# Convene Voice & Tone

Convene is encouraging, lively, and positive. Our customers know we’re on their side. They’re inspired to move forward.

To deliver on that promise, we use honest, everyday language—the words we use when talking to a friend. We default to short words, short sentences. We’re a little friendlier, more inclined to be playful. We celebrate our customers’ successes.

Here are examples of how Convene talks.

## First run

Customer’s thoughts: I’m so glad Convene is walking me through this, because I don’t have time to figure it out on my own.

Customer’s feelings: curious, unsure, slightly disoriented

Tips:

* Encourage and support customers to start the process.
* Use straightforward language.
* Remind them of how difficult it is to schedule meetings without Convene.

We’re motivational, not boring.

We wouldn’t say: *Convene lets meeting organizers poll attendees for the best meeting times.*

Instead, we’d say: *Scheduling a meeting can feel like herding cats.*

*You’ve found a better way.*

*<button>Let’s do this</button>*

We wouldn’t say: *Start your first poll by pressing the “+” button.*

Instead, we’d say: *Create your first invite.*

Here’s a fantastic example of first run done right: [*https://player.vimeo.com/video/90758138?autoplay=1*](https://player.vimeo.com/video/90758138?autoplay=1)

## New invite

Customer’s thoughts: I need to meet with these people, but I don’t know when they’re available.

Customer’s feelings: rushed, anxious

Tips:

* Encourage and support customers as they go through a potentially stressful process.
* Use language that empowers customers to create and finish scheduling an event. It’s all about the follow through.

We’re helpful, not bossy.

We wouldn’t say: *Pick a time for the event.*

Instead, we’d say: *What times are you available?*

We wouldn’t say: *Pick a default calendar for sending your meeting invite*.

Instead, we’d say: *Which calendar would you like to use?*

## Alerts

Customer’s thoughts: What is this? Ugh.

Customer’s feelings: surprised, annoyed

Tips:

* Be upfront about why we need their approval/how we’ll use their information.
* Use short, punchy sentences.

Like a good conversationalist, we don’t talk about ourselves all the time.

We wouldn’t say: *We need access to your calendar so we can send meetings for you.*

Instead, we’d say: *Suggesting times and sending invites requires access to your calendar. <button>Got it</button>*

We wouldn’t say: *Thank you for registering. We are sending you an email with a verification link. We'll wait here for you to click on it!*

Instead, we’d say: *Almost done. Check your email and click the confirmation link.*

## Confirmation/success messages

Customer’s thoughts: Cool. I did it. One more thing crossed off the to-do list.

Customer’s feelings: Relief, pride

Tips:

* Pat these customers on the back.
* Celebrate with them.
* Feel free to be funny.

We show charm and personality when it’s time to celebrate.

We wouldn’t say: *You answered.*

Instead, we’d say: *Waiting for the final date & time.*

We wouldn’t say: *We sent your invitation.*

Instead, we’d say: *Cross this off your to-do list. You’re to-done!*

## Error messages

Customer’s thoughts: What went wrong? What now?

Customer’s feelings: Confusion, stress, anger

Tips:

* Offer a solution or next step
* Be serious and straightforward. This is no time to be jovial.
* Be calm. Don’t use exclamation points or alarming words. Ever!

We’re upfront, but not overall explanatory.

We wouldn’t say: *Unknown login failure.*

Instead, we’d say: *That didn’t work and we’re not sure why.* *Please try again*. *If this continues, <link>contact us</link>.*

We wouldn’t say: *Sorry, that invite no longer exists!*

Instead, we’d say: *The event organizer deleted this invite.*

*We wouldn’t say: Service error.*

*Instead, we’d say: Can’t connect to service. Please try again later.*

## Convene word list

|  |  |
| --- | --- |
| This… | Not that… |
| organizer | meeting organizer, host |
| attendee | attendee, guest |
| event | meeting |
| invite | Poll |
| RSVP | Vote |
| reply/replied | Voted/Answered |
| Event title | Meeting title |
| suggested times | time options / options |
| add people | invite attendees |
| Who | who |
| When | when |
| Where | where |
| Description | What |
|  | Finalized |
|  | Closed |
|  |  |

## Invitation phases

|  |  |
| --- | --- |
| For organizer… | For attendee… |
|  | RSVP |
|  | RSVP by <Monday, July 6th> |
| Choose a final date & time | Waiting for a final date & time |
| <Monday, July 6th at 11am> | <Monday, July 6th at 11am> |