Reply with a clear next step.

Five separate situations, not a five-email sequence. Replace every bracketed detail before sending.

1. A new enquiry needs a proper review

Use when: You received the request but need time to give a useful answer.

Subject: Your enquiry about [service]

Hi [First name],
Thanks for contacting [Business] about [service]. I am checking your request and will reply by [realistic day and time, including timezone if needed]. Is [one important detail] correct?
If your plans have changed, please let me know.
[Staff name]
[Business]

2. One detail is missing before you can quote

Use when: You know which specific detail is needed to take the next step.

Subject: One detail for your [service] quote

Hi [First name],
Before I prepare your quote for [service], could you confirm [one missing detail]? This will help me check [what depends on it].
Once I have that, I will [next action]. You do not need to send payment details by email.
[Staff name]
[Business]

3. An approved quote is ready to review

Use when: The correct quote and its terms have been checked and approved.

Subject: Your [service] quote: [quote reference]

Hi [First name],
Your quote for [agreed scope] is ready: [verified quote link or attached filename]. It includes [brief scope] and [the terms the approver has confirmed].
Please reply with any questions or tell me whether you would like to discuss the next step. We will confirm availability separately.
[Staff name]
[Business]

Reply with a clear next step.

Five separate situations, not a five-email sequence. Replace every bracketed detail before sending.

4. An agreed follow-up is due

Use when: A relevant follow-up is due, no reply has arrived and no stop request is recorded.

Subject: A question about your [service] enquiry

Hi [First name],
I am following up on [specific enquiry or quote] as [agreed context]. Would you like help with [one useful next step], or would a later time suit you better?
If you are no longer looking, please tell me and I will stop following up on this request.
[Staff name]
[Business]

5. Close this request without pressure

Use when: The customer declines or your agreed follow-up process has reached its end.

Subject: Closing your [service] enquiry

Hi [First name],
I will close this [service] enquiry for now and stop follow-ups about this request. If you need help later, you are welcome to contact [Business] again. We will check the options available then.
Thank you,
[Staff name]
[Business]

Agree before staff use these replies

Service and the next useful customer action: _____

Reply owner, backup and staffed hours: _____

Who approves prices, scope and promised times: _____

Approved message version and pre-send review: _____

Follow-up, stop and correction rules: _____

Use one reply owner. Check recent messages before sending. Stop follow-up after a refusal; record who handles any correction. Keep real customer details outside shared copies.

Test before using with customers.

Use contacts and inboxes you control. Full test actions and editable evidence fields are in the template.

01 The reply answers the current question

The chosen message fits the latest question and asks for one useful next step.

Result: Untested / Needs work / Passed Evidence / owner: _____

02 No bracketed detail reaches the customer

No writing prompt or missing detail is sent; unknown information goes back to the reply owner.

Result: Untested / Needs work / Passed Evidence / owner: _____

03 Price, availability and timing are approved

The reply makes only checked promises; the responsible approver handles exceptions.

Result: Untested / Needs work / Passed Evidence / owner: _____

04 Recipient, sender and quote link are correct

The test reaches the intended inbox and the recipient can reply and open the intended material.

Result: Untested / Needs work / Passed Evidence / owner: _____

05 Another person has not already answered

One person owns the send; existing replies and other automatic messages are checked for overlap.

Result: Untested / Needs work / Passed Evidence / owner: _____

06 A refusal or failed send has an owner

A stop request ends follow-up on the enquiry; failed delivery is reviewed without repeated blind resends.

Result: Untested / Needs work / Passed Evidence / owner: _____

Approved version and operating owner

Version / approver: _____ Reply owner: _____
Fix / retest: _____ Next review: _____
Stop / correction owner: _____