Hi [Customer name],

I hope you’re doing well! I saw that you gave us a shoutout on [Twitter/Facebook/LinkedIn] the other day – we were delighted! Thanks for your kind words.

I don’t mean to impose, but I actually want to ask for a small favor: we’re putting together a series of customer testimonials for [a case study/our website] and we’d love to have yours included.

Would you be interested in providing a few words on how you’ve been using our [product/service] and the value you’re seeing? Here’s a {link} where you can fill out your quote.

Thanks again,

[Your name]