

Onboarding: Initial Email Invitation

From: [Brand] Checking-in
Subject: [Brand] – Short Survey

Hi [first name]:

Congratulations on your recent assignment! Your opinion is important to us and we want to ensure that your experience with [brand] is exceptional. Please help us improve by completing a quick, 10-question survey on your recent experiences.

Based on your most recent experience, how likely are you to recommend [brand] to a friend or colleague:

0 1 2 3 4 5 6 7 8 9 10 Don't Know

(0 - Not at all likely, 10 - Extremely likely)

(Please note: clicking selection above will direct you to the rest of the survey.)

You're busy! So to thank you for taking the time to share your comments, **you will be entered into a drawing for a \$XXX VISA gift card.** By taking time to share a few thoughts with us on your on-boarding experience, you are helping us discover ways to improve.

Thank you in advance for your time.

Sincerely,

[Email_signature_name]
[Email_signature_title]

This survey was sent to you by ClearlyRated on behalf of [Brand]. If you have any questions or problems with the survey, please contact ClearlyRated at 800-921-2640, or by email at survey@clearlyrated.com.

Please read our Privacy Policy and Official Drawing Rules. To unsubscribe from all future surveys conducted by ClearlyRated, please click here: [\[unsubscribe link\]](#)

Incentives are optional and managed by your company. We suggest adding one if possible, it does increase response rate. The incentive can be anything from a VISA gift card, to a donation to a charity, we've even seen clients give away an iPad.

Typically a visa gift card is between \$100-\$300 and donation are between \$150-\$500.