To: All Customer Success and Marketing Staff

From: [Your Name], [Your Position]

Date: October 13, 2023

Subject: Protocol for Communicating New Release Details to Customers

Dear Team,

As we continue to innovate and enhance our software, communicating the value and details of our new releases to customers is paramount. It's vital that this information is conveyed clearly, concisely, and in a manner that underscores the benefits these upgrades will bring to our users. Below, please find the standardized protocol that all teams should follow when preparing and disseminating new release details to our customers.

\*\*Protocol for New Release Communication:\*\*

1. \*\*Collaboration on Release Notes\*\*:

- The Product Development team will provide a draft of the release notes, detailing all new features, enhancements, bug fixes, and any potential impacts on existing functionalities.

- The Marketing and Customer Success teams will collaborate to refine the language of these notes, ensuring they are customer-friendly, emphasizing benefits, and addressing potential customer queries.

2. \*\*Advanced Notification\*\*:

- Customers subscribed to our newsletter or product updates will receive an advance notification about the upcoming release at least two weeks prior to the deployment. This notification will highlight key features and improvements, providing customers with a preview of what's to come.

3. \*\*Release Announcement\*\*:

- On release day, a comprehensive communication will be sent out via email, social media, and in-app notifications, where applicable. This communication will include:

- An overview of the release.

- Detailed descriptions of key new features and enhancements.

- Clear instructions for accessing or enabling new features, if necessary.

- Links to knowledge base articles or support resources for additional guidance.

4. \*\*Webinar or Tutorial Sessions\*\*:

- For major releases, the Customer Success team will host webinar sessions to walk customers through the new features and answer any questions they may have. Registration links will be included in the release announcement.

5. \*\*Feedback Collection\*\*:

- Post-release, it's crucial to collect customer feedback. Include a feedback link or survey in the release communication and encourage users to share their experiences and suggestions. This feedback will be invaluable to the Product Development team for future enhancements.

6. \*\*Support Readiness\*\*:

- Ensure that our Support team is thoroughly briefed on the new release and prepared to handle customer inquiries. Update all relevant FAQ sections and support documentation to reflect changes made in the new release.

7. \*\*Internal Communication\*\*:

- All internal stakeholders (sales, support, development teams) should be informed about the new release details in sync with customer communication, ensuring any customer-facing personnel are equipped to handle queries and provide information.

8. \*\*Monitoring and Reporting\*\*:

- Post-release, closely monitor user engagement with the new features and report any issues to the Product Development team. Marketing should track engagement with release announcements and other communications to refine future messages.

Please ensure strict adherence to this protocol. Consistency in our communication process not only reinforces our professionalism but also enhances customer trust and satisfaction. Any changes or exceptions to this protocol due to specific circumstances must be pre-approved by the management.

Thank you for your attention to this important process and your ongoing commitment to ensuring our customers are well-informed and supported at all times.

Best Regards,

[Your Name]

[Your Position]