfied with your purchase! If there is anything we can do to improve your experience, please feel free to contact us through our Amazon contact form here: [storefront contact link].

Thanks again for your time!

Best Regards,
[Your Name - Title]
[Company Name]

3-Star or Below Neutral/Negative Product Review Response

Hello, [reviewer name],

Thanks for your review. We are truly sorry to hear about your negative experience! Our commitment is to make sure every customer gets what they paid for and has an excellent experience. We hope you give us a chance to correct this for you! At your leisure please reach out to us so we can work together toward a satisfactory resolution. You may contact us from here: [storefront contact link].

Thanks for your patience!

Best Regards,
[Your Name - Title]
[Company Name]



Direct Message Product Review Response

Direct Message - 3-Star or Below Neutral/Negative Product Review Response (not public response)

Hello, [Buyer First Name],

My name is [YOUR NAME] and I am the [Your Title - "Founder"] at [Company Name]. I just read your review and noticed you didn't have a good experience with your purchase. I just wanted to reach out to you personally to make sure you are taken care of. Please let me know what works best for you. We can:

1. Give you a full refund on your purchase
2. Send you a replacement at no additional cost

Please let me know which option works best for you. Feedback is so important to us because we really care that you have an amazing experience buying from us!

Please let us know how we can help. Thanks, and sorry again for the inconvenience.

Best Regards,
[Your Name - Title]
[Company Name]

Seller Feedback Responses

3-Star or Below Neutral/Negative Public Seller Feedback Response

Hello, [Buyer First Name],

Thanks for sharing your feedback with us. We are truly sorry to hear about your negative experience. Our commitment is to make sure every customer gets what they paid for and has an excellent experience. We hope you give us a second chance to correct this for you! At your leisure please reach out to us so we can work together toward a satisfactory resolution. You may contact us from the following link: [enter your Amazon store contact link]

Thanks for your patience!

Best Regards,
[Your Name - Title]
[Company Name]

Product Review Request after positive Seller Feedback (to be used as a direct message)

Hello, [Buyer First Name]!

SellerSm;)e

[Your Name] from the [Company Name] team here. Thanks so much for your feedback, we're happy to hear you were satisfied with your purchase! Please let us know if there is anything we can do to help with this or any future order.

If you haven't already, please consider sharing your thoughts on the product listing itself, to help others like you learn about your experience. You can do so from here: <https://www.amazon.com/review/create-review>

Thanks again. Hope you enjoy the rest of your week!

Warm Regards,
[Your Name - Title]
[Company Name]

General Customer Service Responses

“Where is my order?” - FBA order response

Hello, [Buyer First Name],

Thanks for reaching out to us. Sorry to hear you have not yet received your order! This order was fulfilled by Amazon, so please accept our apologies on their behalf. On our end, we unfortunately do not have your order's tracking information as this is not provided to us by Amazon. Our records do indicate that this should have shipped on [insert shipped date] to the following address:

[Insert customer address]

We recommend reaching out to Amazon Support to inquire about your order's shipment. You can do so by calling 1-888-280-4331 or from the following link:

<https://www.amazon.com/gp/help/contact-us/general-questions.html?skip=true>. If for whatever reason this issue does not get resolved, please feel free to contact us and we will do everything we can to ensure you get your order.

Let us know if there is anything else we can do for you or if you have any other questions. Have a great rest of your week!

Best Regards,
[Your Name - Title]
[Company Name]



“Where is my order?” - Merchant-fulfilled order response

Hello, [Buyer First Name],

Thanks for your email! According to the tracking information on file, your order should be delivered on [Estimated delivery day]:

[Add tracking link]

Please let us know if you have not yet received your order by the indicated time. In the meantime, do not hesitate in reaching out to us if you have any additional questions or concerns. Thank you for your patience!

Best Regards,
[Your Name - Title]
[Company Name]

“How do I start a return?” - FBA order response

Hello, [Buyer First Name],

Thanks for your email! Sorry to hear your purchase will not work out for you, we appreciate you letting us know. You can start a return or exchange by following these steps:

1. Go to the Online Returns Center, and then click Return items:
https://www.amazon.com/gp/orc/returns/homepage.html/ref=orc_surl_ret_hp?fg=1
2. Find the order you want to return, and then click return or replace items. Tip: If you don't see the order you're looking for, select another option from the "See more" menu.
3. Select the item you want to return, and then select a reason from the reason for return menu.

An exchange order, with the same shipping speed that was used on your original item, will be created. You can use the return label provided to you to send your original item back. You'll need to return the original item within 30 days to avoid being charged for both the original and exchange items.

If you have any questions about the exchange or return process on Amazon, you may contact their customer service by calling 1-888-280-4331.

If you have any trouble, please do not hesitate in letting us know. Have a great week!

Best Regards,
[Your Name - Title]
[Company Name]



“My [product] didn’t work. It was (too small/too large/wrong size)!” - Refund Message

Hello, [Buyer Name],

Thanks for your message. Sorry to hear the [product name] you purchased [add reason for their contact - “was too large for your needs”]! We appreciate you letting us know, your opinion is valuable to us and helps us shape everything that we do.

As an apology for your trouble, we have issued you a full refund of \$[enter amount]. You should see that back on your payment method within 2-5 business days. We hope you find that to be an agreeable resolution! You could consider this a credit if you wish to try another purchase, in case you may have received a defective [product].

Please feel free to reply to this message if you have any additional questions or concerns. Thank you for your patience!

Best Regards,
[Your Name - Title]
[Company Name]

“My [product] didn’t work.” - Product Defect Replacement Message (to be used with a free replacement order)

Hello, [Buyer Name],

Thanks for your message. Sorry to hear the [product name] you purchased didn’t work for you! We appreciate you letting us know, your opinion is valuable to us and helps us shape everything that we do.

As an apology for your trouble, we have issued you a replacement order with estimated delivery of [enter estimated delivery date]. You should receive shipping information from Amazon soon. We hope you find this to be an agreeable resolution.

Please feel free to reply to this message if you have any additional questions or concerns. Thank you for your patience!

Best Regards,
[Your Name - Title]
[Company Name]



Case escalation - For cases that require further investigation/follow-up

Hello, [Buyer First Name],

Thanks for reaching out to us. So sorry to hear about the trouble with your order! We are looking into this further for you to ensure everything is handled appropriately. We'll be back in touch with you shortly.

In the meantime, please don't hesitate in reaching back out to us if you have any further questions or concerns. Thanks for your patience!

Best Regards,
[Your Name - Title]
[Company Name]

Order shipment/Miscellaneous order inquiry for orders in "Pending" status

Hello, [Buyer First Name],

Thanks for your email! On our end, it looks like Amazon has your order marked as "Pending", which usually means that payment has not been processed. During this time, we can only see a few order details and cannot make any changes to your order. We recommend reaching out to Amazon Support to inquire about your order. You can do so by calling 1-888-280-4331 or from the following link:

<https://www.amazon.com/gp/help/contact-us/general-questions.html?skip=true>.

If for whatever reason this issue does not get resolved, please feel free to contact us and we will do everything we can to ensure this is corrected for you.

Let us know if there is anything else we can do for you or if you have any other questions. Have a great rest of your week!

Best Regards,
[Your Name - Title]
[Company Name]

Want to learn more about how to apply these to your business?

>>> [Schedule a call with SellerSmile](#) <<<