CIO Business Vision – Email Template

## Instructions

Use this document to customize the emails that get sent to your survey participants. There are two types of emails that are sent during the process: Invitation and Reminder.

# Invitation Email Template

Hello {{Respondent}},

On behalf of {{Owner}} of your IT department, I wanted to invite you to participate in the {{Title}} Survey.

The goal of this survey is to help your IT team understand how they can better meet your business needs.

The survey will take about 15 minutes to complete. High level results will be shared with all employees, and will help {{CompanyName}} excel as an organization.

This survey is not confidential. Your IT team cares about your needs and will be looking to go over your responses with you to learn how they can ensure that in the future you are even more satisfied with the IT services you receive.

Additional Information

{{CompanyName}} has engaged Info-Tech Research Group, an independent IT research & advisory firm, to conduct this survey. Your IT team wants to hear your opinions on how satisfied you are with your relationship with them. We’ll be surveying business leaders, so your IT team can use the feedback you provide to better understand what they’re doing well, where they can improve, and what next steps need to be taken.

# Reminder Email Template

Hi {{Respondent}},

We wanted to remind you to participate in the {{Title}} Survey located at {{URL}}.

The survey is part of our commitment to involve business leaders in the IT improvement process to help us understand what IT can do to continually improve your satisfaction.

Please take 15 minutes today to help us better understand your needs.

We appreciate your candid feedback.