EMAIL TEMPLATE 1: Sample customer email for businesses that are closed

To our customers,

We have always prioritized the safety of our customers, and in these uncertain times, this is no different. That’s why we are practicing and enforcing best practices for social distancing and self-isolation in the midst of COVID-19.

As you know, safety recommendations — including those for our our customers and staff — can and will likely change in accordance to the CDC and our state recommendations. You can count on us to keep up-to-date with the latest recommendations by the state and federal government. We will share this information with you on our website [link to your company’s website].

We encourage you to stay safe. This includes practicing safe social distancing. We are thinking about our customers and look forward to serving you again in the future when lockdown recommendations have been lifted.

Until then, connect with us virtually online via our website and social media channels. This is where you’ll find any updates on how we are managing the safety of you and our staff. We’ll also share tips on how to continue to stay healthy and well.

What to expect from us

Unfortunately, there is no telling when things will be “back to normal” in any sense. Rest assured that we’re doing our best to keep you informed and taking every precaution to help flatten the curve. This means support will be somewhat selective and limited during this time.

However, you can stay abreast of what’s happening by subscribing to our newsletter and following us on social media. That’s where we’ll first update you with any news on reopening.

You can also continue to support our business in various ways. In addition to subscribing to our newsletter and following us on social media, tell a friend or family member about us. Shop online [insert link to website] and enjoy special pricing and discounts.

We are carefully monitoring the situation (just like you) and, at this moment, cannot provide an estimated time of reopening. The most important thing is to make sure the full opening in the future happens in a safe environment. We’re all in this together, learning together, and adapting together.

If you have specific questions not addressed here or on our website, reach out to us. We’re still available to answer your questions and respond to any concerns, though do keep in mind, the response time might be a little longer than what you’re used to.

We’re working diligently to adapt to new circumstances while planning for the future. Our customers have always been the heart of our company. We’re grateful to you, your ongoing support, and that you’re doing your part to flatten the curve.

Sincerely

[Your Name]

EMAIL TEMPLATE 2: Sample customer email for businesses that are reopening

To our customers,

As you may know, our business has been allowed to re-open. We will be opening our business on [insert date]. At first, we will limit our hours to [insert adjusted store times] in order to allow for overnight cleaning and sanitization.

We are experiencing a backlog, and we are doing our best to accommodate each one of our customers. You can reach us at [insert website, social media channels, email address, and/or phone number] if you have an urgent matter.

How we are reopening

We will also be following the CDC’s recommended guidelines to keep our employees and customers safe. In addition, we are taking the following precautions with our employees:

[Insert new policies, such as]

 All workers will have their temperature taken before entering the building

 All workers are required to have a face mask

 Workers will sanitize and disinfect shared services frequently

We encourage our customers to wear masks or facial coverings, wash/sanitize your hands before coming to the store, and — most importantly — stay at home if you are feeling sick.

To ensure employees and shoppers maintain distance, we will be placing decals on the floor to direct traffic flow, limit the number of customers in at a time, and will be not allowing customers to use shared common areas [insert examples, such as bathrooms, lobby area, etc.]. We will also install contact-less payment technology, such as Apple Pay or Venmo. We are carefully monitoring the situation. The most important thing is to make sure we conduct business in a safe environment.

If you have specific questions not addressed here or on our website, reach out to us.

We look forward to seeing you,

[Your Name]