

# ELEGANT EMAIL FORMAT CLIENT FACING EMAIL IN SDE

## How Improving SDE Performance Will Bolster Your Bottom Line

**Y**ou asked for it. We've got it. Now spread the word that notifications from SDE no longer have to look like they came through a time warp from the '70s.

Make email notifications that stand out and are much more effective:

- ◆ Vary font size for better readability
- ◆ Add text and background colors to focus attention
- ◆ Include your company logo for better branding
- ◆ Add photos and images
- ◆ Include data in easy to read tables

The examples to the right show a "before" screenshot of a typical SDE notification with lines of data from the incident details. By formatting textual content and containing data in a table, the "after" email notification is far more useful, user friendly and a better reflection on your company's dedication to quality control.

Lead your clients out of the '70s with Elegant Email for Service Desk Express by speaking with a Smart Service Desk Express professional today.

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Order Details Notification... Inbox | X

★ ABCD@test.com to me [show details](#) 1:26 PM (1 minute ago) [Reply](#)

JWR Company Order Details Notification

For Incident No: 480  
Subject: Applications

Phone: 1(214)432-5595

1. Notes: Pack All Components As One Delivery, Description: Note, Number: 3938  
2. Notes: Replacement, Description: Remote Support, Number: 3939  
3. Notes: Sound Not On Board, Description: Scalable Zone, Number: 3940  
4. Notes: 4th Assembly to Unit R, Description: Part 31, Number: 3941

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