

Follow-up & appointment message pack

Before using these drafts

Replace every [placeholder]. Remove promises you cannot keep. These are original illustrative wording, not legal compliance templates. Review commercial email rules. SMS needs separate channel-consent and provider-policy review.

Enquiry acknowledgement

Subject: We received your [service] enquiry

Hello [name], thanks for contacting [business]. We received your enquiry about [service]. [Responsible team] will review it and [genuine next step]. Please reply if there is anything else we should know.

Useful follow-up

Subject: A question about your [service] request

Hello [name], are you still looking for help with [service]? To suggest the next step, we need [missing detail]. Reply here or use [verified contact link]. If plans changed, let us know and we will close the enquiry.

Close the loop

Hello [name], we have not heard back, so we will close this enquiry and stop automated follow-up. If you need help later, contact [real contact method]. Thank you, [business].

Appointment confirmation

Your appointment is confirmed for [full date], [time and time zone], at [location/join link]. Please [real preparation instruction]. To request a change, use [verified link/contact]. [State real approval requirements].

Appointment reminder

A reminder of your appointment on [full date] at [time and time zone]. Location: [location/join link]. To request a change, use [verified link/contact]. Do not provide an unmonitored reply address.

Reschedule confirmation

Your updated appointment is [full date, time and time zone]. The previous time is no longer booked. Location: [verified location]. If this differs from your request, contact [monitored method].

Human handoff

We need a team member to help with that question. We passed your message to [responsible role]. [Genuine next step or response window]. You do not need to repeat your request.

Sequence stop checks

Before follow-up: check replies, bookings, opt-outs, complaints and closed deals. Before reminders: check the current booking, cancellation and channel permissions. Route delivery failures and ambiguous matches to a named person. Keep manual pause available. Include genuine sender identity and required address/opt-out details where applicable.