

# Escalation Scenario: Pushing Back on a Customer Request That Doesn't Align with Company Policy or Contract

## Objective:

Respond professionally to a **customer's request that cannot be accommodated**, while maintaining a positive relationship, reinforcing the value of your partnership, and offering alternative solutions when possible.

## Best Practices for This Email:

1. **Acknowledge the customer's request & frustration** – Show empathy without over-apologising.
2. **Reiterate contract terms or policy without being confrontational** – Keep it factual.
3. **Offer an alternative or workaround if possible** – Show willingness to help.
4. **Maintain professionalism, even if the customer is frustrated** – Stay calm and composed.



## Email Example: Pushing Back on a Non-Compliant Customer Request

**Subject:** *[First Name], Let's Find the Best Path Forward*

Hi [First Name],

Thank you for reaching out regarding [**Customer's Request**]. I completely understand where you're coming from, and I appreciate your patience while we review this.

After consulting with our internal teams, I want to be upfront that **we are unable to proceed with this request** due to [**reason – contract limitations, company policy, etc.**]. As outlined in [**reference agreement, SLA, or company policy**], our process ensures [**why this policy exists – fairness, compliance, system limitations, etc.**].

That said, I want to make sure we explore all available options to support you. While we cannot accommodate [**the original request**], I'd love to discuss [**alternative solutions, workarounds, or next best steps**]. Many of our customers in similar situations have found success with [**mention an alternative approach, training, timeline adjustment, etc.**].

Would you be open to a quick call to go over these options and find the best way forward? I'm available at:



[Tuesday, Jan 16 at 10 AM]



[Wednesday, Jan 17 at 2 PM]

Or you can book a time here: [**Insert Calendar Link**]

I truly appreciate your partnership and want to ensure we're supporting your goals as best we can within our agreed terms. Let me know how you'd like to proceed.

Best regards,

[Your Name]

[Your Company]

## **Why This Works?**

1. **Acknowledge frustration but keep emotions out of it** – "I completely understand where you're coming from..."
2. **State the policy without being confrontational** – "As outlined in our agreement, our process ensures..."
3. **Offer a workaround or next steps** – "Many customers in similar situations have found success with..."
4. **Leave the door open for discussion** – "Would you be open to a quick call to go over options?"