



# ***Order Delay Email*** **Customer Communication** ***Guide***

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## Anatomy of an order delay email

Whether you're looking at peak season or beyond, supply chain delays may feel inevitable. Many major carriers are struggling to meet the demands of growing eCommerce sales, which may cause issues for your customers. Unfortunately, people tend to blame you and not the carrier when something goes wrong. Get out ahead of that issue by creating messaging for potential delays that highlight how you're working to help your customer in unprecedented times. The best way is a "delay email" that proactively explains what's happening.

**Here is Red Stag's take on what to include, so customers stay happy and return to shop with you again. Plus, keep reading for three additional emails you may need this peak season. Each is designed to help you protect sales, improve relationships, and start 2023 strong.**

## 5 steps to writing the perfect delay email:

### 1. Clearly identifying the delay

You're notifying a customer because something has gone wrong. Get right to it. Tell your customer there's been a delay in the subject line and the top of the email body. Clearly let them know it's going to disrupt scheduled delivery times.

### 2. Communicating thanks

This is a customer service email, first and foremost. Use it as an opportunity to thank your customer and try to minimize shipping frustrations. Thank them so that the messaging about fixing the problem comes off as genuine.

### 3. Apologizing & explaining the delay

Delayed orders are never fun. Say sorry in the email body to let customers know that you're thinking about the inconvenience. Then, shift this to explain what's happened. You don't need to dive deep into the details, but you should discuss it enough to let customers know that you understand the issue and will take steps to address it.

### 4. Resetting expectations

Delays mean you may not make your original fulfillment promise. Stay honest here and tell customers how long of a delay they can expect. Give the answers that you have. Remind people how to contact your customer service team. If your CRM and order management tools are integrated, consider offering links for someone to click to check the status of their order — even if that's just a hyperlinked tracking number from your carrier.

### 5. Making it right

Wrap up with reassurances to your customer. Explain that they'll still get their package and that your team is ready to help. If there's something you can do directly, explain how you'll make this order right. This is a smart time to share a discount, make an offer, give a credit, or extend your returns period to keep people happy. Deals can turn this into a positive experience, **and you can flex some creativity by offering 22% off the next order with the code "Sorry2022," or 23% off with "Supply2023."**

## Now, let's review an example of what this could look like

By following the steps above you should be able to create an email just like this example. Here is how we applied the 5 steps.

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Recipients

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Subject: Oh no, your order has been delayed

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Hi {customer name},

Thank you so much for your recent purchase. Unfortunately, because of high demand and ongoing supply chain issues, there will be a delay in getting your order to you. We take our promises seriously and are sorry this has happened. Our team is working to get your order to you ASAP.

Your order is now expected to arrive on {date}, according to our best estimate.

There are more people shopping online than ever before, and delays like this have become difficult to predict. We know these issues can be frustrating, especially during the holidays. The shipping tracking number is still the best way to see the status of your order, but if you have questions for our customer care team, you can contact them here.

We're very sorry for this delay, and we sent out this email as soon as we were informed of the issue. As a token of our appreciation for your patience with us, we're providing everyone with a credit to use on your next order. Add the coupon "Supply2023" to save 23% on your next order anytime during 2023.

Thank you, and feel free to reach out if you have any questions.

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1. Clearly Identifying the delay
2. Communicating thanks
3. Apologizing & explaining the delay
4. Resetting expectations
5. Making it right

