everbridge™
snapcomms

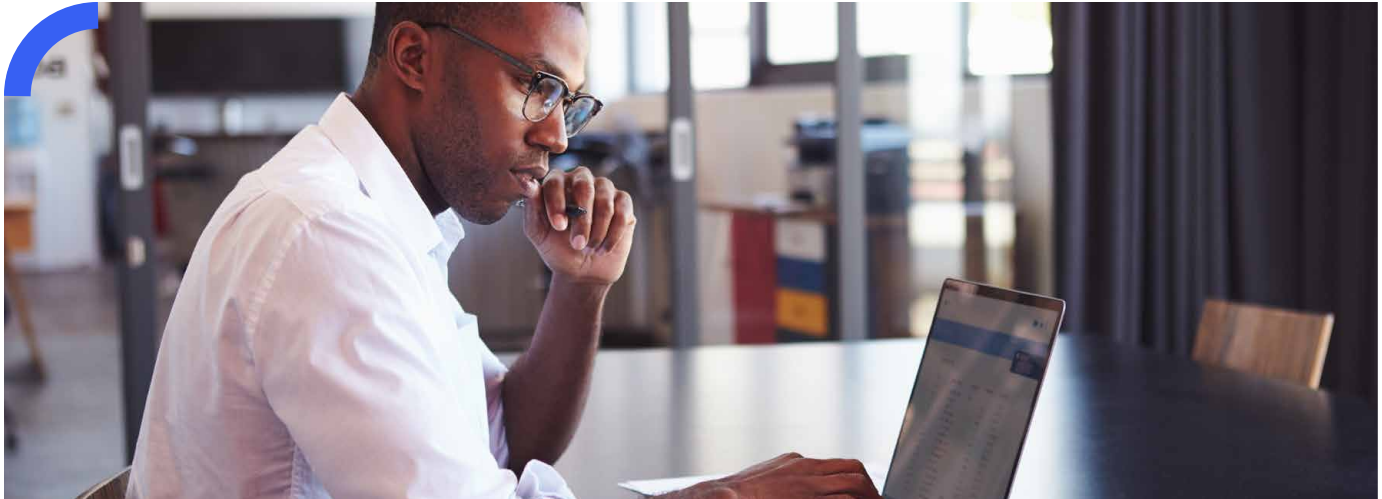# Improve IT Helpdesk Communication With 7 Essential Message Templates

User messaging for busy helpdesks

The life of an IT Helpdesk Manager is a busy one. Calls are flooding into your service desk, tickets are coming in online, user demands are on the rise.

With so much happening, you don't have time to waste creating user communications from scratch.

You need that time for focusing on your team's core responsibilities: handling tickets, resolving issues, preparing maintenance, and delivering exceptional service.

Being prepared makes IT helpdesk communication easier. That means having a range of help desk message templates available when you need them – and creating them in a way to achieve 100% readership.

In this guide we'll share everything you need. There are best practice tips, advice on the best channels to use for each communication type, and a range of message templates you can use right now.

Types of help desk messages

There are many different types of message Helpdesk Managers will need to send. Some will be sent often, others less frequently. Some will demand users' immediate attention, others just to keep staff informed.

Common examples include:

01　IT support template – when tickets are received and when they're resolved

02　Status update

03　Team announcement

04　Scheduled downtime

05　Unplanned system outage – when issues are notified, when they're updated, and when they're resolved

Different message types will need to be communicated with users in different ways. Often the criticality of the message determines the most effective channel to use.

Below are some sample message templates for the common types of information a Helpdesk Manager may need to communicate. For each one, there's an example shown for how the message could look and advice on the best channels to send this with.

Urgent messages which users need to be made aware of immediately require high-impact channels to get employee attention, such as pop-up desktop alerts. For example, notifications of an unplanned outage.

Informational messages which provide status updates can best be sent through emails or scrolling tickers. For example, team announcements or project updates.

Awareness messages which seek to effect positive behavioral change are optimally done through corporate screensavers or lock screens. For example, reminding users of the correct process for raising an IT ticket or safe cybersecurity practices to follow.

