



E-mail Etiquette



Introduction

What is E-mail Etiquette

Email etiquette refers to the principles of behavior that one should use when writing or answering email messages.

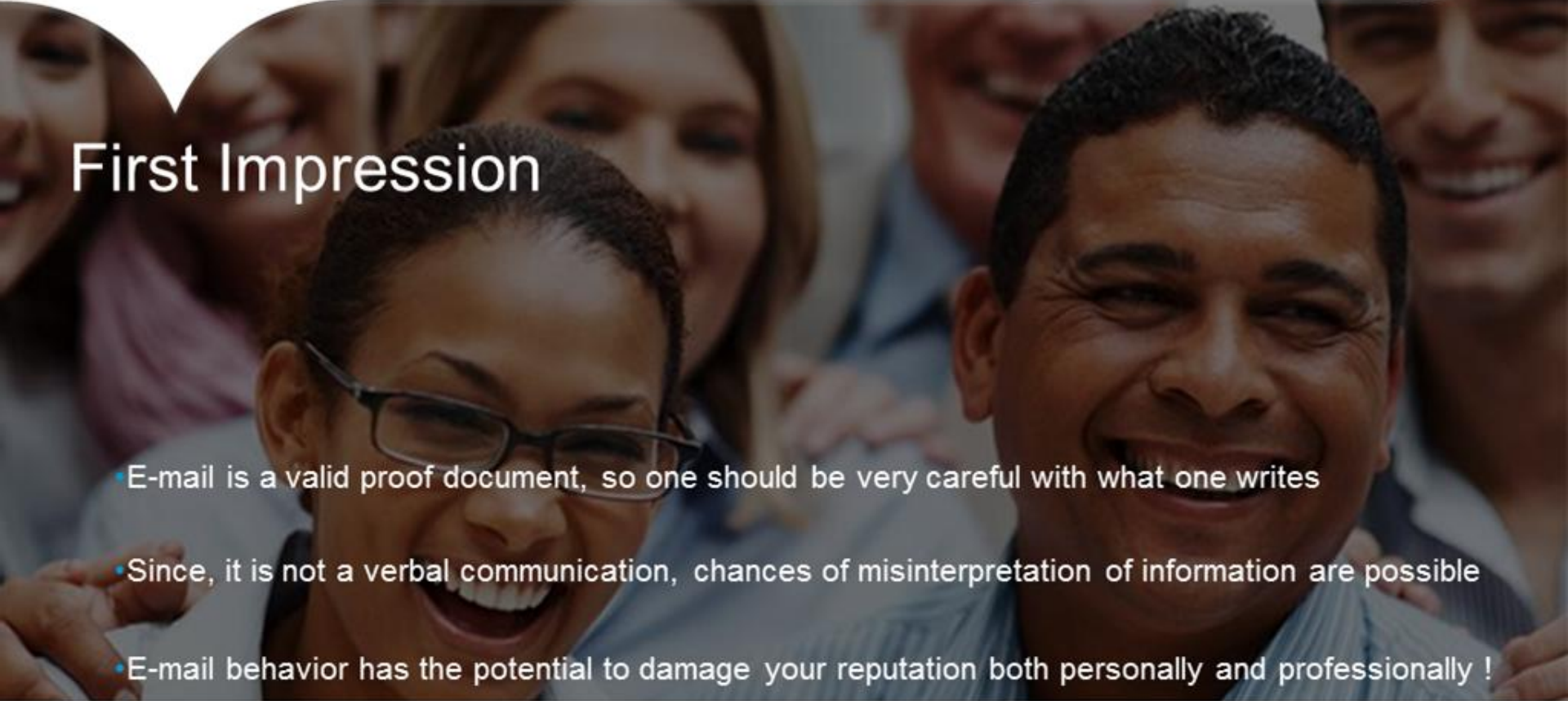
“Mastering communication is the key for building strong rapport”

Objective of the Session

At the end of the session, you will be able to :

- Project professional communication
- Use Effective mail structure
- Practice good E-mail techniques & etiquette
- Use appropriate language
- Use effective approach to handle multiple interpretations
- Learn to manage One-way communication





First Impression

- E-mail is a valid proof document, so one should be very careful with what one writes
- Since, it is not a verbal communication, chances of misinterpretation of information are possible
- E-mail behavior has the potential to damage your reputation both personally and professionally !

