

EMAIL TEMPLATE: Internal Launch – Employee Experience (EX)

Subject: Launching HappyOrNot for collecting feedback to improve our workplace

Hi Team,

We're excited to let you know that we're launching **HappyOrNot**, a new way for you to share how you feel about your workday—quickly, anonymously, and every single day.

What's HappyOrNot?

HappyOrNot is a **real-time feedback solution** that captures daily employee experience with just one tap. Whether it's about leadership, motivation, safety, or how the day is going overall, your input helps us make real improvements that matter.

 [Watch how it works \(1 min\)](https://vimeo.com/765613453) [link: <https://vimeo.com/765613453>]

[Explain what products you will be using, their locations, and what specific elements of customer experience you aim to measure]

We'll use this to:

- Get instant feedback to tailor actions that improve your day-to-day experience
- Pinpoint what motivates our teams and what gets in the way
- See which changes are having a positive impact on morale and performance
- Identify strengths to celebrate and areas where support is needed
- Increase engagement, morale, and satisfaction
- *[add more practical examples of how you're planning to use the solution]*

Why This Matters

We want to build a better, more engaging workplace—and that starts with listening. Your feedback will guide how we improve leadership, communication, team collaboration, and much more.

What Happens Next *[edit this section to fit your organization]*

Here's what to expect in the rollout:

1. **Team Briefing** – We'll go over how the feedback works, what it's for, and why it's important to participate.

2. **Onsite Setup** – Terminals will be placed in shared spaces so you can give feedback easily and regularly.
3. **Clear Purpose** – This is **not** for monitoring individuals—it's about improving the environment for all of us.
4. **Feedback Schedule** – We'll check results weekly and share updates on trends and changes we're making.
5. **Visible Results** – You'll see the results on [digital screens/intranet/communication boards/email/etc.] so everyone stays informed and engaged.

Your Voice = Real Change

HappyOrNot is only effective if we all use it regularly and honestly. The more you share, the better we understand how to improve your experience. Your voice matters—and we promise your feedback will lead to real, visible change.

Let's make our workplace stronger, together!

Thank you,

[Your Name]

[Your Title / Project Champion]