

To: [Department Name/Customer Service Team]

From: [Your Name/Management]

Date: [Date]

Subject: Customer Service Briefing: [Update/Project Name]

Dear Team,

The purpose of this briefing is to outline new updates and expectations regarding our customer service operations.

Key Updates:

- [Update 1: e.g., New product launch details]
- [Update 2: e.g., Changes to return policy]
- [Update 3: e.g., Software/CRM system changes]

Objectives:

[Describe the primary goal, e.g., reducing response times or improving first-contact resolution].

Action Items:

1. [Action 1: Review the attached FAQ document]
2. [Action 2: Update your email signatures]
3. [Action 3: Attend the training session on (Date)]

Key Messaging for Customers:

"[Insert specific script or talking points here]"

Please reach out to [Contact Name] if you have any questions or require further clarification.

Best regards,

[Your Signature]

[Your Title]