Learning Objectives

Understand each customer's inquiry and respond with clarity and care, ensuring consistent tone, quality, and brand voice across all written channels.

Use empathetic, positive, and solution-oriented language and tone to enhance customer satisfaction.

Reinforce proper grammar, spelling, punctuation, and sentence structure to ensure professional communication.

Emphasize the importance of prompt, efficient responses.

Effectively summarize communications in [REDACTED] and [REDACTED].

Importance of Clear and Effective Written Communication

- Reduces misunderstandings
- Builds trust and credibility
- Improves customer satisfaction
- Saves time
- Maintains brand image
- Enhances problem-solving
- Promotes positive customer relationships
- Legal and compliance clarity

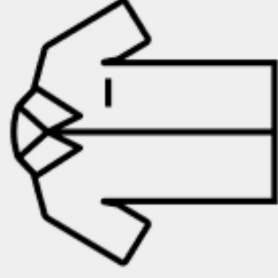# Skills to Write it Right

Speed and
Responsiveness

Active Listening,
Problem-Solving,
and Clarity

Customer-Centric
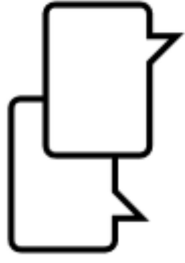Language and
Personalization

Tone and
Professionalism

Grammar, Spelling,
Punctuation, and
Sentence Structure

Speed and Responsiveness

Responding promptly helps us:

- Prevent frustration
- Show our customers that we genuinely care
- Demonstrate our commitment to our customers
- Ensure they feel heard, valued, and reassured about what to expect
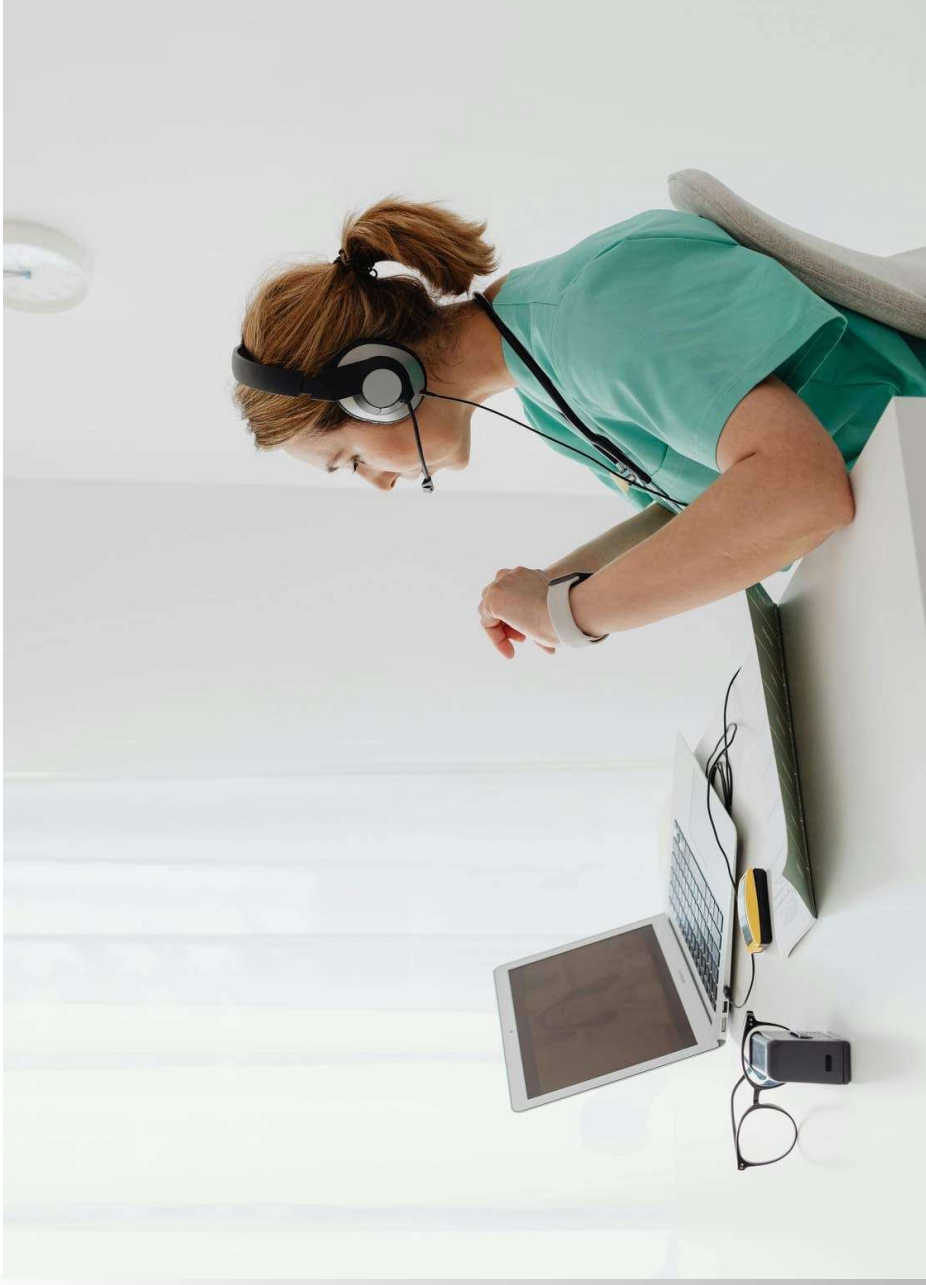
REDACTED - LISTS RESPONSE GOALS

Quick Tips

Q - Quickly acknowledge the customer.

