

# CRESITA LLC NEWSLETTER

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## ***Why Follow-up is Important***

This month, as with most months, I want to emphasize how important effective communication is to success in business or most other endeavors for that matter.

One thing that I have observed that represents poor customer service is not acknowledging emails. When this occurs, one can assume the business doesn't really care about the customer. Although there may be very legitimate reasons for not responding to an email that is sent particularly when the content needs to be evaluated. There is really no excuse for not at least acknowledging the email and communicating some type of time as to when the sender may expect a response

Let me expound on one of the reasons that acknowledgement is such an important component of customer service. An INC. survey tells us that the average response time to a business email should be one day or less.<sup>i</sup> I understand why an actual response may take longer as that depends on the nature of the business question, but I really struggle with why an acknowledgement of an email takes so long or never occurs.

I would say most email systems allow for an automated response that can acknowledge receipt of the communication and can communicate expectations for a response. Why is acknowledgement important:

Probably first and foremost is an acknowledgement that is sent quickly says I hear you and responding to your needs is a priority.

Second, a timely acknowledgement tells me that the business's management team is tracking customer service and that topic is a priority.

Thirdly, many email systems can experience intermittent outages so an acknowledgement can help confirm receipt and support the points above.

Fourth, many older adults, who may be part of your customer base, are unsure how to move ahead in a digital world and the acknowledgement can help assure them that they are on the right track. Even younger customers may have various firewalls that may not always allow for certain communications to get out of their email.

Some employees may feel they are overwhelmed with work or are not paid enough to respond in a timely manner, mostly due to the workload. I always value employees who treat the business as their own and I question what information management has or not to address this concern. To those employees who feel this is not their job, I would say what if your employer goes out of business what is your next move for you or your family?

How does a business attack this issue?

Some low or no cost options include:

- Set your email system with an automated response stating an email has been received.
- Regularly survey customers about their experience and do something with the results.
- Develop a FAQs page on your website, that customers or potential customers can access. Discuss during staff meetings what the common questions are received so that customer service or other staff develop standard answers that can be cut and pasted into emails. This not only saves time for staff but ensures the answer is consistent. I have seen customers contact staff multiple times with the same question with the hope of getting a different response. The FAQs can also be posted on the website and multi-purposed to orient new staff.
- If an organization has some budget to work with, there are AI customer service platforms that might work for your business.

In any event, I feel acknowledgement of emails is an important customer service issue. If you don't believe me then Customer Think stated that they estimate the cost to U.S. businesses of poor customer service to be about \$75 billion annually.<sup>ii</sup>

I would conclude by saying, think twice before you or your company does not acknowledge business communications, particularly emails in a timely manner.

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<sup>i</sup> <https://www.inc.com/justin-bariso/teamwork-collaboration-how-long-respond-email.html> Accessed 01/17/2026

<sup>ii</sup> [Breaking Hearts and Bottom Lines: How Poor Customer Experience Costs Businesses \\$3.7 Trillion in Lost Love | CustomerThink](#) Accessed 01/17/2026