



ELEVATE  
ECOMMERCE

2020

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# MESSAGE TEMPLATE GUIDE

A RESPONSE FOR  
EVERY EVENTUALITY

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## Foreword & Introduction

You've been staring at your screen for the last 5 minutes, your mind has gone blank and you're beginning to worry what on earth you're going to respond with or where to even begin with typing out a reply.

Any one who's ever been put on the spot by a sudden message from a buyer knows all too well how familiar the above may sound. As with everything - Don't worry, Elevate have got your back.

Why is my item late? WHY HAS MY ITEM COME FROM AMAZON? My item hasn't arrived?

Honestly, when you've been doing this as long as we have, you will have had all these questions a million times. We've come up with a whole plethora of templates from every excuse in the book because, well, we wrote the book!

At the Elevate Team, we all remember how daunting it was when we had a question that could potentially have tripped us up, so we decided to put you together an all singing, all dancing guide on what to say for pretty much every eventuality any buyer is going to hurl your way.

We hope you find this useful, personally, we keep this guide saved down on our laptops and phones so we can copy and paste a response quickly to any contentious situations that crop up - so this has been mega useful for us and its a selection of templates that we will be utilising ourselves day-to-day.

As always we understand we may have overlooked certain issues or, because its an ever-evolving machine, new circumstances may begin to crop up. Much like the FAQ document we want this document to be fluid, an open forum if you like. If you think of something useful that you want added, or have a good response to a buyers question that you always use, just drop one of us a message and we'll add it in.

All the best,

Jake & Harvey  
Team Elevate

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# Asking for feedback

Admittedly, we don't tend to advise people use this template as much any more principally because we've devised a better way of boosting your feedback artificially if you really want a fast boost, but also because this message can open the BIGGEST can of worms ever. It may prompt the buyer to leave feedback as intended, but that feedback may not necessarily be good feedback and they may take it as an opportunity to begin interrogating you about other things that you'd really rather not have to answer.

Ultimately, it's up to you whether you want to go out and ask for feedback, but if you, here's a message template to get you going:

**Hi (Customer Name),**

**Thank you for your valued custom and for ordering from our store! We hope you enjoy your new purchase!**

**As a new, small family-run business, customer feedback is a vital part of our journey to help us grow as a business and to help us improve our service.**

**We'd really appreciate it if you could leave us some positive feedback and we will of course reciprocate!**

**Once again thank you for your business, if I can assist you with anything further please let me know.**

**Kind regards,  
(Your name)  
(Your business name)**

As we mentioned, this doesn't always get the desired effect and can back fire. We advise you simply wait for feedback to build organically or use the 'Biro Pen' community solution



# Why did my package arrive in Amazon packaging?

**DUN-DUN-DUNNNN.**



Nah, we're just kidding - this isn't even as scary as it sounds.

Interestingly though, I imagine this is a question we all raised, or at least thought of, when we first joined Elevate - Won't the customer be annoyed that their eBay parcel arrived in an Amazon box?

Well, what we tell every one, and what is bluntly the truth is; yeah, sometimes - but it's rare.

Most customers get their delivery and are just happy they got their package in 24-48 hours, some are completely unaware of what amazon even is (or think Amazon and eBay are the same thing) or they just simply don't care or cant be bothered to make a fuss about it.

Sometimes the customer will get their package and the first thing they'll do is think "why is my package from Amazon? I didn't order anything from Amazon... WAIT A MINUTE..."

Like we said, this is super easy to worm your way out of and it comes in a couple of parts so with out further ado:

## The initial response

Hi (Customer Name),

Thank you for your message. There is a reason for it which I'll clarify for you.

We're a small business and operate out of a very small premises. During COVID-19 and the two national lockdowns that followed, we weren't able to safely socially distance at our premises. Basically, we were faced with either closing the business or finding another solution.

We moved took advantage of Amazon's Fulfilled by Amazon fulfilment services - hence why it comes in their box. It meant we could continue to operate during the pandemic. The service was so efficient versus other main courier services that we decided to stick with them!

Hopefully that's clarified the situation for you, if you need anything else please let me know!

Kind regards,

(Your name)

(Your business name)

## The initial response - Alternative

Hi (Customer Name),

Thank you for your message. There is a reason for it which I'll clarify for you.

We are currently in the process of moving warehouses, and instead of closing for several weeks, we decided to take advantage of Amazons 'Fulfilled by Amazon' service.

This allows us to remain trading through these difficult economic times and allows us to move inventory with little to no disruption.

Hopefully that's clarified the situation for you, if you need anything else please let me know!

Kind regards,

(Your name)

(Your business name)

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At this point, the customer will either accept what you've told them and ignore you or apologise to you or, they'll come up with another question which in our experience tends to be: "Well why is it cheaper on Amazon by X amount? Are you drop shipping?"

We of course have this base covered too and will work for which ever initial response you chose to start with.

**Hi (Customer Name),**

**Thank you for your message. I completely understand the reason for your question.**

**The reason for the difference in price is simply that we are a small business and we cannot compete with giants like Amazon who do price considerably lower, plus with selling on eBay we do have their seller fee structure to cover as well**

**Kind regards,**

**(Your name)**

**(Your business name)**

From here on out, this will go one of two ways, they'll accept what you've told them or they wont.

If they do, great.

If they don't quite simply you either offer them a refund or you can refund them the difference between your sale price and Amazon "as a gesture of good will.

It really isn't any more difficult than that!

