[**Event Follow-up**](#_fr7buseuq1cr)

Touch 1 - Phone Call/Voice Mail | Day 1

Touch 2 - Email 1 (After Phone Call) | Day 1

Touch 3 - Phone Call | Day 4

Touch 4 - Email 2 | Day 4

Touch 5 - Phone Call | Day 7

Touch 6 - Email 3 | Day 7

Touch 7 - Linkedin Connection Request | Day 10

Touch 8 - Phone Call | Day 10

Touch 9 - Email 4 | Day 10

Touch 10 - Phone Call | Day 13

Touch 11 - Email 5 | Day 13

Touch 12 - Phone Call | Day 16

Touch 13 - Email 6 | Day 16

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### Touch 1 - Phone Call (Day 1) **\*Voicemail\***

### Touch 2 - Email (Day 1) - Schedule a call.(good)

**Subject line:** Increasing customer/employee engagement

**Body:**

Hi ***{{first\_name}},***

Per my VM, I was hoping to discuss increasing customer and employee engagement through one unified platform for voice, video meetings, chat and contact center.

Thoughts/availability for a 20-30 minute discussion?

Regards,

***{{sender.first\_name}}***

### Touch 3 - Phone Call (Day 4) **\*Voicemaill\***

### Touch 4 - Email (Day 4)

**Subject line:** Long-term shift to remote work

**Body:**

Hi ***{{first\_name}}***,

Per my VM, Gartner recently found that **75% of companies intend to shift some employees to remote work permanently.**

By eliminating the complexity of managing multiple systems, 8x8 can simplify employee collaboration and improve your customer experience with one simplified communication platform for voice, video, chat, and SMS.

Thoughts/availability for a 20-30 minute discussion?

Regards,

***{{sender.first\_name}}***

### Touch 5 - Phone call (Day 7) **\*Voicemail\***

### Touch 6 - Email (Day 7)

**Subject line:** Operate your business from anywhere

**Body:**

Hi ***{{first\_name}}***,

Per my VM, implementing an enterprise voice, chat, meeting, and contact center solution can be challenging and complex.

How are you managing your transition to remote work?

Thoughts/availability for a 20-30 minute discussion?

Regards,

***{{sender.first\_name}}***

### Touch 7 - LINKEDIN Message (Day 10)

**Subject line:**

**Body:**

Hi ***{{first\_name}}***,

Due to your interest in 8x8, I wanted to see about connecting with you on LinkedIn.

I thought you might also be interested in discussing how 8x8 can enable your organization to enable remote work from anywhere via our 8-time Gartner Magic Quadrant Leader unified communications platform.

Thoughts/availability for a 20-30 minute discussion?

Regards,

***{{sender.first\_name}}***

### Touch 8 - Phone call (Day 10) **\*Voicemail\***

### Touch 9 - Email (Day 10) (re-do)

**Subject line:** Phone, chat, SMS, and meetings

**Body:**

Hi ***{{first\_name}}***,

Per my VM, I want to discuss how we can help unify all of the communication channels (voice, video, chat, SMS) that your employees and customer service agents are using on the 8-time Gartner Magic Quadrant Leader platform.

Thoughts/availability for a 20-30 minute discussion?

Regards,

***{{sender.first\_name}}***

### Touch 10 - Phone call (Day 13) **\*Voicemail\***

### Touch 11 - Email (Day 13)

**Subject line:** Making the jump to remote work

**Body:**

Hi ***{{first\_name}}***,

Per my VM, I wanted to follow up about a discussion on how 8x8 is helping organizations reduce costs while improving employee collaboration and customer experience by unifying all of their communication channels (voice, video, chat, SMS) on one platform.

Thoughts/Availability for a 20-30 minute discussion?

Best regards,

***{{sender.first\_name}}***

### Touch 12 - Phone call (Day 16) **\*Voicemail\***

### Touch 13 - Email (Day 16)

**Subject line:** 8x8 enables work from anywhere

**Body:**Hi ***{{first\_name}}***,

Due to your interest in 8x8, I wanted to try one last time to see about connecting with you.

I was hoping to discuss increasing customer and employee engagement through one unified platform for voice, video meetings, chat and contact center.

Thoughts/availability for a 20-30 minute discussion?

Best regards,

***{{sender.first\_name}}***

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