

# Use These 8 Templates to Deliver Bad News

When running a small business, circumstances beyond your control will inevitably impact service. Whether it's a change in the market, inclement weather or any other factor, you'll sometimes need to deliver bad news to your hard-earned customers.

While transparency and trust are critical to customer retention, and honesty will ultimately strengthen your relationships with them, that doesn't lessen the anxiety when the time comes to send the message.

**If you need help knowing what to say, use these templates to confidently deliver negative news with ease through text or email.**



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## Price Increase (Cleaning Service)

### *Text Template:*

Marsha's Maids: On Jan. 1, 2024, there will be an increase in our monthly cleaning subscriptions by \$10 due to our commitment to supply you with the best services while still supporting our talented staff. Thanks for understanding.

### *Email Template:*

Subject line: Our Prices Are Changing

On Jan. 1, 2024, we will be increasing our pricing. This will allow us to keep delivering exceptional service and continue to support our dedicated staff.

After Jan. 1, you will be charged an additional \$10 for monthly cleaning packages. Thank you for your understanding and continued support.

Letting your customers know about an upcoming price increase through a text or email is key. It's like giving them a friendly heads-up! Doing this shows your customers that you value their business and want to keep them in the loop. Plus, it helps them plan their budgets better. You can also use this as a chance to explain the thought process behind the change so they can see the value, and also helps them feel valued as you clue them in to your decision-making process.

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### Temporary Closure (Dentist's Office)

#### *Text Template:*

Gentle Dental: With our winter break coming up, we want to remind you that our office will be closed Dec. 22-26. Need an appointment before then? Hurry and book here: (Link)

#### *Email Template:*

Subject line: Uh-oh, Winter Closing

Please note that our office will be closed Dec. 22-26 due to the winter holiday. Our apologies for any inconvenience. To reschedule your appointment or to book a new appointment before the break, please use the Book Now button below to navigate to our client portal.

Thanks for your understanding and we look forward to seeing you soon!

Keeping your customers in the loop regarding temporary closures is critical. If you value their time, here's your chance to prove it. A quick message saves them the headache plus extra driving, and prevents you from losing a customer, especially if you're a business that usually takes walk-in appointments.

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### Discontinuing a Service (Landscaping Service)

#### *Text Template:*

Lucky Lawns: We wanted to give you a heads up that as of Dec. 1, we will no longer offer pest control as we focus solely on lawn maintenance. We look forward to servicing you in the future.

#### *Email Template:*

Subject line: Say Goodbye to Pest Control

After careful consideration, we have made the difficult decision to discontinue our pest control service. We're sorry for any inconvenience this may cause and assure you that our team is here to support you during this transition.

Thank you for your continued loyalty throughout the years and we look forward to continuing our commitment to providing you with the best possible lawn maintenance services.

If you have any questions, please visit our help chat on our website or click the link below. Thank you for your understanding.

Alerting your that you are discontinuing a service is vital for maintaining trust and creating a smooth transition. It shows that your business is all about transparency, and it also allows your loyal customers to plan and adjust to avoid creating chaos in their routines. By taking this proactive approach, you can keep up your commitment to customer satisfaction while avoiding negative reviews and angry customers.

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### Service Quality Issue (Wedding Service)

#### *Text Template:*

Wendell's Weddings: There's been an issue with our fog machines, and we need to remove this item from your wedding package. We're sorry for any headaches this may create! We are working hard to resolve this ASAP. Please reply directly to this text with any questions, and we will notify you once this has been resolved.

#### *Email Template:*

Subject line: Urgent: Change in your Services

At Wendell's Weddings, we take pride in delivering exceptional service to make your special day truly memorable. It's with a sense of responsibility that we're informing you that we're experiencing an issue with our fog machines that may impact some of our weddings.

Please accept our sincere apologies. We are hard at work to restore this service and will keep you posted as soon as this issue has been fixed.

Again, we sincerely apologize for any inconvenience this may be causing.

Our customer support team is here to help. Click the button below to connect with a member of our staff for any questions or concerns.

Service quality issues are never fun, but it's important to get ahead of communicating these issues with your customers. It shows you're taking accountability and standing on your commitment to keep the customer satisfied. It also allows both you and the customer to prepare a backup plan. These messages serve as a testament to your company's integrity and ultimately help ensure long-term customer loyalty.

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### Delay in Service (Business Consultant)

#### *Text Template:*

Carla's Consulting: We are a little behind in our delivery of your business plan. We apologize for any inconvenience this may cause. Your package will be completed within 3 business days. Please reply directly to this message if you have any questions. We're here to help.

#### *Email Template:*

Subject line: Delay in Business Plan Package

We wanted to let you know that your business plan creation is running behind schedule, and we are now looking at Nov. 13 for completion. While we'd like to uphold the initial due date, your satisfaction in the quality is important to us. We look forward to delivering you with a product you can be proud of.

Similar to a service quality issue, letting your customers know about a service delay can be tough, but it doesn't have to be tricky. It's important to inform them as soon as you know there will be a delay so that they can plan accordingly. Reaching out makes it clear that you are conscientious of their time and their business.

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## Change in Business Hours (Tutoring Center)

### *Text Template:*

Tee's Tutoring Shop: Our hours are changing! Starting Dec. 1, we will no longer offer Friday sessions. Our new hours are 3 p.m. to 7 p.m. Monday to Thursday. See you soon!

### *Email Template:*

Subject line: No More Friday Sessions

We're saddened to share that we'll now be closed on Fridays beginning in December. Our new hours are 3 p.m. to 7 p.m. Monday to Thursday. While we'll miss the extra time with your student, we look forward to sending them home with extra educational tools and freeing up that evening for your family to make memories.

This one is pretty easy, but equally important. Your customers need to know if your hours change ASAP. Allow enough time so they can adjust their schedule. This is especially important if you're adding more availability. You want to be sure your current and potential customers know they have more options to schedule with you.

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### Reduction in Workforce/Layoffs (Law Firm)

#### *Text Template:*

To adapt to evolving needs, we've made a few changes internally, and are now working with a smaller workforce. Rest assured, we are still committed to providing the same quality legal services. Your case will continue to receive expert attention. Thank you for your trust and support.

#### *Email Template:*

Subject line: Notice: Changes in Our Legal Team

To adapt to evolving needs, we've made workforce adjustments to ensure long-term sustainability. This will impact our selectivity when it comes to taking on new cases.

We are taking proactive steps to minimize any disruptions during this transition to ensure your legal matters continue to receive the same expert dedication.

Thank you for your trust and continued support. We look forward to serving you.

Workforce reductions are tough, but if there's a chance that downsizing will affect any of your current customers, make sure they are aware. Looping them in on the situation allows you to build trust by showing that you value transparency. It also can help you get ahead of any potentially awkward conversations.

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### Last Remarks

Effective communication during challenging times is the cornerstone of trust and long-term success for your business. Remember that your clients value transparency, but delivering tough news with empathy and clarity is vital.

If you're dreading typing out hundreds of emails and texts, allow **Thryv Business Center** to do the heavy lifting. Our automated text and email tools allow you to preschedule messages to your entire customer base so you can respond proactively when these situations arise.