# I want to return my item.

Returns are a common part of all commerce and retail enterprises, its no different with drop shipping. They're really nothing to worry about. The return process itself will be covered extensively in our guides elsewhere, but we thought it would be a good idea to include the message template we use when emailing the customer their QR code:

## Template Royal Mail:

**Good morning (customer name),**

**Further to our discussion on eBay, please see below your free return QR.**

**(Attach cropped QR code)**

**Please take the item in it's packaging to your local Post Office branch and show them the below QR code on your smart phone.**

**The assistant will scan the QR code and then post the item back to me for you free of charge.**

**Once the item arrives back with me, I will issue you are fund in full.**

**Kind regards,**

**(Your name)**

**(Your business name)**

If you opt for the Hermes return QR, the template works slightly differently...

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Hermes also offers a Return Drop Off QR service. This is nearly always more convenient for your buyer as the drop off points are usually in convenience stores with late opening hours opposed to Post Offices which shut at 5pm.

What we have found is a good idea is for you to put the address of the buyers nearest drop off point in the email so they know where to take the return. You can find the nearest drop off point by using the link that Amazon provide when you select Hermes Drop off and put the buyers code into the locator.

Here's the template:

## Template Hermes:

**Good morning (customer name),**

**Further to our discussion on eBay, please see below your free return QR.**

**(Attach cropped QR code)**

**Please take the item in it's packaging to your local Hermes Drop Off Point and show them the below QR code on your smart phone. Your local point is at:**

**Fake convenience store  
123 Pretend close  
CM2 9BX**

**2.1Miles from your delivery address.**

**The assistant will scan the QR code and then post the item back to me for you free of charge.**

**Once the item arrives back with me, I will issue you are fund in full.**

**Kind regards,  
(Your name)  
(Your business name)**



# The Customer is claiming they didn't receive their item.

You post off an item and mark as dispatched. Two weeks later, the buyer sends you a message saying they did not receive their order.

You check the Amazon order and its marked as delivered and handed to the resident.

Chances are your buyer is trying their luck on a free item because they know you cant upload tracking to eBay.

Here's how to handle that:

**Good morning (customer name),**

**Thanks for your message.**

**Sorry to hear you've not received the item. I'm honestly not sure what's happened, our drivers log says it was handed to the resident on (DATE). Can you please double and triple check with other family members, safe places and neighbours.**

**If it's definitely not there, please let me know and I will have to request the drivers body cam footage to see what he's done with the package. If you could let me know ASAP as it takes 24 hours from the point it's requested to receive it and then I'll need to review it.**

**Let me know how you get on.**

**Kind regards,**

**(Your name)**

**(Your business name)**

The buyer will either get scared and stop messaging or they'll call your bluff. If they call your bluff just get your money back from Amazon. It's always worth a try though.

# The customer messages to cancel the order.

As annoying as they are, cancellations do happen. Usually they just use the eBay cancellation function, but sometimes they will message you direct.

Your response should be based on whether you have dispatched or not:

### Not dispatched:

**Good morning (customer name),**

**Thanks for your message.**

**Not a problem at all. Please follow the cancellation procedure on eBay and everything will be done for you.**

**I hope you can shop with us again soon.**

**Kind regards,**

**(Your name)**

**(Your business name)**

However, you may have already dispatched the item...

Item already dispatched:

**Good morning (customer name),**

**Thanks for your message.**

**Sorry to hear you wish to cancel.**

**I have already processed this transaction and dispatched it with our courier so unfortunately, I am unable to issue you a refund at this time.**

**What I can offer you is a free return, when the item does arrive please start the returns proceedings through eBay and you will receive your refund when I receive the item back.**

**What I will do is send you a QR code, which you then take to a Hermes Drop off Point, show the cashier and they will handle the rest.**

**Let me know if I can assist you with anything else.**

**Kind regards,**

**(Your name)**

**(Your business name)**

From here, you should wait until the buyer opens a return. You can issue the email for the return QR and follow the usual return process.

# The customer messages to say the item is damaged.

We've all seen the photos and videos doing the rounds on line of courier drivers launching parcels over fences or throwing them from 12 feet away at the recipients door.

The fact is deliveries get damaged, its just life. We obviously need to make that right for our customer.

**Good morning (customer name),**

**Thanks for your message, and for letting me know about the damage.**

**Please accept our profuse apologies for the inconvenience.**

**How would you like to move forward with this? If you would like, I can arrange a replacement item to be delivered out or a full refund; the choice is yours.**

**Again, we're very sorry your item has arrived broken. I will flag this up to our courier and ensure that they are more careful with deliveries in future**

**Kind regards,**

**(Your name)**

**(Your business name)**

Which ever solution the buyers chooses, you can arrange both a replacement or a refund via Amazon live chat.

Be sure you receive the damaged item back prior to dispatching a replacement or issuing a refund.

# A customer has purchased an item that is out of stock or is more expensive on Amazon than eBay.

Lystr being the divine software that it is protects us 99% of the time by ensuring our prices and stock levels are relative to those on Amazon.

But one day you forget to a price and stock up date or, that 1% of the time, Lystr doesn't pick an items price or stock movement up properly and you're left short.

Now, in these circumstances we always advise waiting at least 24 hours to see if the price and or stock level changes to where you need it to be, but if it doesn't then here's a message template to send before you cancel the order:

**Good morning (customer name),**

**Thanks so much for your order, your custom means a lot to us.**

**I've been hunting high and low for the last one we had of these. I've had my garage upside down and I've also checked our storage to no avail. It appears its gone missing or we had one less than we originally thought.**

**Please accept my profuse apologies for the inconvenience. I will refund you immediately and in full.**

**I will endeavour to restock these as soon as possible and will note you down as someone to message when they arrive to see if you are still looking for one.**

**Again, we're profusely sorry for the inconvenience.**

**Kind regards,**

**(Your name)**

**(Your business name)**

Once sent, cancel the order marking it as buyer asked to cancel.



We hope you found these message templates useful.

If you think of any additional templates that would be good to add in, please message Jake or Harvey so we can get it added in!

All the best,

Team Elevate

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