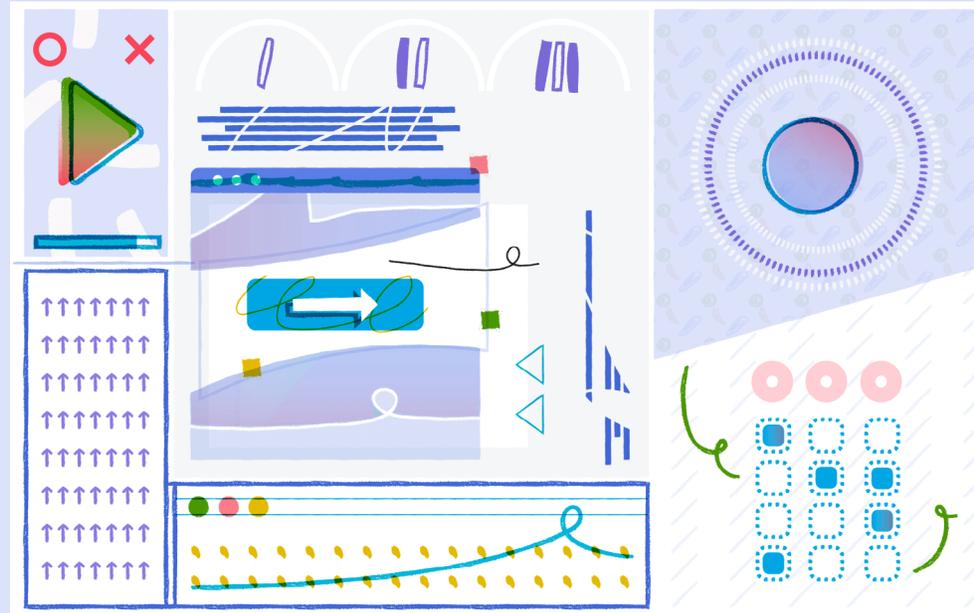


# 9 Cut-and-Paste Customer Success Email Scripts



#1

# Following up with a potential customer from the blog

Hi [FIRST NAME GOES HERE],

Our blogs are the first step in the right direction. Want to see what else we offer?

[Your product or service summary]

Schedule some time on my calendar for a demo:

[link to calendar]

Or, we can keep it over email. Simply reply with more details on what you're looking for and I'll let you know exactly how we can help!

[Email signature]



#2

## Reaching out to a potential customer after viewing a demo video

Hi [FIRST NAME GOES HERE],

So, you watched our demo video. That's great!

[Your product or service summary]

If you're serious about making a change, then...

Create your account here: [Link to product or service trial or signup page]

Talk soon,

[Signature]



#3

# Checking in with current customers as they hit benchmarks

Hi [FIRST NAME GOES HERE],

[Mention benchmark, possible pain points, and how you can provide a resolution.]

Book a call now with your success team [[link to calendar](#)] and take advantage of all we have to offer.

No time for a call. No sweat! Tell us more about your current needs to find out how we can optimize your account.

[Signature]



#4

## Educating current customers on unused features

Hi [FIRST NAME GOES HERE],

Looks like you're not using [feature] yet. What's stopping you?

[Feature benefit explanation]

[Example or use case]

Find out more in our Knowledge Base [link to article].

[Signature]



#5

# Touching base with current customers as they add new products

Hi [FIRST NAME GOES HERE],

So you've completed [X], and now you're on to [Y]. Wondering how to move forward?

[New product benefit explanation]

[Example or use case]

Don't hesitate to check out our Knowledge Base [link to post] overview to guide you along the way.

[Signature]



#6

## Upselling current customers

Hi [FIRST NAME GOES HERE],

Ready to take our commitment to the next level? Switch to an annual plan to save money on your account!

Save [X]% when you move from a monthly to a yearly plan. You'll continue to get all the benefits of [your product name] at a better rate.

Yes, I want to save 20% [\[link to adjust settings\]](#).

Or just reply and we'll update your plan :)

[Signature]



#7

## Offering new perks to current customers

Hi [FIRST NAME GOES HERE],

Want to chat about how to optimize your account or just have some general questions?

Now, anytime you'd like to speak with someone on our team, it's as easy as joining an individualized office hours call.

This call is just for you and your team so feel free to gather the squad or just fly solo.

Book a time with us here: [link to calendar]

Talk soon!

[Signature]



#8

## Providing extra assistance for high-risk potential customers

Hi [FIRST NAME GOES HERE],

Take full advantage of your trial period by [completing crucial action]. See what it's like to [product or service benefit explanation].

It only takes a few minutes (maybe less!) to do [action].

[Steps or example]

Get the full walkthrough from our Knowledge Base article [link].

And, if you need some help along the way, just let us know!

[Signature]



#9

## Spotting warning signs for high-risk current customers

Hi [FIRST NAME GOES HERE],

You came here for a reason.

You wanted [your product or service benefit].

Let's keep the momentum going.

Log in to your account today to see [your product or service benefit].

Any questions about functionality? Find answers in our Knowledge Base [link] (or just reply to this email!).

[Signature]



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