**Survey launch email**

**When**: First day of the survey

**From**: Company survey team

**To**: All employees eligible to take the survey

**Subject**: You’re invited to participate in our employee survey!

Dear {Qualtrics will add employee first name},

You’re invited to participate in our employee engagement survey! We want to hear your views on what makes this company a great place to work, and what your suggestions are for what we could do better.

This email contains your access link to the survey, so please don’t delete it in case you need it at a later stage.

This link is unique to you, so it won’t work if you forward it on to anyone else!

The survey should take you around 15 minutes to complete, and you have until {survey close date} to submit your response. The survey is completely confidential and we have taken precautions to ensure it stays that way. If you prefer, you can take the survey at home rather than on company time, and you can access it from any mobile device.

Your link to take the survey is here: {Qualtrics will add access details}

If you have any questions please contact your survey team on {Company survey contact details}

Thank you!

Your survey team

**First reminder email**

**When**: 7 days after survey launch

**From**: Company survey team

**To**: All employees who haven’t completed the survey

**Subject**: A quick reminder on our employee survey!

Dear {Qualtrics will add employee first name},

Don’t forget to participate in our employee survey! The survey closes on {survey close date} and we want to capture everyone’s views on what makes this company a great place to work, and what your suggestions are for what we could do better.

Your access link to the survey is below and it should take you just 15 minutes to complete. The survey is completely confidential and we have taken precautions to ensure it stays that way.

This link is unique to you, so it won’t work if you forward it on to anyone else!

Your link to take the survey is here: {Qualtrics will add access details}

If you have any questions please contact your survey team on {Company survey contact details}

Thank you!

Your survey team

**Final reminder email**

**When**: The day before survey close

**From**: Company survey team

**To**: All employees who haven’t completed the survey

**Subject**: Last Chance – don’t miss out on our employee survey!

Tomorrow’s your last chance to take our employee survey! It’ll take just 15 minutes and is completely confidential – don’t miss your opportunity to have your say.

Your access to the survey is below. If you have any questions please contact your survey team on {company survey contact details}

Your link to take the survey is here: {Qualtrics will add access details}

Thank you!

Your Survey Team