**Starting point email copy to promote your use of ServiceTrade to your customers.**

**Guidelines**

* Where you see *{italicized content between curly brackets}*, be sure to customize with your information.
* Make it your own! Change wording and phrases to match your brand personality and to speak in the same tone as the rest of your website copy.
* Be sure to only promote features your customers will see as part of their experience of doing business with you.

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*{salutation},*

There are some exciting changes coming at *{your company name}* that you’ll begin seeing in the coming *{days or weeks}* that we think you’ll love.

We are now using ServiceTrade’s customer service and service management software application in the office and in the field.

So what does this mean for you?

* *{If you use Service Portal}* You now have an online account on our website that you can login to 24/7/365 to review your service history and preview upcoming appointments.
* Our techs will take photos, videos, and notes on the job so you’ll know more about the status of your systems and our office will know about any issues that were found that need to be fixed.
* *{If you’ve deployed tablets and use work acknowledgement}* After the service call, our tech will show you a summary of their work on their tablet – you’ll see the photos, list of services, and any new issues they discovered that you need to know about.
* After the service appointment, we’ll email a Service Link after-service report to anyone in your organization who needs it. Follow the link we’ll email you to access all the photos, videos, and paperwork from that service call.
* New work will be quoted in online quotes – click a button to approve it or ask for changes.
* *{If you use Service Review}* We’re formalizing our process to ask for your feedback. After we’ve wrapped up a service appointment, we’ll email you a link to leave an online review for us.

This is a big change for {company name}, but one that we are thrilled to bring to you to help keep your facility operational and safe. We want to hear from you as you see ServiceTrade roll out in these ways about what you like, and what we can continue to do to be a better partner for you.

*{conclusion and signature}*