CONSOLE ADMIN > INTÉGRATION DE L'UTILISATEUR FINAL

Courriels d'adoption par l'utilisateur final

Courriels d'adoption par l'utilisateur final

Cette page comprend une série de courriels que nous envoyons aux admins et propriétaires de Bitwarden Entreprise et Équipes afin de les aider à augmenter l'adoption de leur nouveau gestionnaire de mots de passe au sein de leur équipe. N'hésitez pas à les lire tous en une fois ci-dessous, ou à les prendre et à les adapter aux besoins de votre équipe.

⇒Enterprise

Program intro

> 💡 **Example**   *Copy* 🗐
>
> **Subject**: Tips to get your team to use Bitwarden
>
> **Body**:
>
> Hi *[name]*,
>
> Getting the right start with password management can lead to a successful deployment for employees.
>
> You'll soon receive a six-day plan to help increase user adoption of your new password manager among your colleagues.
>
> These brief, actionable emails will cover essential strategies including:
>
>   1. Appoint an implementation champion
>
>   2. Communicate your rollout plan
>
>   3. Explain the top benefits of a password manager
>
>   4. Use email templates for easy sharing
>
>   5. Share get-started guides
>
> Also, remember that Bitwarden Enterprise plans include complimentary Families plans for personal use. Let your team know they can redeem their free Bitwarden Families plan to keep their data safe both at work and at home.
>
> You can use this example email to share the free Families plan with your team.

Appoint an implementation champion

💡 **Example**

Copy 🗐

Subject: Appoint an implementation champion

Body:

Hi *[name]*,

A designated cybersecurity champion can accelerate password management adoption across your organization. This person will rally feedback, suggestions, and overall excitement for your new tool! By appointing an implementation champion, or even a bench of experts, you can ensure someone is always available to answer questions or provide guidance.

Your implementation champion should be empowered to:

- Host workshops or open office hours to review Bitwarden Learning material with users.

- Help teams set up collections through use of a member role such as manager or the custom role.

- Assist users in downloading Bitwarden clients to all their devices.

An implementation champion can significantly increase user adoption, and will have your organization on the road to password security in no time!

Communicate your rollout plan

💡 **Example**

Copy 🗐

Subject: Communicate your rollout plan

Body:

Hi *[name]*,

Put end-users at ease by communicating the implementation plan for your new password manager far in advance.

- Let employees know exactly what to expect.

- Communicate specific action items they will need to complete, and the due data. This will help ensure a smooth rollout for your employees.

Here's a sample implementation plan you can use as a guide – just download them and customize them to work for your organization.

bitwarden

Secure and trusted open source password manager for business

Tout the benefits of a password manager

> 💡 **Example**   Copy 🗐
>
> **Subject**: Promote the top benefits
>
> **Body**:
>
> Hi *[name]*,
>
> Make sure the end-users understand the value and benefits a password manager will bring to their work.
>
> To get your team excited about Bitwarden, here are three primary benefits to share with everyone:
>
>   1. Easily access all your passwords anytime, anywhere, on any device.
>
>   2. Securely share credentials with others.
>
>   3. Streamline logging into your accounts with auto-fill.
>
> **Here are a few resources on the benefits of a password manager that you can send to employees**:
>
> - Share this password strength testing tool – let the gamification begin!
>
> - [Blog] How a password manager adds productivity at the office
>
> - [Blog] A better password workflow with Bitwarden
>
> - [Blog] How to better manage your financial information in Bitwarden
>
> - [Blog] 7 steps to create a secure (and private) profile online

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Templates to share on internal messaging systems

> 💡 **Example**
> Copy 📋
>
> **Subject**: Use these templates for easy sharing
>
> **Body**:
>
> Hi *[name]*,
>
> Here are a few pre-written posts to share on your organization's internal messaging systems. These can help boost enthusiasm and adoption of your new password manager.
>
> *Template 1: Get started with Bitwarden*
>
> *Subject: Introducing Bitwarden password manager for company-wide deployment*
>
> *Body:*
>
> *Hi team, we are happy to announce the company-wide deployment of Bitwarden Password Manager. Bitwarden is a respected, industry-leading company with a strong security record.*
>
> *You will find Bitwarden to be simple and easy to use.*
>
> *Here are three reasons we're excited to get you on Bitwarden:*
>
> 1. *Easily access all your passwords anytime, anywhere, on any device.*
>
> 2. *Securely share credentials with others.*
>
> 3. *Streamline logging into your accounts with auto-fill.*
>
> *You will receive an invite via email to join Bitwarden.*
>
> *Template 2: Complimentary Bitwarden Families plan for all users*
>
> *Subject: Your Bitwarden account comes with a free Families plan*
>
> *Body:*
>
> *Dear [company] employees,*
>
> *We use Bitwarden for secure password management and sharing secure information across teams and the organization. Proper password management is an important part of our security strategy and we're happy that together we can practice secure password habits.*
>
> *We can now share password management to you and your family. Through our Bitwarden Enterprise subscription, every employee connected to our Bitwarden instance can redeem a complimentary Bitwarden Families plan using a personal email address and invite five additional family members to join. Every user on the Families plan will have access to secure password sharing and premium features, such as advanced two-step login, emergency access, encrypted file attachments, and more.*
>
> *We hope that every employee will take advantage of this opportunity to protect themselves and their families. Internet and password security is important both in the office and at home, and staying secure across our personal and work lives is a shared responsibility.*

A walkthrough from Bitwarden is available here.

Thank you,

[IT admin name, title]

Share detailed guides on how to get started

💡 **Example**   Copy 📋

Subject: Make it easy to get started with these guides

Body:

Hi *[name]*,

Put together an email, internal message, or document with a list of useful resources about Bitwarden onboarding. Here's a quick template you can use:

Hi there,

Here are three resources that will help you get started with your new password manager:

- *[Guide]* Get started with Bitwarden Password Manager

- *[Guide]* Get started with Bitwarden as an individual user

- *[Video series]* Password Manager 101

[Name] is the Bitwarden implementation champion, so feel free to reach out directly with any questions.

⇒Teams

Program intro

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>
>   4. Share get-started guides
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>   5. Use email templates for easy sharing
>
> Be on the lookout for the adoption program coming your way shortly.

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- [Blog] How to better manage your financial information in Bitwarden

- [Blog] 7 steps to create a secure (and private) profile online

Templates to share on internal messaging systems

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Subject: Use this template for easy sharing

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Hi *[name]*,

Here is a pre-written post to share on your organization's internal messaging systems and let employees know that you're moving to Bitwarden. This post can help boost enthusiasm and adoption of your new password manager.

Template: Get started with Bitwarden

Subject: Introducing Bitwarden password manager for company-wide deployment

Body:

Hi team, we are happy to announce the company-wide deployment of Bitwarden Password Manager. Bitwarden is a respected, industry-leading company with a strong security record.

You will find Bitwarden to be simple and easy to use.

Here are three reasons we're excited to get you on Bitwarden:

1. *Easily access all your passwords anytime, anywhere, on any device.*

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You will receive an invite via email to join Bitwarden.

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