

Thank You Email Template Library

Reusable, client-ready email templates for survey response confirmations and follow-up workflows

NPS Survey CX OS

14	10	100%
Reusable Templates	Recommended Categories	Company-Neutral Language

Purpose

This library provides generic thank-you email templates that can be used by clients, prospects, demos, websites, and email template libraries. Each template uses placeholders so it can be quickly adapted without rewriting the message.

Prepared as a reusable template library



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Section 1

Overview

A general thank-you email framework for survey response confirmations.

Thank-you emails are a simple but important part of the survey experience. They confirm that a response was received, reinforce trust, and help respondents understand what happens next. This library provides reusable templates that can be added to an email library, shared with clients, used in demos, or adapted for website content.

The templates are intentionally company-neutral. Each message uses placeholders such as {{Organization Name}}, {{Recipient Name}}, and {{Support URL}} so that the same library can be reused across different client industries and survey programs.

Recommended principle

Keep thank-you emails concise. The email should acknowledge the response, confirm receipt, explain follow-up expectations, and provide optional resources when useful.

How Thank You Emails Fit Into the Survey Lifecycle

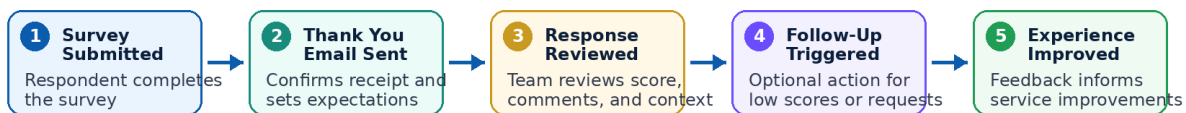


Figure 1. Thank-you emails support the full survey lifecycle by confirming receipt and setting expectations.



Section 2

How to Use This Library

Select a template by survey type, trigger, or desired follow-up experience.

Each template includes recommended use, best-fit survey type or scenario, a suggested subject line, and a reusable email body. The templates can be copied into an email library or adapted for client-specific branding.

1. Choose the template	Select the template that best matches the survey purpose or respondent outcome.
2. Replace placeholders	Update merge fields such as {{Recipient Name}}, {{Organization Name}}, and resource URLs.
3. Add branding	Apply the client logo, colors, signature block, and sender information if needed.
4. Test the email	Send a test email to confirm formatting, links, and personalization fields.
5. Publish to the library	Save the approved template under the right category for future reuse.