Basic E-mail techniques



E-mail elements



Organize E-mail content



Tone of E-mail



Writing Skills



Avoid common errors



**The Power of Greeting,
Rapport building and
Courtesy close**



E-mail Elements

You can become confident that you are doing this part of your work correctly if you follow proper techniques

E-mail Elements



Addressing



Subject Line



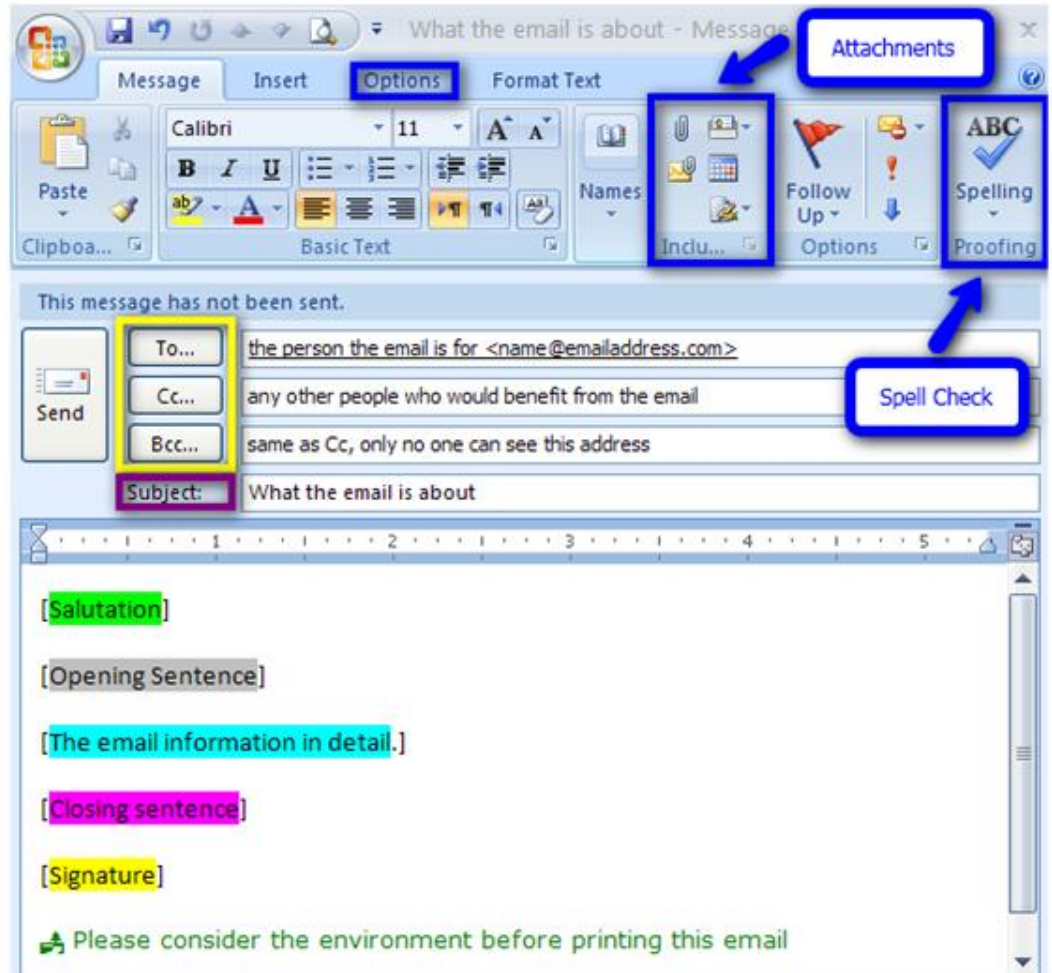
Message Text



Style



Signature Line



E-mail Elements

Addressing

- Limit to who really needs to know
- Make it clear in text who has to take an action and who is information addressee
- Watch reply vs. reply all

Subject line

- Clarity
- Descriptive
- Critical Information

Signature line

- Your name
- Title
- Organization
- Website
- Phones

E-mail Elements

Message Text

- Respond within 24hrs
- To the point, clear and crisp
- Organized
- Use topic sentences
- Informative – provide all contact/necessary information
- Professional – no smileys, quotes and pictures
- Always spell-check before sending
- Re-read E-mails for other spelling, grammar and punctuation errors
- Complete the “To:” at the last
- E-mails are permanent and searchable

Style

- Do not overuse high priority options
- Avoid delivery and read receipts
- Do not ask to recall a message
- Do not copy a message or attachment without permission
- Do not scoop someone else’s message
- Chill out! – Avoid sending a snarky reply to a nasty E-mail
- Write; but don’t send
- Don’t reply at all and let them wonder
- Offer to speak by phone or in person; E-mail at times is not a good tool for ‘clearing the air’

