

# Anatomy of an Order Delay Email

Whether you're looking at peak season or beyond, supply chain delays may feel inevitable. Many major carriers are struggling to meet the demands of growing eCommerce sales, which may cause issues for your customers. Unfortunately, people tend to blame you and not the carrier when something goes wrong. Get out ahead of that issue by creating messaging for potential delays that highlight how you're working to help your customer in unprecedented times. The best way is a "delay email" that proactively explains what's happening. Here is Red Stag's take on what to include, so customers stay happy and return to shop with you again.

## 5 things every delay email should include

1

### Clearly identifying the delay

You're notifying customers because something has gone wrong. Get right to it. Tell your customer there's been a delay in the subject line and the top of the email body. Clearly let them know it's going to disrupt scheduled delivery times.

2

### Communicating thanks

This is a customer service email, first and foremost. Use it as an opportunity to thank your customer and try to minimize shipping frustrations. Thank them so that the messaging about fixing the problem comes off as genuine.

3

### Apologizing and explaining the delay

Delayed orders are never fun. Say sorry in the email body to let customers know you realize it's an inconvenience. Then, shift to explaining what has happened in broad detail. Show customers that you understand the issue and will tackle it to the best of your ability.

4

### Resetting expectations

Delays mean you may not make your original fulfillment promise. Stay honest here and tell customers how long of a delay they can expect. Give them your best information, show how they can contact customer support, and reshare tracking details to help customers who want to see the carrier's status.

5

### Making it right

Wrap up with reassurances to your customer. Explain that they'll still get their package and that your team is ready to help. Explain what steps you'll take to make things right. If you're concerned about losing a sale, this is the perfect time to offer a discount or extend returns periods to keep people happy. Prioritize creating a positive experience.

Now, let's review an example of what this could look like.

1 Oh no, your order has been delayed!

Hi {customer name},

2 Thank you so much for your recent purchase. Unfortunately, because of high demand and ongoing supply chain issues, there will be a delay in getting your order to you. We take our promises seriously and are sorry this has happened. Our team is working to get your order to you ASAP.

4 Your order is now expected to arrive on {date}, according to our best estimate.

There are more people shopping online than ever before, and delays like this have become difficult to predict. We know these issues can be frustrating, especially during the holidays. The shipping tracking number is still the best way to see the status of your order, but if you have questions for our customer care team, you can [contact them here](#).

We're very sorry for this delay, and we've sent out this email as soon as we were informed of the issue. As a token of our appreciation for your patience with us, we're providing everyone with a credit to use on your next order. Add the coupon code "Supply2022" to save 22% on your next order anytime during 2022.

2 Thank you, and feel free to reach out if you have any questions.

[Signature]

Get Help Avoiding Supply Chain Delays

Or give us a call:  
855-521-2269

ELEVATING EXPECTATIONS. PURSUING PERFECTION.