Reusable Thank You Email Anatomy

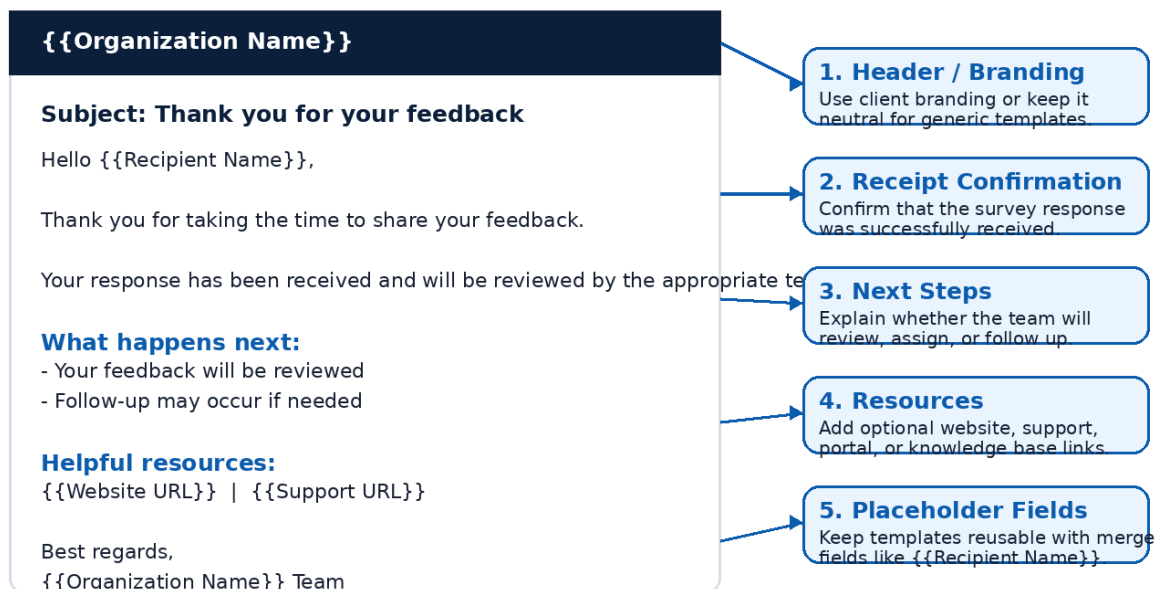


Figure 2. A reusable thank-you email should include confirmation, next steps, resources, and flexible placeholders.



Section 3

Recommended Email Template Categories

A suggested taxonomy for an email library or website template page.

Category	Recommended Templates	When to Use
General Thank You	Templates 1, 2, 12, 14	Broad survey confirmations, anonymous surveys, website feedback, and general responses.
NPS Thank You	Templates 3, 6, 7	Relationship surveys, promoter/detractor workflows, and loyalty feedback.
CSAT Thank You	Templates 4, 6, 7, 10	Satisfaction surveys after support, service, onboarding, or training interactions.
CES Thank You	Templates 5, 10	Effort-based surveys for process completion, support resolution, or onboarding steps.
Follow-Up / Close Loop	Templates 6, 13	Low scores, follow-up requests, and cases requiring additional attention.
Events / Training	Template 11	Post-event, webinar, training, workshop, demo, or enablement feedback.
Resource-Rich Confirmation	Template 8	When the email should include website, support, knowledge base, portal, or training links.
Implementation / Onboarding	Template 9	Post-implementation, post-go-live, onboarding, adoption, or setup surveys.



Section 4

Reusable Placeholder Fields

Use placeholders to keep templates generic and client-ready.

Placeholder	Purpose	Example Replacement
{{Recipient Name}}	Personalizes the greeting	Alex
{{Organization Name}}	Client or organization name	Example Company
{{Survey Name}}	Specific survey name	Customer Experience Survey
{{Website URL}}	Main website link	https://www.example.com
{{Support URL}}	Support center or help desk link	https://support.example.com
{{Contact URL}}	Contact page link	https://www.example.com/contact
{{Knowledge Base URL}}	Help article or resource center link	https://help.example.com
{{Training URL}}	Training, academy, or webinar link	https://training.example.com
{{Event or Training Name}}	Event/session name	Quarterly Customer Webinar
{{Team Name}}	Specific team sender	Customer Success Team
{{Follow-Up Timeframe}}	Expected follow-up timing	within 2 business days

Formatting note

Before publishing a template, replace or remove any placeholder fields that are not supported by the selected email delivery method.



Section 5

Email Template Library

Reusable templates for general, survey-specific, and trigger-based thank-you emails.

The following templates are generic by design. They can be used as plain-text emails, rich-text emails, website examples, or starting points for client-specific email templates.

Template 1 - Simple Thank You Confirmation

Recommended use	General confirmation after any survey submission.
Best for	NPS, CSAT, CES, Static/Custom surveys
Subject	Thank you for your feedback

Email body

Hello {{Recipient Name}},

Thank you for taking the time to share your feedback.

Your response has been successfully received and will be reviewed by the appropriate team. Your insights help us better understand your experience and identify opportunities to improve our products, services, and support.

If any follow-up is needed, a member of our team may contact you directly.

Thank you again,
{{Organization Name}} Team



Template 2 - Feedback Received with Next Steps

Recommended use	When the organization wants to explain what happens after submission.
Best for	Client-facing surveys, service surveys, implementation surveys
Subject	Your feedback has been received

Email body

Hello {{Recipient Name}},

Thank you for submitting your feedback.

