

# Customer Interview Request Email

## Content

- Link to survey for the organization's funding information
- Link to pre-interview surveys for users of the app (staff and volunteers)
- Link to schedule a time
- Draft email they can forward to their volunteers

## User flow

- Liz emails invitation copying Milleigh, Joan, Justin
  - As a program manager
    - I complete the survey for program managers
    - I complete the survey and schedule the interview if I am also the person using Project Intercept
    - I forward the information to staff/volunteer(s) if I am not the person using Project Intercept
  - As a staff/volunteer
    - I receive email directly from Liz or from a program manager  
*[May happen in different order]*
    - I complete the pre-interview survey
    - I sign the consent form
    - I schedule a time for the interview
- As PM
  - I make sure consent forms are signed before interviews take place
  - I make sure calendar invitations are sent
  - I make sure everyone gets reminders of event

## Email 1 - Invitation

### Primary Goal:

Get people scheduled for an interview; all other documentations can follow afterwards

### Script:

From: Liz Rush

Subject: Project Intercept - Feedback Requested by July 5th

Hello First Name,

I hope this email finds you and your team well. My name is Liz, and I'm the Technology Director at Seattle Against Slavery. I'm writing to keep you posted on the development of our victims outreach software - Project Intercept.

Based on feedback from users, we've been working on improvements to the app to better support your outreach efforts. In preparation for the launch of these new features, we'll love your team's feedback and insights on a few things.

We're conducting interviews with staff and/or volunteers who use Project Intercept to communicate with potential victims about their experience on the app. **Interviews are expected to take 1 hour and will take place between July 6th - 17th.** We appreciate your time and feedback. All participants will be able to directly shape how Project Intercept evolves through your feedback.

If your organization has multiple individuals working directly with the Project Intercept app, please forward the below survey and request for an interview to them. **Deadline to sign up for the interview is July 5th.**

- [Select a time for your interview](#)
- [Complete the pre-interview survey](#)

Our goal is to get the new features to you as soon as October. Your feedback will help make that possible. I've copied my colleague Milleigh who can answer any questions you have.

Again, we appreciate your time and insight. Thank you for helping us build a better product to support your work in advocating for potential victims of human trafficking.

All the best,  
Liz

## Email 2a - Follow up after interview is scheduled

**Primary Goal:** Give instructions for users to prepare for the interview.

**Trigger:** Sent after interview is scheduled

**Script:**

Hello First Name,

Thank you for scheduling a time to share your feedback with us! We look forward to speaking with you on [INSERT DATE & TIME]. Here is what you can expect before and during the interview. Let us know if you have any questions or need additional assistance on any of the below steps.

### Before the Interview

1. [Install Zoom](#) on the same device that you use Project Intercept.
  - a. We'll use Zoom to conduct the interview and you'll be asked to share your screen to walk us through how you use the software.
  - b. [Instructions for installing Zoom here.](#)
  - c. [Instructions for how to share your screen here.](#)
2. [Complete the Project Intercept Pre-Interview Survey](#), if you have not done so already.
3. Sign the consent form (attached below)

### During the Interview

The purpose of the interview is to understand your perspective and experience using Project Intercept in order to find opportunities for improvement. During the interview, you'll be asked to:

1. Log into your account on Project Intercept and show us how you currently use the app
2. Share your general experience and thoughts about using Project Intercept

Again, thank you for your time and insights.

All the best,

Milleigh

## Email 2b - Follow-up if no response

**Primary Goal:** Reminder our main contact of the interview request

**Trigger:** Send 2 days after 1st email

**Script:**

Hello First Name,

Hope this email finds you well. I'm writing to follow up on Liz Rush's email a few days ago regarding scheduling an interview with individuals at your organization who use the app Project Intercept for your victim outreach programming. Do let me know if you have any questions about the process. If there is someone else at your organization who would be better suited to respond, please let me know.

**What:** Interview request with staff/volunteers who use Project Intercept

**Why:** To learn more about your experience to improve the app for your use

**When:** July 6- 17

**How:**

- 1) [Sign up for an interview slot here.](#)
- 2) [Complete the pre-interview survey](#)

Your feedback will help make that possible. Again, we appreciate your time and insight. Thank you for helping us build a better product to support potential victims of human trafficking.

Yours in partnership,  
Milleigh

### Email 3 - Thank You & Gift Card after Interview

**Primary Goal:** Express appreciation and send them their gift card

**Script:**

Hello First Name,

Thank you so much for taking the time to share your feedback with us! We've learned so much and are excited to integrate your feedback into future improvements for Project Intercept.

As a token of our appreciation, we'll love to buy you a coffee [insert link to gift care].

We hope to roll out the first iteration of improvements this autumn. In the meantime, if you have any questions or concerns while using the Project Intercept app, you can get support from our team by email us at [insert Zendesk email].

Thank you and have a great day,  
Milleigh