Basic E-mail techniques



E-mail elements



Organize E-mail content



Tone of E-mail



Writing Skills



Avoid common errors



**The Power of Greeting,
Rapport building and
Courtesy close**

Organize E-mail Contents

"Good order is the foundation of all things"

Organizing is what you do before you do something, so that when you do it, it is not mixed up

Organize Email Content

- Know your purpose
- Use the “One Thing” rule
- Practice Empathy
- Keep introductions brief
- Use the Active Voice
- Proofread
- Write like you speak

Tone of E-mail



Keep cool; Use words carefully



Choose an appropriate greeting and closing



Use Pronouns



Write in Active Voice



Order information to make a professional tone

Basic E-mail techniques



E-mail elements



Organize E-mail content



Tone of E-mail




Writing Skills



Avoid common errors



**The Power of Greeting,
Rapport building and
Courtesy close**



Tone of E-mail

"Tone is the quality in your writing that reveals your attitude toward your topic and reader. Tone comes from your choice of words, the structure of your sentences, and the order of the information you present"

How you say and what you say is so important that an inappropriate tone can cause a reader to ignore, delete, or overreact to your message

Basic E-mail techniques



E-mail elements



Organize E-mail content



Tone of E-mail



Writing Skills



Avoid common errors



**The Power of Greeting,
Rapport building and
Courtesy close**

Writing Skills

"There is one whose rash words are like sword thrusts, but the tongue of the wise brings healing"

Choose your words well; Even a fool who keeps silent is considered as wise

Writing Skills



Subject Line



Short and simple sentences



Think of who your reader is going to be



Be very careful of capital letters, punctuation, spelling and basic grammar



Think about how direct or Indirect you want to be



Be Positive

Writing Skills

When adding a point

Again

Besides

Furthermore

Moreover

Next

First

Finally

Last

When Contradicting

Yet

At the same time

Nevertheless

On the other hand

In contrast

But

However

On the contrary

Basic E-mail techniques



E-mail elements



Organize E-mail content



Tone of E-mail




Writing Skills



Avoid common errors



The Power of Greeting,
Rapport building and
Courtesy close



Avoid Common Errors

Avoid Common Errors

8 common habits

Vague or non-existent subject line

Changing the topic without changing the subject line

Including multiple subjects in one note

Sending before thinking

Misaddressed recipients

Replying vs. forwarding

Inadvertent replying to all

Omitting the context of a reply

Basic E-mail techniques



E-mail elements



Organize E-mail content



Tone of E-mail



Writing Skills



Avoid common errors



The Power of Greeting,
Rapport building and
Courtesy close



The Power of Greeting, Rapport Building and Courtesy close

Sets the STAGE;
POLITENESS is your weapon;
I don't care what you know, unless I know that you care

Greeting, Rapport Building and Close



Greeting –

Few Acceptable greetings in Business E-mails –

- * Dear
- * Hi
- * Hello
- * <Name>



Rapport Building –

- * You come across as a confident person
- * You come across as genuinely interested in the other person
- * The other person is put at ease in dealing with you

Few Rapport Building Statements –

- * *Hope you are having a good day!*
- * *Nice to meet you by email! (the first time you write to a person)*
- * *Good to be in touch with you. (only if you know the person).*
- * *Thank you for your prompt response.*
- * *Thank you for the report / Trust all is well.*
- * *Hope you had a good weekend.*

Greeting, Rapport Building and Close



Closing Statements –

- * End Smoothly
- * Refer to a future interaction
- * Few Examples –
 - * Please do call me if you need any further clarifications
 - * Thanks in advance for your support on this issue
 - * Looking forward to your prompt response as always
 - * Have a great day!

Courtesy Close

A few examples

*Regards,
Best Wishes,
Thanks & Regards,
Cheers,*

Formatting Guidelines

Formatting Guidelines

Suggested Fonts: Arial, Century Gothic, Verdana, Tahoma, Book Antiqua, Bookman Old Style, Times New Roman

Suggested Sizes: 10-12

Suggested Colors: Black, Dark Grey, Dark Blue

Consistency in font and bullet and numbering pattern!

Punctuation:

Full stops at ends of sentences; commas in-between, Space after full-stop and comma; Do not use exclamation signs!

PLEASE AVOID ALL CAPITALS AS IT SOUNDS LIKE SHOUTING!

