

Dear [Customer's Name],

We hope this message finds you well. We would like to take a moment to thank you for your continued loyalty to [Your Company Name]. As a valued customer, we are pleased to inform you that your recent invoice dated [Invoice Date] includes a [Percentage]% loyalty discount.

We noticed that the payment for this invoice is currently outstanding. We kindly remind you to process the payment by [Due Date] to take full advantage of the discount offered.

If you have already made the payment, please disregard this message. Otherwise, should you have any questions or require further assistance, do not hesitate to reach out to us at [Contact Information].

Thank you for being a part of the [Your Company Name] family. We look forward to serving you again soon!

Sincerely,  
[Your Name]  
[Your Position]  
[Your Company Name]  
[Contact Information]