# Additional emails you may need this peak season

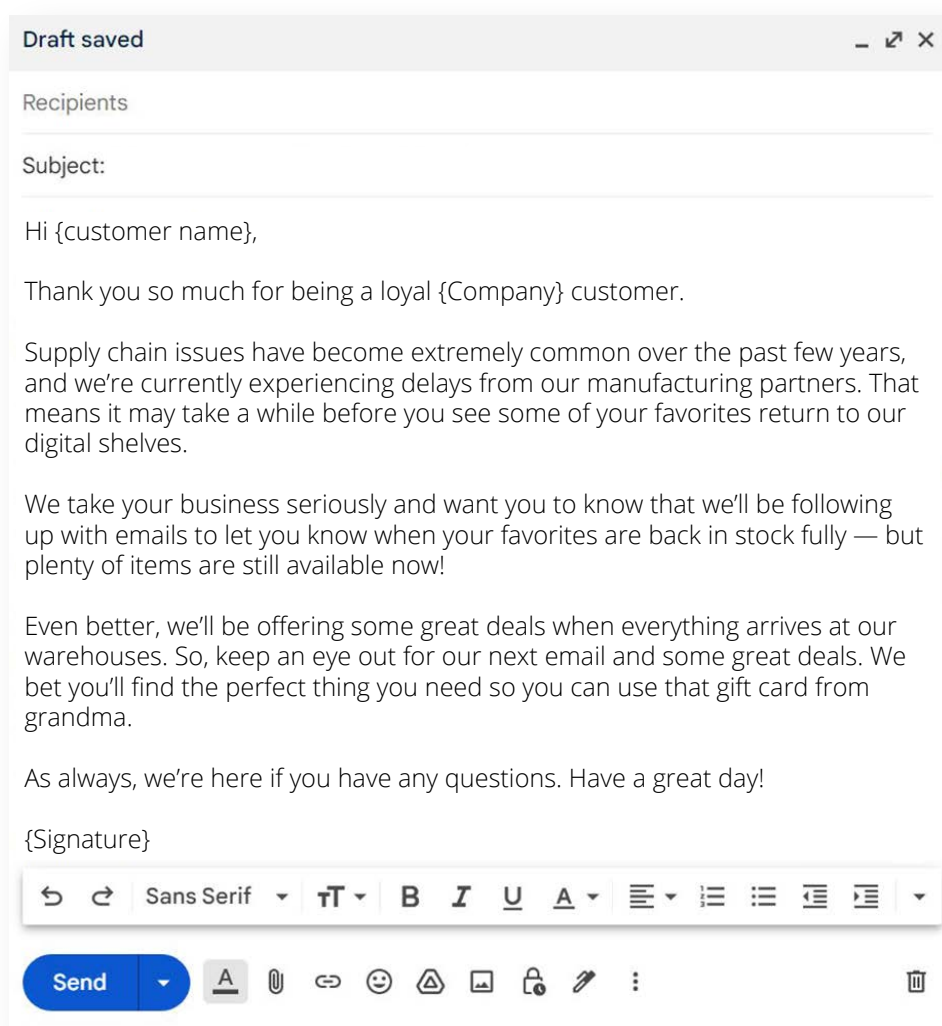
Peak season always comes with surprises, but you can be prepared for it. Red Stag Fulfillment has put together sample messages that your team may need. These templates can serve as a baseline for messaging you send to customers and help you start thinking about other news, events, and details to share throughout the season.

Happy selling and fulfilling!

## Delayed manufacturing or restocking email

### *Why should you send this?*

Delays that happen earlier in the shipping process can hurt your business. Sometimes that impacts customers directly because backordered items or recurring purchases and subscriptions are delayed. Other times it hurts your ability to sell and pushes your winter or spring products into the next season. This version of the delay email follows the same best practices above and gives you a chance to promote a potential sale or move units when delayed SKUs are back in stock.



### *Subject Line Options:*

- An update about {Company}
- Keep your eyes open for deals from {Company}
- Supply chain issues mean great upcoming sales

### *Sample Body Copy:*







## Peak season review email

### *Why should you send this?*

Reviews are always important to the success and healthy of eCommerce stores. It's a best practice to ask for reviews after purchase to build up your credibility among new visitors. This email is an option to encourage general reviews on your site and get feedback specific to holiday sales and fulfillment. It's a good way to track customer sentiment and compare it against partner service-level agreements, carrier success rates, and more. You earn goodwill and get great data.

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Recipients

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Subject:

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Hi {customer name},

We greatly appreciate your business here at the end of 2022. If you have a moment, I've got one question for you:

How did we do this holiday?

It's been a crazy year for selling things online and shipping them to your door. We're reviewing our policies and partners and want to know about your experience, everything from the product to shipping speeds and our emails.

The goal is to improve in 2023 and make this process as easy as possible. So, you can let us know directly by hitting "reply" or leaving a review on our store pages.

You're a big part of the {Company} family, and we've got great things planned for loyal customers next year. Stay tuned, and thanks again.

{Signature}

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### *Subject Line Options:*

- How did we do?
- Enjoying your new purchase?
- Did everything arrive in time?

### *Sample Body Copy:*





## Explaining your returns process

### *When and why should you send this?*

Returns are a fact of eCommerce life, and it's projected that about 33% of Americans will return something they received over the holidays. You can send this optional email to your customers to get ahead of those concerns and turn any returns process into a positive experience. The better your return and refund experience, the more likely a customer will buy from you again. It protects your long-term business operations.

Try leading in with a sales message to capture their attention and drive traffic to your store.

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Recipients

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Subject:

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Hi {customer name},

Didn't get exactly what you wanted this year? We've got just the cure for feeling like you were left off the nice list: holiday deals!

Check out our store page now to find some of the best pricing for 2023. {hyper-link with store page}

And we know it can be hard to be the gift-giver, too. Sometimes a size or color isn't right, or somebody gets two of the same thing! So, we're making returns easy this year, just in case that happened.

Here's a link to our easy-to-use returns policy: {URL}

Please note that all returns must be in good shape and returned within 60 days of purchase. If you're exchanging a gift for something else from our store, just hit reply, and we'll help you with that process.

Let's find you something perfect!

{Signature}

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### *Subject Line Options:*

- Ready to get what you really wanted?
- {Company} is making our returns process clear and simple
- Need a different size?

### *Sample Body Copy:*

