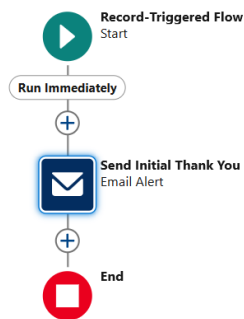


CXINTEL – CUSTOMER EXPERIENCE INTELLIGENCE PLATFORM

Phase 4: Process Automation

Send_Initial_Thank_You_Email



Send Thank You Email

×

* Label

Send Initial Thank You

* API Name ⓘ

Send_Initial_Thank_You

Description

Use values from earlier in the flow to set the inputs for the "Send Thank You Email" email alert. To use its outputs later in the flow, store them in variables.

Set Input Values for the Selected Action

A ⓘ

* Record ID ⓘ

A Triggering CustomerFeedback_c > Record ID ×

> Show advanced options

Create Thank_You_Template

- **Template Description:** Sent immediately after feedback is submitted
- **Subject Line:**Thanks for Your Valuable Feedback!
- **HTML Email (Thank You Template)**

```
<table style="max-width:600px;margin:auto;border:1px solid #e0e0e0;border-radius:8px;font-family:'Segoe UI',Roboto,sans-serif;background-color:#ffffff;" cellpadding="0" cellspacing="0">
```

```
<tr>
```

```
<td style="background-color:#0b5cab;padding:20px 30px;border-top-left-radius:8px;border-top-right-radius:8px;">
```

```
<h2 style="color:#ffffff;margin:0;">Thank You for Your Feedback!</h2>
```

```
</td>
```

```
</tr>
```

```
<tr>
```

```
<td style="padding:25px 30px;">

  <p style="font-size:16px;line-height:1.6;margin-top:0;margin-bottom:15px;">
    Hello,
  </p>

  <p style="font-size:16px;line-height:1.6;margin:0 0 20px;">
    We truly appreciate you taking the time to share your thoughts with us. Your feedback helps us
    improve and serve you better.
  </p>

  <p style="font-size:16px;line-height:1.6;margin:0 0 20px;">
    If you have any further questions or suggestions, feel free to reach out anytime.
  </p>

  <p style="font-size:16px;line-height:1.6;margin:0 0 10px;">
    Best regards,<br>
    <strong>The Support Team</strong>
  </p>
</td>

</tr>

<tr>

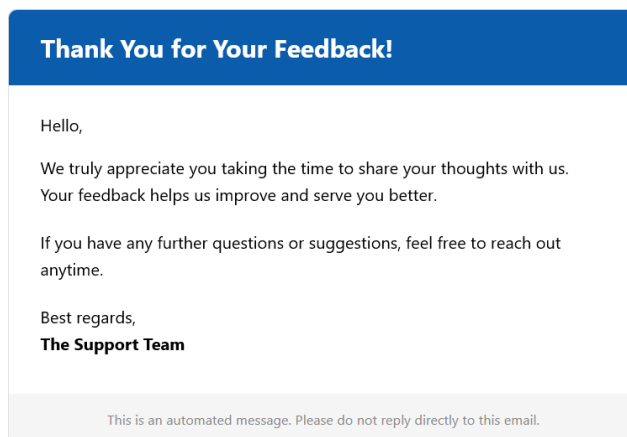
  <td style="background-color:#f5f5f5;padding:15px 30px;border-bottom-left-radius:8px;border-
  bottom-right-radius:8px;text-align:center;color:#888;font-size:13px;">

    This is an automated message. Please do not reply directly to this email.

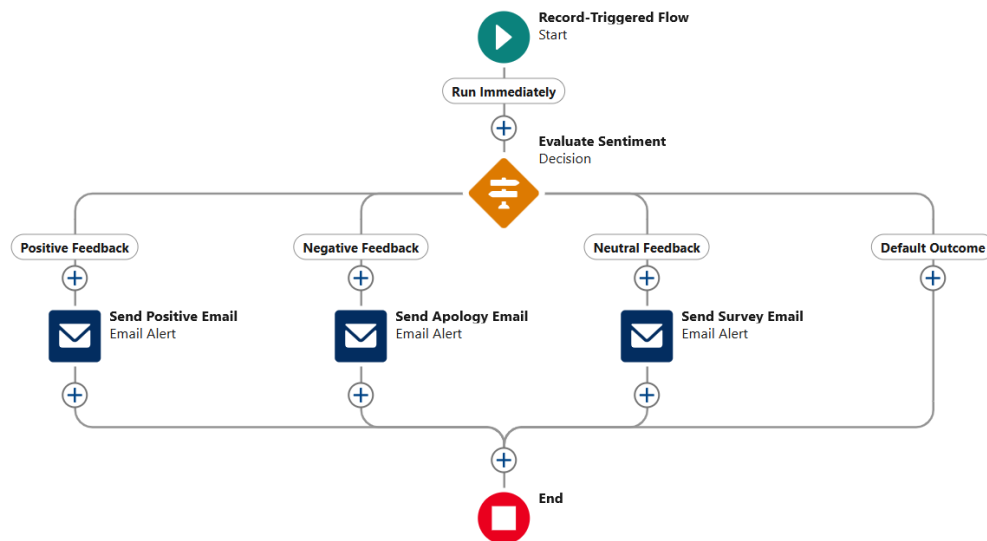
  </td>

</tr>

</table>
```



