# CX Pre-Work e-mail example for Course Participants

**Objective:** The pre-work is to prepare the participants for the course. Pre-work should familiarize and put participants in the correct mind-set for the course.

3-5 days prior to class e-mail for pre-work should be sent out to registered participants.

***E-mail Example:***

Hi,

Thank you for signing up for our Customer Experience course. Attached is pre-work for you to review, complete, and be ready to discuss during the course on <date>.

The pre-work includes (Total 5 Pages):

* Customer Experience scenario and questions
* Questions to complete on “your” customer experience on a service you personally received
* Questions regarding your last five transactions
* Complete your local Market Statistics
* Repeat and Referral Percentage
* Your Value Proposition
* Your Thoughts

We are looking forward to seeing you <day> in the Customer Experience course!

Thank you.

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If you have, any questions please feel free to contact us at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.