

MSA TEMPLATE: GOOGLE WORKSPACE - Product/Billing

Name of notification	
Target send date [If translating, message must be approved 10 days before target send date]	
Part of batch send	Y/N
Comm owner	
MSA tracking bug	
Ariane calendar link	
Bug, Ariane launch, or OMG that prompted this notification	
Purpose of this notification and customer action required	
Who is the target audience?	
Are we contacting resellers?	Y/N
Are we contacting EDU customers?	Y/N
Estimated number of recipients	
If batching recipients, please use this batch schedule template	<i>Support approver may recommend batching recipients to limit the impact on support</i>
Translation required?	YES - IF YES, LIST LANGUAGES} Supported Google Workspace languages

APPROVALS	
Approvals launch calendar	
Who will provide Product/Eng approval? <i>Product Manager, TPM, or Engineering Mgr only</i>	
LDAP of Product Counsel you're working with on this launch	
Scope (S1-S5) - to determine approvers	

What customer-facing documentation should we include in the email ?	If documents need to be updated, contact your tech writer (go/clouddocs-owners)
Does this MSA require release notes?	{NO} If release notes need to be updated, contact your tech writer (go/clouddocs-owners)

CUSTOMER MESSAGE

Subject: [Billing Notice] Keep concise, include product name and include important dates.. Do NOT include \${variable}

Preheader: \${Action} your billing \${ElementtoChange} for \${Product} before the {Date}

*Starting \${DatePriceChange}, the price for \${SolutionName} will increase from
\${FormerRate} per \${Item} \${Time} to \${NewRate} per \${Item} \${Time}.*

Dear Administrator,,

*"We're writing to let you know that..." **why are we contacting you?** Explain the **change, date** when this is taking place, **product/service**, and why this is/might impact the user/customer.*

Impact: Briefly summarize how this change affects the users. What is specifically impacted for the business? E.g. List users or mention they are included at the end of the email.

What do I need to know?

- 1. Why is this billing change taking place?*
- 2. When will this change be effective? Important dates*
- 2. Will my billing be increased?*
- 3. What are the advantages?*

What do I need to do?

- 1. In which cases is action not required?*
- 2. What are the cases where action is required and how do I complete the steps?*
- 3. What would happen if I don't take action?*

[Just for Workspace] FAQs *

Address any additional questions the Admin might have, or add more information about the feature, if necessary. Avoid marketing language and focus on how the feature is useful day-to-day.

If you have questions or need assistance, please [contact support URL for each PA](#). For more help... according to each PA.

Thank you for choosing Google Workspace.

– The Google Workspace Team

Was this information helpful? {MSA team will set up unique URLS}

YES NO

Your affected users/projects are listed below: [Updates, Breaking change, deprecation]*

#{Users}

(Place accordingly to each PA)

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You have received this important update about your Google Workspace account because you designated this email address as a primary or secondary contact for mandatory service communications in your Google [Admin console](#) profile.

RESELLER MESSAGE

Subject: [Billing Notice] *Keep concise, include product name and include important dates.. Do NOT include #{variable}*

[Preheader](#): *#{Action} your billing #{ElementtoChange} for #{Product} before the {Date}*

*Starting #{DatePriceChange}, the price for #{SolutionName} will increase from
#{FormerRate} per #{Item} #{Time} to #{NewRate} per #{Item} #{Time}.*

Dear Partner,

*"We're writing to let you know that..." **why are we contacting you?** Explain the **change, date** when this is taking place, **product/service**, and why this is/might impact the user/customer.*

Impact: Briefly summarize how this change affects the users. What is specifically impacted for the business? E.g. List users or mention they are included at the end of the email.

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#{Users}

(Place accordingly to each PA)

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You have received this important update about your customers' Google Workspace accounts because you designated this email address as a primary or secondary contact for mandatory service communications in your Google [Reseller console](#) profile.

EDU MESSAGE

Subject: [Billing Notice] Keep concise, include product name and include important dates.. Do NOT include \${variable}

Preheader: \${Action} your billing \${ElementtoChange} for \${Product} before the {Date}

**Starting \${DatePriceChange}, the price for \${SolutionName} will increase from
\${FormerRate} per \${Item} \${Time} to \${NewRate} per \${Item} \${Time}.**

Dear EDU Administrator,

*"We're writing to let you know that..." **why are we contacting you?** Explain the **change, date** when this is taking place, **product/service**, and why this is/might impact the user/customer.*

Impact: Briefly summarize how this change affects the users. What is specifically impacted for the business? E.g. List users or mention they are included at the end of the email.

What do I need to know?

1. Why is this billing change taking place?
2. When will this change be effective? Important dates
2. Will my billing be increased?
3. What are the advantages?

What do I need to do?

1. In which cases is action not required?
2. What are the cases where action is required and how do I complete the steps?
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– The Google Workspace Team

Was this information helpful? {MSA team will set up unique URLs}

[YES](#) [NO](#)

Your affected users/projects are listed below: [Updates, Breaking change, deprecation]*

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