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This email was written for a Portland-based multi-channel communication support provider to entice their current customers to add the new web chat service to their contracts.

Subject Line: Web Chat Launch

Customer Name,

COMPANY's Live Web Chat service has now launched.

My team and I are proud to offer this cutting edge service to companies who seek to *enhance customer service, lower shopping cart abandonment rates, and increase conversions.*

Because we've deployed and thoroughly tested Live Web Chat on our own website, my team can seamlessly integrate this functionality into your current web properties.

I encourage you to take less than 2 minutes to experience a live online chat with one of my customer service associates. Of course, we've also posted additional information online. If you have any comments or issues about this new service offering, please feel free to contact me directly.

Sincerely,
Name of Real Person
Real Person's Title (Can't be MARKETING Title)
COMPANY
Real Person's Email