

# Customisable Review Emails

## OVERVIEW

- Customise the email that's sent with your reviews and **gain more control** over customer communication via Pulse.
- Encourage **higher engagement** with reviews through personalisation.

## HOW YOU BENEFIT



### Improved customer communication

Customising the email sent with your review enables a clearer representation of the review's content and purpose.



### Higher recipient engagement

Review recipients will be more likely to engage with an email that has been written especially for them by their account representative.



### Improved review open rates

A clearer, more personal approach to review emails should lead to an increased number of reviews being opened.