1. IT support ticket

Probably the most common message type is a confirmation whenever employees raise service requests or create support tickets. The text below is shown as an IT support email template but can also be easily adapted to other formats if required.
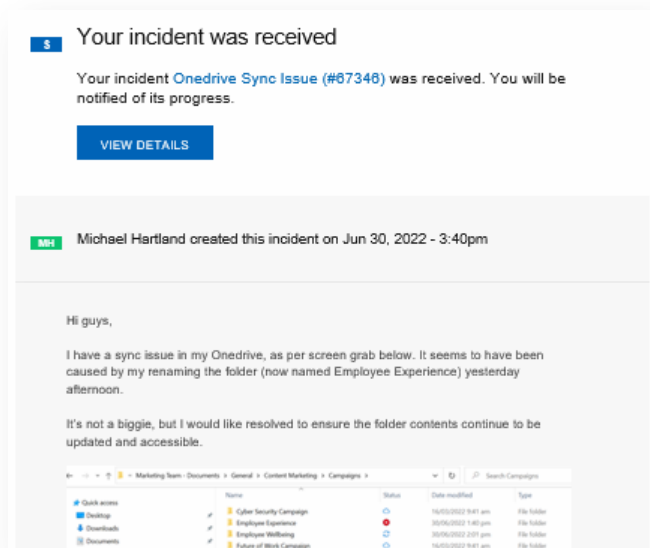
Channels: Email

> **Subject:** New Incident Received: Incident [REFERENCE] [SUBJECT OF ISSUE]
>
> **Heading:** Your incident was received
>
> Your incident [SUBJECT OF ISSUE] was received. The ticket reference is [REFERENCE]. You will be notified of its progress.
>
> View Ticket Details [hyperlink to unique webpage]

2. IT support rating

When an IT support ticket is resolved, that's the perfect time to ask users to rate how satisfied they are with the experience from your support agents. Internal customer feedback provides invaluable information on where your service delivery is shining, and where it needs a polish.

Channels: Survey

> **Subject:** Customer Satisfaction Survey: Incident [REFERENCE] [SUBJECT OF ISSUE]
>
> **Heading:** Customer Satisfaction Survey
>
> We'd love to hear about your recent experience with our IT support service.
>
> Please rate your satisfaction with the service you received on [SUBJECT OF ISSUE] (ticket [REFERENCE]) by clicking the button below.
>
> You'll also have the opportunity to add optional comments after providing your rating.
>
> Take Survey [hyperlink to online survey tool]
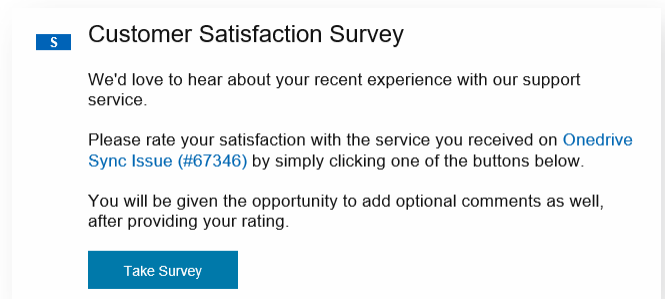
3. Status update

Few things frustrate users more than creating a ticket or receiving a notification, then hearing silence thereafter. Users need regular updates on the status of a ticket or system issue to feel reassured that it's being addressed – otherwise they're likely to continue haranguing your support team. Make sure to include a knowledge base link or similar for more information.

Channels: Ticker, email

[SYSTEM] Outage: IT are still troubleshooting the issue with [System]. We estimate the outage as being [NUMBER] minutes. More updates to follow. View Outage Details [hyperlink to unique webpage]
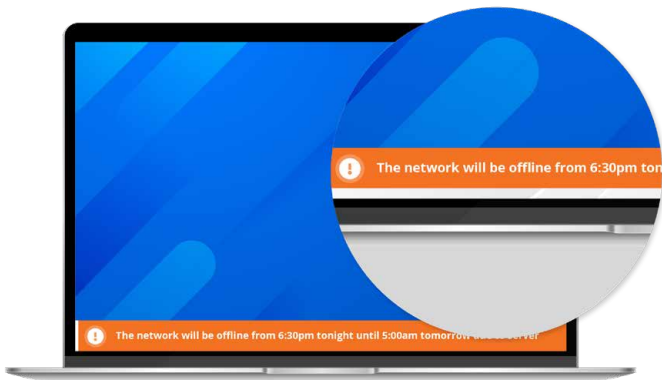
4. Team announcement

It's useful to keep the wider organization appraised of any changes in your team, whether related to personnel or process. This helps foster a sense of the IT team being visible and accessible, which improves end user experience.

