

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.

Alternative Response for a More Frustrated Customer

If the customer is **aggressively pushing back**, here's a **firmer but still professional** response:

Subject: *[First Name], Finding the Right Solution Together*

Hi [First Name],

I understand that this isn't the response you were hoping for, and I truly appreciate your transparency in sharing your concerns. Our goal is always to provide the best possible support while ensuring we stay aligned with our agreed terms.

Unfortunately, **we are unable to accommodate [the request]**, as it falls outside the scope of our **[contract, SLA, policy]**. These policies are in place to ensure **[fairness, consistency, compliance, scalability]**, and while I wish we could make an exception, this is not something we can adjust.

That said, I don't want this to be a roadblock. I'd love to explore **[alternative solutions]** that can still help you achieve your goals while staying within the agreed framework. Would you be open to discussing some options?

I'm happy to set up a quick call at your convenience:



[Offer two time slots]



[Insert Scheduling Link]

I appreciate your partnership, and I want to ensure we find a path forward that works for everyone. Let me know how you'd like to proceed.

Best,
[Your Name]

Key Adjustments for This Version

1. **More direct pushback** → "While I wish we could make an exception, this is not something we can adjust."
2. **Stronger policy reinforcement** → "These policies are in place to ensure fairness, consistency, compliance..."
3. **Still keeps the door open** → "I'd love to explore alternative solutions that can help you achieve your goals."

Takeaways for Pushing Back Professionally

- Stay calm & professional, even if the customer is aggressive.
- Acknowledge their frustration without apologising excessively.
- Clearly state why the request cannot be accommodated.
- Offer a next step or alternative solution to keep the relationship positive.
- End with a clear CTA for a call or further discussion.