

# Email template guidelines





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# Typical Email Workflow vs. HappySignals

Target is to increase conversion (response rate) and reduce email spam users are receiving.



Replace Resolved/Approval notifications with HappySignals notification and deactivate everything after that. HappySignals can close ticket automatically after user rating, but you can retain your automatic closing workflow if user doesn't answer.

Rejection is not changed.

# HappySignals rating element

Installation package includes a script that generates a clickable rating button row, see below.

This can be placed on the resolution/approval email template where most suitable.

See slide 6 for best practice suggestions.



# Usual email template (resolved)

Typically notification emails are very confusing, often quite technical and with too much information for normal employee to handle.

This often results in emails being ignored.

Dear Ernest Employee,

This is to inform you, the Incident Number INC0599410 has been resolved, as the required solution/fix has been provided.

If you agree with the provided solution/fix, please : [Click here to close INC0599410.](#)

If the provided solution/fix has not resolved the issue, please : [Click here to reopen INC0599410.](#)

The ticket will be auto-closed if there is no response from you in next 10 days.

**Title:** INC0599410 (Please click on the Incident number to view the details)

**Date opened:** 2016-09-08 08:49:23 EEST

**Incident Summary:** Hi Network team,

Loss of internet connectivity for few mins in KL office, see attached PRTG.

Please investigate.

Br  
Joe

**Resolution notes:**

Issue was handled.

Regards

Service Desk

# Suggested way with HappySignals

- Place resolution information first.
- Write simple text, advising user of what is expected of them
- Insert HappySignals buttons
- Insert Reopen/Reject link
- Sign off personally

Dear Ernest,

Your case “Loss of internet connectivity in KL office” has been resolved with the following notes:

<close\_notes>

Please accept by rating your service experience, where 0 is poor and 10 is awesome. Or reopen if the case was not resolved properly.



[Click here to reopen INC0599410.](#)

Regards

Jane Jackson

Head of Network Services, ACME Ltd

# Additional email suggestions

- Speak as a person, not as a machine.
- Make it personal, Service Owner should be speaking.
- Subject row should be about what action is expected and which case is in question.  
E.g. : [Accept] Resolution to “Connection issue”
- Leave out other ITIL/technical information altogether, or move them to end of message, if you think someone really needs it.



# Thank you.

Find out more about us at  
<https://happysignals.com>

Try demo at <http://happysignals.com/try>

