

COMMUNICATE

Beginner

15 MIN

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Draft a response to a customer complaint with Copilot.

Draft a grounded response to a customer complaint using their account history instead of a generic apology template.

MICROSOFT 365

Outlook

WORKS WITH

Copilot

Business Outcome

Complaint responses that address the customer's actual issue and history, improving resolution on first reply.

Workflow Steps

Step 1: Read the complaint fully before drafting anything

Outlook

Read the whole email, not just the subject line or first sentence — complaints often bury the actual core issue halfway through after some context-setting.

Note both the specific problem and the customer's tone (frustrated but patient vs. ready to escalate), since a billing-error complaint and a service-delay complaint need genuinely different responses, not a swapped-out product name in the same template.

Step 2: Ask Copilot to draft a grounded response

Copilot

Give it the complaint and the customer's account history, and ask for a response that addresses the specific issue rather than a generic apology.

PROMPT

This customer is complaining about [specific issue]. Using their account history, draft a response that acknowledges the specific problem, explains what we're doing about it, and avoids generic apology language.

Step 3: Verify every factual claim about the account

Outlook

Confirm any reference to the customer's history, billing, or prior interactions is actually accurate before it goes out — a wrong detail in a complaint response makes things worse.

Step 4: Have a second person review for tone on escalated complaints

Outlook

For anything already escalated or high-risk, get a second read before sending — tone matters more than usual when a customer is already upset.

✓ Check the work

- Every factual claim about the customer's account has been verified.
- The response addresses the specific complaint, not a generic version of it.
- Escalated or high-risk complaints got a second-person review before sending.

Expected Outcome

A complaint response referencing the customer's actual account history and the specific issue raised.

Want help rolling this out across your team? [Go to Liminals.Tech](#) ■