

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 and find out how we are doing. Over the next few days, we will email clients that we have done business with over the past quarter to ask them to participate in a short, 8-question survey to collect their feedback.

The email will be signed by [Partner], and [Partners] will receive an automatic critical response email any time that their client score their satisfaction a 6 or lower. ([state your expectations for follow-up on critical responses here](#)).

Survey Key Dates

[xx/xx/xxxx] - Survey launches

[xx/xx/xxxx] - Survey reminder is sent to clients that have yet to respond to the survey

[xx/xx/xxxx] - Survey closes at 5pm PST

Who to direct questions to

Survey program questions:

[[Internal Key Contact](#)]

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

Sincerely,

[Name]