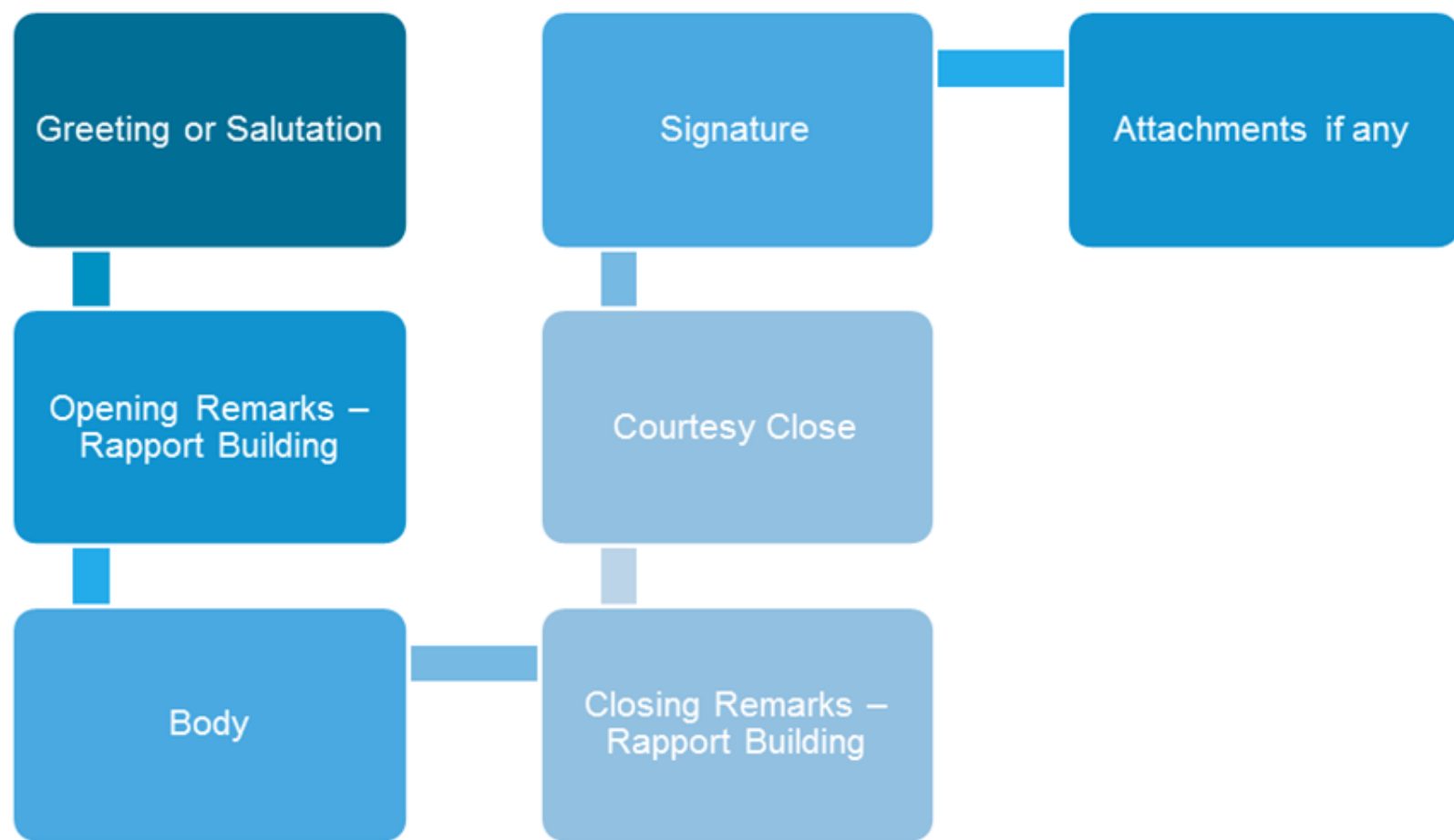
Please avoid RED on fonts – people may take offence!

Highlight or underline; not both, Line breaks for paragraph separators, Do not use emotions

Final Checklist

- **The Spell Check**
- **The Grammar Check**
- **Will they think what I think they will think ?**
- **The Attachments**
- **Is it the right attachment?**
- **Is it too big? (> 1 MB)**

Quick Glance



Quick Glance



Be concise and to the point



Answer what's necessary; & Pre-empt further questions



Proper Spelling, Grammar & Punctuation



Use templates for frequently used responses



Answer Swiftly



Use proper structure & Layout



Do not write in CAPITALS



Add Disclaimers to your E-mail



Re-read the E-mail before you send it



Avoid using Urgent & Important



Avoid long sentences



Use Active voice



Use a meaningful subject



Be careful with formatting



Do not forward chain mails if not required



About Capgemini

With almost 140,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2013 global revenues of EUR 10.1 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.



www.capgemini.com

