



Feature Release Overview & Support Guide

Use this template to document an upcoming feature and any support information your team will need. [Learn more](#) about this template.

Overview

Feature name: *What is this feature called?*

Launch date: *When is this feature being launched?*

What's changing/what's new [tl;dr]: *What is new for the customer?*

Launch schedule and rollout plan

- Date and time plans: *Are there certain dates that the team should be aware of?*
- Blog post/tweet: *Do we have content we're sharing out to customers?*
- In-app user education/What's New notification: *How are we alerting users to this change in-app?*

Channels and contacts

- CE channels: *Where in Slack will Customer Experience discuss this launch?*
- PDE channels and purposes: *Where in Slack do we go to chat about this launch with Product & Engineering teams?*
- DRI and launch team: *Who is the individual responsible for launch enablement and what other contacts are on the team?*



Triage

- Triage: *What area should tickets be triaged to?*
- Macros: *What macros do we have for this launch?*

Twitter

- Tags: *How should tweets be tagged?*
- Suggested tweet responses: *How should we respond to tweets about this launch?*

Live Support

- Any live-support-specific resources, chat scripts, etc.

International Support:

- Any international-support-specific resources, language considerations, translations, etc.
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FAQs

Anticipated questions should be in an h2 list format for easy reference, with answers immediately under the questions.

Question 1

Answer

Question 2

Answer



Question 3

Answer

Helpful resources

- Links to help center articles
- Links to design and product docs and resources
- Links to related Guru Cards
- Links to macros