Internal Pre-Survey Announcement

Communicating the launch of your survey will boost response rate and allow you to show your dedication to providing exceptional service and building strong relationships. Use the following tips to help you compose your own communication.

Announcement Best Practices

It is essential to inform your staff that you have partnered with Inavero to collect feedback and measure the satisfaction of your clients, and that survey recipients will receive an email asking them to click a link to complete a short survey. Outlined below are details to share internally and your Inavero Account Manager can give you specific details to include as well.

- **Share the date that the survey will be sent.** Explain that it will remain open for two weeks.

- **Include the name and/or title of the person who has signed the email.** The survey invitation email will be signed by someone at your firm. You will designate this person in your survey contact list. Survey recipients may want to reach out to the person who signs the email, and may mention the survey in future correspondence. Therefore, it's important that everyone is on the same page and aware of the survey.

- **Include a link to view a sample of the survey that's supplied by your Inavero Account Manager.** Explain that the short and concise survey format has been proven to garner a strong response rate and receive timely and actionable account level feedback.

clearly**rated**™
powered by **inavero**

Internal Introduction Email

Hi [**Name**],

I'm excited to announce that [**brand**] has partnered with satisfaction research firm Inavero to take a pulse of our relationships with clients to find out how we are doing. Over the next few days, we will email the clients that we have done business with over the past quarter to ask them to participate in a short survey to collect their feedback.

The email will be signed by [**insert name/title**], and they will receive an email notification any time their clients give a satisfaction score of 6 or lower out of 10. [**state your expectations for follow-up on email notifications here**].

Thanks in advance for your understanding. I look forward to reading our client feedback and strengthening our business.

Sincerely,
[Name]