



## DISCOVERY

# Outreach emails for Customer Interviews



Write an email that I can send to users of my e-commerce website for mother and baby goods inviting them to a short 20-minute feedback call on ways we can improve their shopping experience. Incentivize them with a \$15 Starbucks gift card.



Subject: Your opinion matters! Help us improve your shopping experience.

Dear valued customer,

We hope this email finds you and your little one well. At [Your e-commerce website], we specialize in providing high-quality products for mothers and babies, and we want to make sure that your shopping experience with us is the best it can be.

To help us achieve this goal, we would like to invite you to participate in a short 20-minute feedback call with one of our team members. During this call, you will have the opportunity to share your thoughts and suggestions on how we can improve your shopping experience. Your input is valuable to us and will help us understand how to better serve you and other customers like you.

As a token of our appreciation, we will be sending you a \$15 Starbucks gift card to use as you please as a thank you for your time.

To schedule a call, please reply to this email with your availability and we will be happy to schedule a time that works best for you.