Escalation Reply Scripts

The toolkit covers everyday replies. These scripts cover the hard ones: chargebacks, threats, public complaints and the messages that decide your reviews.

The Angry 'Where Is My Order?'

- Script: 'You are right to chase this, and I am sorry for the wait. Your parcel left us on [date] and is now at [hub]. Here is your live tracking link: [link]. If it has not moved by [date], I will [reship/refund] — your choice.'
- Why it works: it validates, gives facts, and ends with a dated promise you control.

The Chargeback Threat

- Script: 'I would rather fix this directly and faster than a bank dispute. I can offer [refund/reshipment] today. If you still prefer the bank route, I understand — but my offer stands either way.'
- Never argue about who is right. Speed and calm beat being correct.

The Public Complaint (Social or Review)

- Script: 'I am sorry this was your experience — it is not our standard. I have messaged you directly to fix it today. — [Name], [Store]'
- Reply once, in public, with warmth. Then move the detail to private messages. Onlookers judge the reply, not the complaint.

Review Extortion ('Refund or I Leave 1 Star')

- Script: 'I am happy to help with any genuine problem, and our returns policy is here: [link]. I cannot exchange refunds for reviews, but I will always fix a real issue.'
- Screenshot the message. Most marketplaces ban review extortion and will remove the review with proof.

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