Your response has been received and will be reviewed by the appropriate team. We value your input and use it to improve the overall experience, strengthen our processes, and better support the people and organizations we serve.

What happens next:

- Your feedback will be reviewed by the relevant team
- Key themes and improvement opportunities will be evaluated
- Follow-up may occur if additional information is needed

We appreciate your time and thoughtful input.

Best regards,
{{Organization Name}} Team



Template 3 - NPS Survey Thank You

Recommended use	After a respondent completes a Net Promoter Score survey.
Best for	Relationship health surveys, loyalty surveys, account reviews
Subject	Thank you for sharing your experience

Email body

Hello {{Recipient Name}},

Thank you for completing our Net Promoter Score survey.

Your feedback helps us understand how likely customers are to recommend our organization and where we can improve the overall experience. Every response helps us identify what is working well and where additional attention may be needed.

Your response has been successfully received and will be reviewed by our team.

If your feedback indicates that follow-up would be helpful, someone from our team may contact you directly.

Thank you,
{{Organization Name}} Team



Template 4 - CSAT Survey Thank You

Recommended use	After a respondent completes a satisfaction survey.
Best for	Support cases, onboarding, training, events, service interactions
Subject	Thank you for rating your experience

Email body

Hello {{Recipient Name}},

Thank you for sharing your satisfaction rating.

Your response has been received and will help us evaluate the quality of the experience we provided. Feedback like yours helps us improve service delivery, communication, support, and overall customer experience.

Our team will review your response and follow up if needed.

Thank you for your time,
{{Organization Name}} Team



Template 5 - CES Survey Thank You

Recommended use	After a respondent completes a Customer Effort Score survey.
Best for	Support resolution, implementation steps, portal usage, process completion
Subject	Thank you for your feedback

Email body

Hello {{Recipient Name}},

Thank you for telling us how easy or difficult your experience was.

Your response helps us understand where our processes are working well and where we may need to reduce complexity, remove friction, or provide clearer support.

Your feedback has been received and will be reviewed by the appropriate team.

Thank you for helping us improve,
{{Organization Name}} Team



Template 6 - Low Score or Follow-Up Thank You

Recommended use	When a respondent gives a low score or indicates dissatisfaction.
Best for	NPS detractors, low CSAT scores, difficult CES responses
Subject	Thank you for your feedback - we will review this carefully

Email body

Hello {{Recipient Name}},

Thank you for taking the time to share your feedback.

We are sorry to hear that your experience may not have met expectations. Your response has been received and will be reviewed by the appropriate team so we can better understand the issue and determine the right next steps.

A member of our team may follow up with you if additional information is needed or if there is an opportunity to help resolve your concern.

We appreciate your honesty and the opportunity to improve.

Sincerely,
{{Organization Name}} Team



Template 7 - Positive Feedback or Promoter Thank You

Recommended use	When a respondent gives a high score or positive feedback.
Best for	NPS promoters, high CSAT responses, successful onboarding or support interactions
Subject	Thank you for your positive feedback

Email body

Hello {{Recipient Name}},

Thank you for sharing your feedback.

We are glad to hear that your experience was positive. Your response helps us understand what is working well and allows us to continue building on the practices, services, and support that matter most to our customers.

We appreciate your time and your continued trust.

Best regards,
{{Organization Name}} Team



Template 8 - Survey Submission with Resource Links

Recommended use	When the thank-you email should include helpful links or next-step resources.
Best for	Website, help center, training, knowledge base, client portals
Subject	Thank you - your response has been received

Email body

Hello {{Recipient Name}},

Thank you for completing the survey.

Your response has been successfully received and will be reviewed by our team. Your feedback helps us improve the experience we provide and identify opportunities to better support our customers.

Helpful resources:

Website: {{Website URL}}

Support Center: {{Support URL}}

Knowledge Base: {{Knowledge Base URL}}

Training Resources: {{Training URL}}

Contact Us: {{Contact URL}}

Thank you again for your time.