Channels: Newsletter

Content to feature:

- Number of tickets received, tickets resolved, user satisfaction scores etc.

- New IT information available on company intranet

- Forthcoming system updates or new tools launching

- New helpdesk team hires

- Helpful IT tips for work and home

- Availability over holiday periods

5. Process reinforcement

Educating users now is always faster and less stressful than managing the fallout from some unwitting mistake later. Build user awareness of important IT standards, processes and recommended behaviors.

Channels: Screensaver, lock screen

Example topics to feature:

- Steps to follow when requesting IT support
- Best practices for creating secure passwords
- 6 tips for safer cybersecurity
- Latest IT resources available with link to company intranet
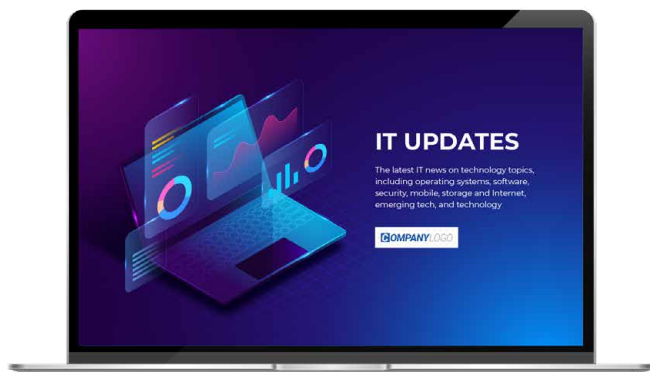
6. Scheduled downtime

Occasional system downtime is unavoidable, and users are generally perfectly happy with this – provided they're made aware of it in advance. Communicating scheduled downtime means they can manage their workload by focusing on unaffected tasks or using alternative systems. Just be sure to let them know when everything's back up and running again!

See more on how to manage scheduled maintenance messages, with examples.

Channels: Alert

[SYSTEM] Scheduled Maintenance

Please be aware that on [DATE] the [OFFICE OR LOCATION] IT Team will conduct a scheduled outage on IT systems and services. Certain IT services hosted in [OFFICE OR LOCATION] will be affected. The outage is expected to last from [START TIME AND TIMEZONE] until [END TIME AND TIMEZONE]. The IT Team will advise when all services are restored.

Services impacted: [LIST OF SERVICES]

Impact: [SYSTEM] will be unavailable during this time. Please save your work and log out before [START TIME AND TIMEZONE]. [ALTERNATIVE SYSTEM] will remain available throughout.

Questions? For more information, please contact the IT Service Desk by emailing [EMAIL ADDRESS] or phoning [NUMBER].

7. Unplanned outage

Unplanned outages can strike any system, anytime. Communicating fast, in a way that users see quickly and get all the information they need, is essential to reduce expensive downtime cost and avoid your helpdesk being flooded with repetitive calls.

You'll need to use different message formats for the initial announcement, ongoing updates and confirmation of resolution. See more on creating effective IT outage notifications.
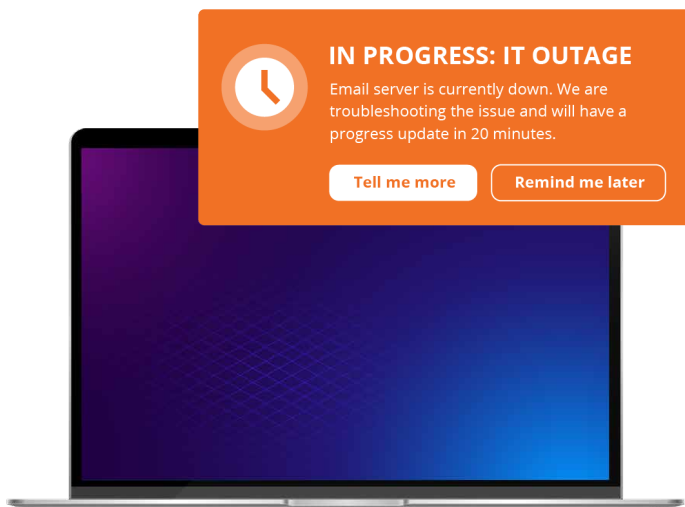
Channels: Alert

Issue with [SERVICE]

[SERVICE OR SYSTEM] has been experiencing problems since [START TIME, TIMEZONE AND DATE]. Users in [OFFICE OR LOCATION] are currently unable to access [SERVICE OR SYSTEM].