Send_Initial_Thank_You_Email



Create Positive_Feedback_Template

- **Template Description:** This email is sent when the sentiment is marked as Positive. It thanks the customer and invites them to share a testimonial or review.
- **Subject Line:** We're Glad You Loved It! 💙
- **HTML Email (+ve Feedback Template)**

```
<table style="max-width:600px;margin:auto;border:1px solid #e0e0e0;border-radius:8px;font-family:'Segoe UI',Roboto,sans-serif;background-color:#ffffff;" cellpadding="0" cellspacing="0">
```

```
<tr>
```

```
<td style="background-color:#28a745;padding:20px 30px;border-top-left-radius:8px;border-top-right-radius:8px;">
```

```
<h2 style="color:#ffffff;margin:0;">You're Awesome!</h2>
```

```
</td>
```

```
</tr>
```

```
<tr>
```

```
<td style="padding:25px 30px;">
```

```
<p style="font-size:16px;line-height:1.6;margin-top:0;margin-bottom:15px;">
```

```
Hi,
```

```
</p>
```

```
<p style="font-size:16px;line-height:1.6;margin:0 0 20px;">
```

We're thrilled to hear your positive feedback! Thank you so much for your kind words — they mean the world to us.

</p>

<p style="font-size:16px;line-height:1.6;margin:0 0 20px;">

Would you be willing to share your experience with others? Your story could inspire someone else to join us!

</p>

Leave a Testimonial

<p style="font-size:16px;line-height:1.6;margin-top:30px;">

Warm regards,
Customer Support Team

</p>

</td>

</tr>

<tr>

<td style="background-color:#f5f5f5;padding:15px 30px;border-bottom-left-radius:8px;border-bottom-right-radius:8px;text-align:center;color:#888;font-size:13px;">

You're receiving this because you submitted feedback on our site.

</td>

</tr>

</table>

You're Awesome!

Hi,

We're thrilled to hear your positive feedback! Thank you so much for your kind words — they mean the world to us.

Would you be willing to share your experience with others? Your story could inspire someone else to join us!

[Leave a Testimonial](#)

Warm regards,
Customer Support Team

You're receiving this because you submitted feedback on our site.

Create Negative_Feedback_Template

- **Template Description:** This email is sent when the sentiment is Negative. It apologizes and assures the customer that the issue is being looked into.
- **Subject Line: We're Sorry for the Inconvenience**
- **HTML Email (-ve Feedback Template)**

```
<table style="max-width:600px;margin:auto;border:1px solid #e0e0e0;border-radius:8px;font-family:'Segoe UI',Roboto,sans-serif;background-color:#ffffff;" cellpadding="0" cellspacing="0">
```

```
<tr>
```

```
<td style="background-color:#dc3545;padding:20px 30px;border-top-left-radius:8px;border-top-right-radius:8px;">
```

```
<h2 style="color:#ffffff;margin:0;">We're Truly Sorry</h2>
```

```
</td>
```

```
</tr>
```

```
<tr>
```

```
<td style="padding:25px 30px;">
```

```
<p style="font-size:16px;line-height:1.6;margin-top:0;margin-bottom:15px;">
```

```
Dear,
```

```
</p>
```

```
<p style="font-size:16px;line-height:1.6;margin:0 0 20px;">
```

```
We're very sorry to hear about your experience. This is not the kind of service we aim to provide.
```

```
</p>
```

```
<p style="font-size:16px;line-height:1.6;margin:0 0 20px;">
```

```
Your feedback has been escalated to our support team. One of our representatives will reach out to you shortly to resolve the issue.
```

```
</p>
```

```
<p style="font-size:16px;line-height:1.6;margin-top:30px;">
```

```
Regards,<br><strong>Customer Support Team</strong>
```

```
</p>
```

```
</td>
```

