


Step 1: Good Content

The content of a survey invite email contributes greatly to good response rates, as well as to the openness of those responses. A best practice Customer Survey email invitation typically includes:

- **Personalisation:** “Dear Robert” shows that you care ... “Dear Customer” doesn’t.
- **Engagement:** Let customers know that you value their feedback, and why it’s important.
- **Time:** Your Customer Survey shouldn’t take too long to complete, so emphasise this fact.
- **Incentives:** In some scenarios, it may be appropriate to incentivise feedback with the opportunity to win prizes, e.g. via entry into a draw, or as a part of a ‘game of skill.’
- **Say Thank you:** ... in the invite, and in a ‘Thank You’ email/sms upon completion.

 **Power Tip:** to boost response rates, we recommend sending out a follow-up ‘reminder’ to all invitees who haven’t completed the survey within 3-5 business days.

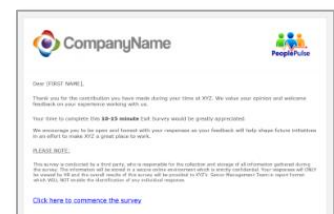
Examples:

Please continue to the following pages for tried and tested examples of invite and reminder content.

Please note: the examples are for Annual Customer Satisfaction Surveys, and as such are lengthier than the recommended amount of text in invites/reminders for shorter ‘post-transaction’ surveys. For best-practice templates of shorter Email/SMS invites, e.g. for Post-Service, New Customer, and Lapsed Customer Surveys, please consult your PeoplePulse Survey Project Manager.

Step 2: Good Looks

While it’s important to get the content right, a customised, professional looking email template can also boost engagement. Furthermore, many clients choose to ‘co-brand’ to increase reassurance as the survey is being conducted via PeoplePulse – an independent 3rd party provider.



Step 3: Go Further ... Go Mobile!

PeoplePulse specialises in the design and delivery of exceptional surveys and reports. This document outlines recommendations around email invitations – best when used for respondents using desktop computers. PeoplePulse also features powerful Mobile Survey capabilities, which detect mobile/tablet devices and serve a ‘mobile friendly’ version of the survey. Invites/Reminders can even be sent via SMS.

To learn more, and for a free demo, say hello:

by phone: +61 2 9232 0172
or visit us at: www.peoplepulse.com





CUSTOMER SURVEYS

Best Practice for Invite and Reminder Emails

SAMPLE EMAIL INVITE:

From Name: CEO / MD Name
From Email: survey@xyz.com.au / xyzsurvey@peoplepulse.com.au
Subject Line: Your feedback on this matter is important to [Company]
Client Satisfaction Survey – Please give us your feedback!
Tell us what you really think!

Dear [First Name],

Feedback is an important aspect in maintaining strong communication with our clients. To that end, I am inviting you to participate in our annual Client Satisfaction Survey.

Your responses will enable us to continue improving the quality of the services we provide and shape our future client initiatives.

This short survey will only take 5 minutes of your time. In return for your time you we will donate \$xxx to xyz *charity* for your completed survey. **[This is just one example of ways in which an incentive can be used to increase response rates. Prizes are also a commonly used option.]**

The survey closes at 5pm XXX date XXX.

The survey is being conducted on our behalf by an independent research company. They will protect all survey results and ensure the responses are kept confidential.

Please do not hesitate to contact XXX with any questions or concerns you may have.

Thank you in advance for your time and I look forward to receiving your valuable feedback.

[Please click here to commence survey.](#) **[auto-generated link with preloaded data about each client]**

Kind regards,

[CEO/MD Name]
[Job Title]
[Company]

Having trouble with the survey link?

If this survey link does not work for you when clicked, or has wrapped onto 2 separate lines in your e-mail, please copy and paste the entire link (all characters/numbers) into your web browser's address bar, then press enter.

Full survey link: %url% **[auto-generated link with preloaded data about each client]**

To unsubscribe simply [click here](#).





CUSTOMER SURVEYS

Best Practice for Invite and Reminder Emails

SAMPLE EMAIL REMINDER:

From Name: CEO / MD Name
From Email: survey@xyz.com.au / xyzsurvey@peoplepulse.com.au
Subject Line: Reminder: Your feedback on this matter is important to [Company]
Reminder: Client Satisfaction Survey – Please give us your feedback!
Reminder: Tell us what you really think!

Dear [First Name],

We recently sent you an invite to provide us with invaluable feedback via our annual Client Satisfaction Survey.

This survey should take no more than 5 minutes of your time. In return for your time you we will donate \$xxx to xyz charity for your completed survey. **[This is just one example of ways in which an incentive can be used to increase response rates. Prizes are also a commonly used option.]**

The survey closes at 5pm XXX date XXX.

[Please click here to commence survey.](#) **[auto-generated link with preloaded data about each client]**

Thank you in advance for your participation.

Kind regards,

[CEO/MD Name]
[Job Title]
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