The IT Team is working to resolve this issue. An update will be sent at [TIME AND TIMEZONE].

For more information, contact the IT Service Desk by emailing [EMAIL ADDRESS] or phoning [NUMBER].

IN PROGRESS: IT OUTAGE

Email server is currently down. We are troubleshooting the issue and will have a progress update in 20 minutes.

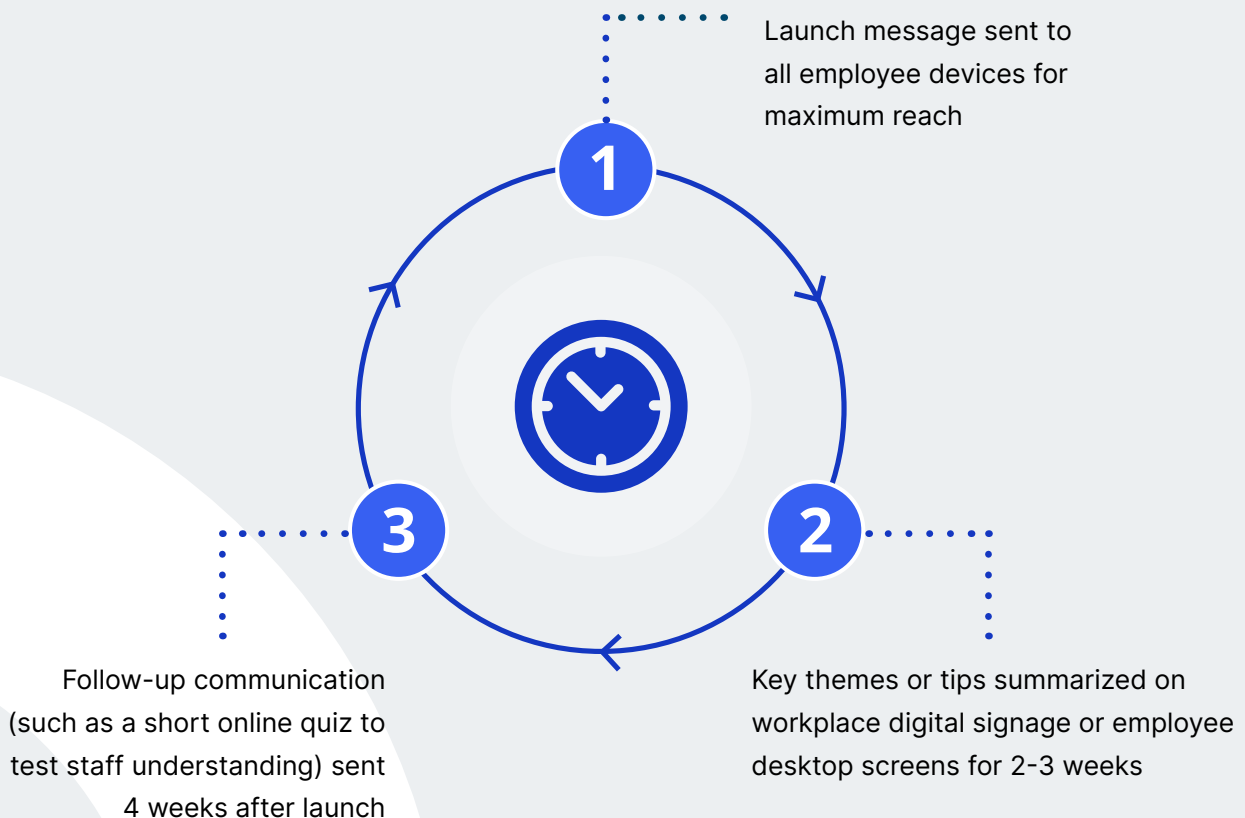Tell me more   Remind me later

How to improve help desk messages

Responding to repetitive, time-consuming requests is one of the biggest drains on helpdesk productivity. Agents spend large amounts of their time on these 'copy and paste' jobs.

