

EMAIL TEMPLATE: Internal Launch – Customer Experience (CX)

Subject: Launching HappyOrNot – A new tool to hear directly from our customers

Hi Team,

We're excited to share that we're launching **HappyOrNot**, an easy-to-use feedback system that will help us better understand how customers feel about the service we provide every day.

 [Watch how it works \(1 min\)](https://vimeo.com/765613453) [link: <https://vimeo.com/765613453>]

[Explain what products you will be using, their locations, and what specific elements of customer experience you aim to measure]

We'll Use This To:

- Know what's going well and what might need improvement
- Fix issues before they escalate
- Celebrate wins and highlight great service moments
- *[add more practical examples of how you're planning to use the solution]*

Why This Matters

You're the face of our business, and the work you do matters. Using HappyOrNot will give us a clearer picture of what customers experience and helps make sure you get credit when things go well and support when challenges come up.

What Happens Next *[edit this section to fit your organization]*

Here's what to expect as we roll this out:

1. **Team Briefing** – We'll walk through how HappyOrNot works, why it matters, and how you can support it.
2. **Onsite Setup** – Feedback terminals will be installed in key areas where customer experiences happen.

3. **Customer Awareness Campaign** – Signage and prompts will help encourage participation and make the process visible.
4. **Weekly Results Pulse** – Managers will review results regularly and share insights and improvement areas with the team.
5. **Results Sharing** – Highlights will be shared via *[team meetings/intranet/visual dashboards]* so we all stay aligned and motivated.

Your Role = Exceptional Service

This works best when we all support it. A simple reminder to customers to “share how we did” can go a long way. Your actions, every day, are what create the experiences they’ll remember

Let’s make every interaction count.

Thank you,

[Your Name]

[Your Title / Project Champion]