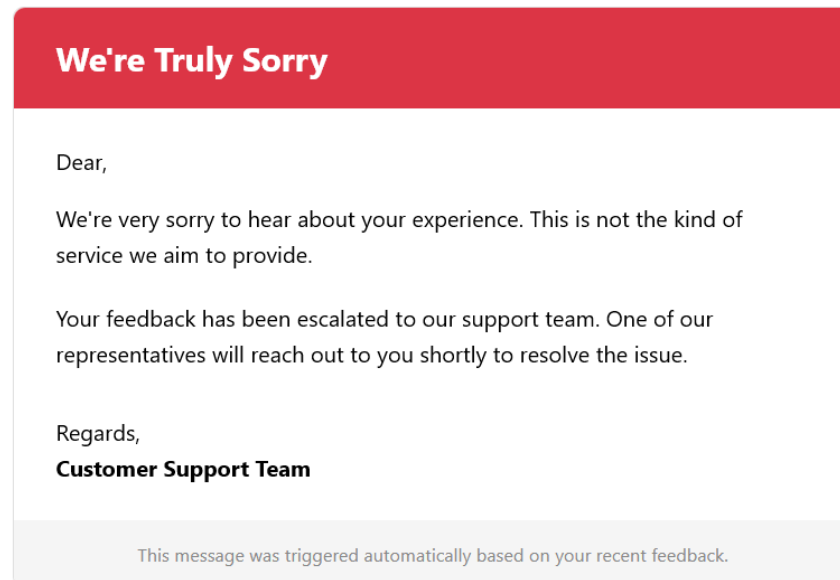
```
</tr>
```

```
<tr>
```

```
<td style="background-color:#f5f5f5;padding:15px 30px;border-bottom-left-radius:8px;border-bottom-right-radius:8px;text-align:center;color:#888;font-size:13px;">
```

```
This message was triggered automatically based on your recent feedback.
```

```
</td>
</tr>
</table>
```



4. Create Neutral_Feedback_Template

- **Template Description:** This email is sent when sentiment is Neutral. It thanks the user and invites them to complete a survey for further insight.
- **Subject Line: Thanks for Your Feedback — We'd Love More Insights**
- **HTML Email (Neutral Feedback Template)**

```
<table style="max-width:600px;margin:auto;border:1px solid #e0e0e0;border-radius:8px;font-family:'Segoe UI',Roboto,sans-serif;background-color:#ffffff;" cellpadding="0" cellspacing="0">
<tr>
<td style="background-color:#ffc107;padding:20px 30px;border-top-left-radius:8px;border-top-right-radius:8px;">
<h2 style="color:#000;margin:0;">Thanks for Your Feedback</h2>
</td>
</tr>
<tr>
<td style="padding:25px 30px;">
<p style="font-size:16px;line-height:1.6;margin-top:0;margin-bottom:15px;">
Hello,
```

```
</p>

<p style="font-size:16px;line-height:1.6;margin:0 0 20px;">
    We appreciate your feedback and would love to learn more about your experience.
</p>

<p style="font-size:16px;line-height:1.6;margin:0 0 20px;">
    If you have a moment, please fill out this short survey — it'll help us improve:
</p>

<a href="https://your-survey-link.com" style="background-
color:#ffc107;color:#000;padding:12px 20px;border-radius:6px;text-decoration:none;font-
weight:bold;">Take the Survey</a>

<p style="font-size:16px;line-height:1.6;margin-top:30px;">
    Thank you again,<br><strong>Customer Support Team</strong>
</p>
</td>
</tr>
<tr>
<td style="background-color:#f5f5f5;padding:15px 30px;border-bottom-left-radius:8px;border-
bottom-right-radius:8px;text-align:center;color:#888;font-size:13px;">
    We value your opinion and appreciate your time!
</td>
</tr>
</table>
```

Thanks for Your Feedback

Hello,

We appreciate your feedback and would love to learn more about your experience.

If you have a moment, please fill out this short survey — it'll help us improve:

[Take the Survey](#)

Thank you again,
Customer Support Team

We value your opinion and appreciate your time!