Best regards,

{{Organization Name}} Team



Template 9 - Implementation or Onboarding Feedback Thank You

Recommended use	After implementation, onboarding, setup, or go-live feedback.
Best for	B2B software, services, professional services, SaaS onboarding
Subject	Thank you for your onboarding feedback

Email body

Hello {{Recipient Name}},

Thank you for sharing feedback about your onboarding or implementation experience.

Your response helps us evaluate the clarity of our communication, the quality of our support, and the effectiveness of the overall process. We use this feedback to improve future implementations and ensure customers have a smoother experience from setup through adoption.

Your response has been received and will be reviewed by our team.

Thank you,
{{Organization Name}} Team



Template 10 - Support Case Feedback Thank You

Recommended use	After a closed support case survey.
Best for	Case-based CSAT or CES surveys
Subject	Thank you for your support feedback

Email body

Hello {{Recipient Name}},

Thank you for providing feedback on your recent support experience.

Your response helps us understand whether your issue was resolved effectively and whether the support process was clear, timely, and helpful.

Your feedback has been received and will be reviewed by the appropriate team. If follow-up is needed, someone may contact you directly.

Thank you,
{{Organization Name}} Support Team



Template 11 - Event or Training Feedback Thank You

Recommended use	After a webinar, training session, event, workshop, or demo.
Best for	Training CSAT, event CSAT, education surveys
Subject	Thank you for attending and sharing your feedback

Email body

Hello {{Recipient Name}},

Thank you for attending {{Event or Training Name}} and for sharing your feedback.

Your response helps us understand what was useful, where we can improve, and how we can make future sessions more relevant and valuable.

We appreciate your time and participation.

Best regards,
{{Organization Name}} Team



Template 12 - Public or Static Survey Thank You

Recommended use	Website form, public feedback survey, QR-code survey, static/custom survey.
Best for	Public, anonymous, or general feedback collection
Subject	Thank you for your response

Email body

Thank you for taking the time to complete this survey.

Your response has been received and will help us better understand customer needs, improve our services, and identify opportunities for future enhancements.

We appreciate your time and feedback.

{{Organization Name}} Team



Template 13 - Follow-Up Requested Thank You

Recommended use	When a respondent explicitly requests follow-up contact.
Best for	Surveys with a "Would you like follow-up?" question
Subject	Thank you - we received your follow-up request

Email body

Hello {{Recipient Name}},

Thank you for completing the survey and letting us know that follow-up would be helpful.

Your response has been received and will be routed to the appropriate team for review. A team member may contact you using the information provided.

We appreciate the opportunity to better understand your experience and provide additional support where needed.

Best regards,
{{Organization Name}} Team



Template 14 - Anonymous Feedback Thank You

Recommended use	When survey responses are anonymous or not tied to a named contact.
Best for	Website surveys, internal pulse surveys, public QR-code surveys
Subject	Thank you for your feedback

Email body

Thank you for sharing your feedback.

Your response has been received. We review feedback to identify themes, improvement opportunities, and ways to strengthen the overall experience.

Because this survey may be anonymous, we may not be able to follow up directly. However, your input will still help guide future improvements.

Thank you for your time.



Section 6

Website / Demo Usage Notes

How to present these templates to clients and prospects.

For website or demo use, these templates should be positioned as reusable starting points rather than fixed language. The value of the library is that a client can quickly select a template, add branding, and launch a consistent respondent confirmation experience.

Recommended Practice	Why It Matters
Keep messages short	Respondents should understand receipt and next steps without reading a long email.
Use plain language	Generic templates should work across industries and audience types.
Separate low-score follow-up templates	Dissatisfied respondents need a more empathetic and accountable tone.
Add resource links only when useful	Too many links can distract from the main confirmation message.
Test placeholder fields	Incorrect merge fields reduce trust and can make the template look unfinished.
Keep templates company-neutral	The library can then be reused for clients, prospects, demos, and website examples.

Suggested website description

Use this template library to create polished thank-you emails for survey respondents. Each template is designed to be generic, editable, and reusable across NPS, CSAT, CES, and custom survey programs.