

## CLOSING THE COMMUNICATION LOOP

# Survey Follow Up Email Template

When you send a survey you're asking the customer for their feedback and engaging in a 2-way conversation. Its important for you to follow up with customers who responded AND customers who did not respond. Failing to continue the conversation invites disappointment and may have a negative impact on response rate in the future.

Hi First Name,

Thank you for your continued business and candid feedback. We sincerely appreciate your time and will use the feedback that we received to make improvements to our services and partnership with you. If you did not have an opportunity to complete our recent satisfaction survey, we hope to hear back from you the next time around.

We heard from about **xxxx** of you on our first survey and were pleased to learn that more than **xx%** of you rated us a 9 or 10 out of 10! From your comments, we learned that: **list one or two positive points that you would like to reinforce most here.**

However, we also heard that we can improve in these areas: one or two areas here **plus a brief description of what plans you have implemented to resolve issues listed or improve upon negative comments. Something measurable is best - so that your clients can actually read and recognize the improvement as it is happening/equate it to their feedback, etc.**

We are committed to providing an exceptional experience for our clients, and will ask you for your feedback **twice a year.** Your partnership is greatly appreciated and we look forward to hearing from you in the future.

Thanks again,

Email Signature Name

Email Signature Title

