

Memo

To: Customer Service Team

From: Yixuan Chen, Team Lead

Date: February 12, 2025

Subject: Implementing the You-Attitude for Better Customer Communication

Dear Team,

Effective communication with our customers is essential to building strong relationships and ensuring satisfaction. One key strategy we must implement is the "You-Attitude," which shifts the focus from the speaker to the recipient, making our communication more engaging and customer-centered.

What is the You-Attitude?

You-Attitude means structuring messages around the reader's perspective, emphasizing their needs and benefits rather than our actions. This approach fosters goodwill and improves clarity.

Examples of the You-Attitude in Action:

- Original Sentence:** "I have processed your refund request today."
 - Why This Reflects Poor Communication:** This sentence emphasizes the sender's action rather than the customer's benefit.
 - Revised Sentence:** "You will receive your refund within three business days."
 - Why This is Better:** It clearly informs the customer of the expected outcome.
- Original Sentence:** "We cannot issue a refund for items without a receipt."
 - Why This Reflects Poor Communication:** It is negative and focuses on company policy rather than providing a solution.
 - Revised Sentence:** "If you have your receipt, we can process your refund immediately. If not, we can offer an exchange."
 - Why This is Better:** It presents a positive, solution-oriented approach.
- Original Sentence:** "I will arrange for your package to be delivered soon."
 - Why This Reflects Poor Communication:** The emphasis is on the sender rather than the recipient.
 - Revised Sentence:** "Your package is scheduled for delivery by Friday."
 - Why This is Better:** It provides clear information that the customer needs.

Why the You-Attitude Matters

Adopting the You-Attitude in all customer interactions ensures:

- Improved Clarity:** Customers receive direct, relevant information.
- Better Customer Relationships:** A positive and customer-centered tone enhances trust.
- More Efficient Communication:** Reduces back-and-forth inquiries by addressing customer needs clearly.

Please integrate this approach into all written and verbal customer communications. If you have any questions or need further guidance, feel free to reach out.

Thank you for your dedication to exceptional service.

Best,

Yixuan Chen

Team Lead, Customer Service

[Company Name]