

Dear [Customer Name],

We hope this message finds you well. We are writing to you regarding important changes to your service subscription that will take effect on [Effective Date].

As part of our commitment to providing exceptional service, we have made some adjustments to our subscription plans. These changes are aimed at enhancing your experience and ensuring that you receive the best possible value.

Changes to Your Subscription

- **Subscription Plan:** Your subscription will be upgraded from [Old Plan] to [New Plan].
- **Pricing:** The new price for your subscription will be [New Price], starting on [Effective Date].
- **Features:** The new plan includes [List of New Features].

If you have any questions about these changes or if you would like to discuss your subscription options further, please do not hesitate to contact our customer service team at [Customer Service Email] or [Customer Service Phone Number].

Thank you for your understanding and continued support.

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