**A close-up of a logo

Description automatically generated10 Reassurance Statements for Customer Service**

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| # | Reassurance Statement Example |
| 1 | “Hi, you’re through to John. I’m an experienced advisor in the customer services team here at [insert company name]. How can I help you?” |
| 2 | “I’ve come across this issue before. What I did to resolve it was…” |
| 3 | “Thank you. I’m just going to repeat back what you’ve told me, so we can be sure that we’re on the same page.” |
| 4 | “I realize that this is a very difficult situation. But don’t worry, I understand the problem and you’re through to the right person to get this sorted for you today.” |
| 5 | “I can help.” |
| 6 | “I’m so sorry to hear this. It shouldn’t have happened. I’ll look into this right away for you.” |
| 7 | “There’s no rush. Please take as long as you need to explain the problem to me.” |
| 8 | “Thanks for alerting me to the problem. I can understand why you feel [insert emotion]. Let me find a solution to this.” |
| 9 | “We can solve this together.” |
| 10 | “Yes” |