

Date: [Insert Date]

To: [Employee Name]

Role: [Employee Job Title]

Subject: Recognition of Customer Service Excellence during [Name of Crisis/Incident]

Dear [Employee Name],

I am writing to formally recognize your outstanding performance and dedication during the recent [Insert Brief Description of Crisis, e.g., System Outage / Product Recall].

Your ability to remain calm, professional, and empathetic under significant pressure was instrumental in maintaining our customers' trust. Specifically, your work in [Mention specific achievement, e.g., resolving 50+ high-priority tickets / de-escalating key accounts] directly contributed to our successful crisis resolution.

As a token of our appreciation for your commitment to customer service excellence, the company is awarding you a one-time performance bonus of \$[Insert Amount]. This will be reflected in your next paycheck on [Insert Date].

Thank you for going above and beyond to protect our brand reputation and support our clients during this challenging time.

Best regards,

[Your Name]

[Your Title]

[Company Name]