Improve the effectiveness of your help desk messages by running a user awareness campaign.

Reinforcement of important IT messages (like the best way to raise a support request) is essential. Users need multiple exposures to information, and a combination of complimentary communication channels to absorb it.

The three steps of a campaign should be:

1 Launch message sent to all employee devices for maximum reach

2 Key themes or tips summarized on workplace digital signage or employee desktop screens for 2-3 weeks

3 Follow-up communication (such as a short online quiz to test staff understanding) sent 4 weeks after launch

Summary of IT communication tools

Shown below are more details on some of the most popular communication tools referenced in this guide, as used by IT and Helpdesk Managers.

Alerts

What it is: Unmissable pop-up messages that deliver direct-to-screen. Bypasses email for greater impact while reducing email overload. Reaches all desktop and mobile devices.

Best for: High priority updates or urgent notifications (eg. System outages).

Scrolling Tickers

What it is: Scrolling newsfeed-style text for important, bite-size messages that inform without intruding. Short, punchy text scrolls at the bottom of desktop screens for immediate visibility.

Best for: Status updates and reminders to users (eg. Scheduled maintenance reminders).
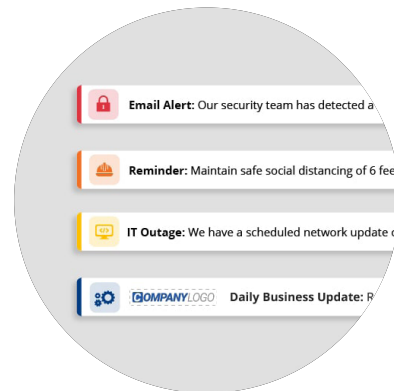
Questionnaires

What it is: Interactive pop-up tools to collect user feedback or test user knowledge. Available as Survey and Quiz formats.

Best for: IT support rating surveys and quizzes to support training (eg. New system training).

Summary of IT communication tools

Lock Screen

What it is: Highly visual way of reinforcing key IT messages to users every time their computer screen is locked.
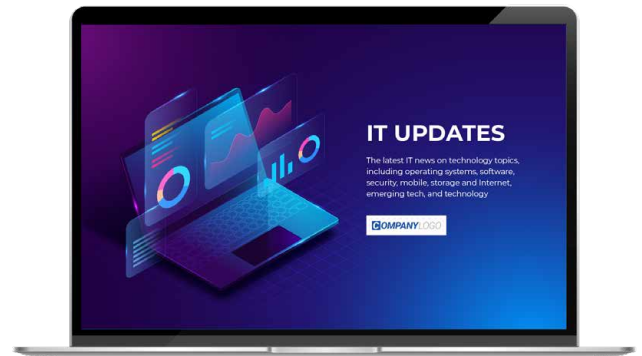
Best for: Process reminders and policy updates (eg. Updated digital use policy).

Screensaver

What it is: Flexible display tool for promoting IT messages. Can include imagery, video, animations and RSS feeds.

Best for: Online behavior tips, reminders and best practices (eg. Cybersecurity tips).

Newsletter

What it is: Digital channel for collating regular IT news, updates and releases for maximum readership. Can include video, live webpages, imagery and scrolling tickers.

Best for: Distributing IT updates and improving IT internal reputation (eg. Monthly IT roundup).

A better way to communicate with Snapcomms

Snapcomms is trusted by IT teams around the world to deliver important IT communications. It's designed by IT professionals for IT professionals.

The simple yet powerful platform cuts through workplace noise to support your IT goals. Messages bypass email to display direct-to-screen – no email-overload, no chat distraction.

With Snapcomms, you can have full digital signage and survey capabilities, together with a vast array of other tools, in one integrated platform – allowing you to consolidate your suppliers and reduce costs.

Snapcomms is an Everbridge Company, providing the only end to end critical event management and employee communication solution in the world.

Improve your IT helpdesk communications today. Contact us to learn more and receive a personalization demonstration.

Arrange a demo

Fred Celik
Service Operations Manager, Ensyst

"Using Tickers instead of emails has resulted in 2000 fewer emails sent over the network."

Tim Van Deyck
IT & Operations, Ingenico ePayments

"We sent 2,000 staff a SnapComms alert. Within 2 hours this achieved 82% reach and 78% readership."

Get in touch to learn about Everbridge, empowering resilience.

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