U - Utilize multitasking.

I - Incorporate [REDACTED] in your responses.

C - Curate your resources and keep them handy.
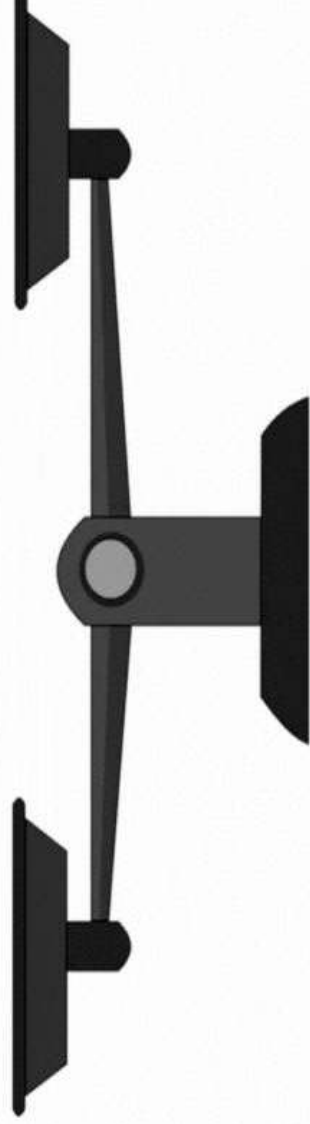
K - Keep your promises and follow-up!

Balancing Speed and Accuracy

Accuracy

Speed

Listen Between the Lines

Active listening in written communication involves giving **full attention to the message**, **understanding the meaning behind it**, and **responding thoughtfully**.

1. Read carefully
2. Clarify understanding
3. Acknowledge emotions
4. Provide thoughtful responses
5. Reflect on what's unsaid
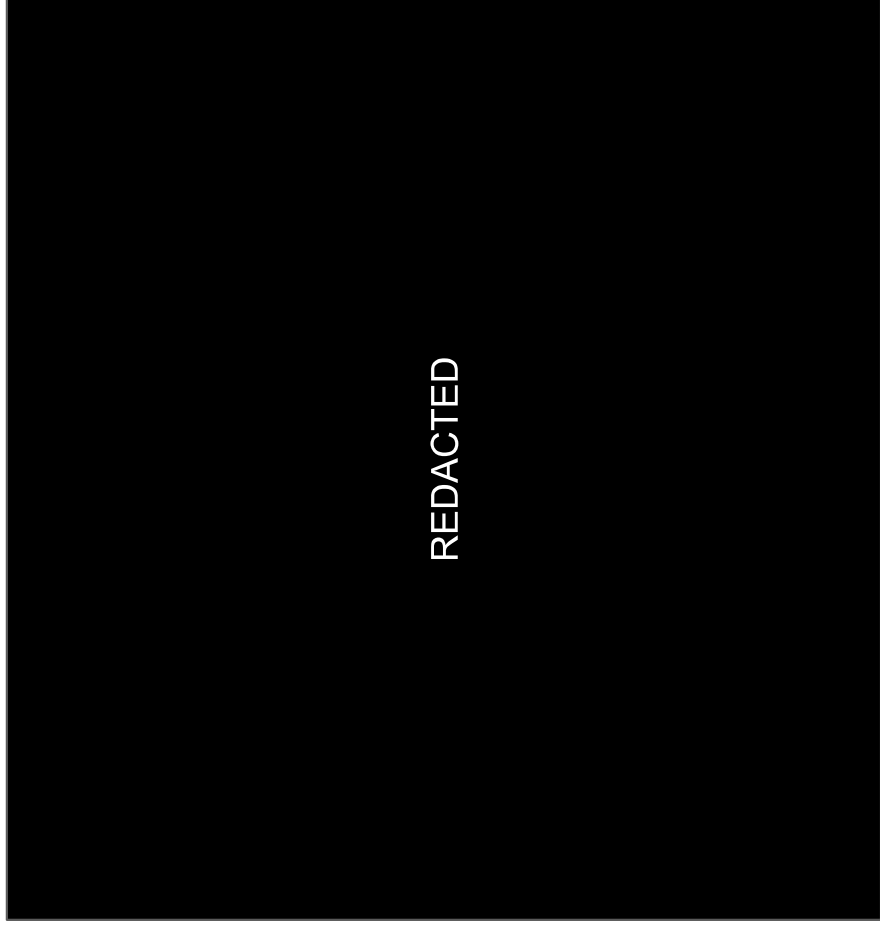
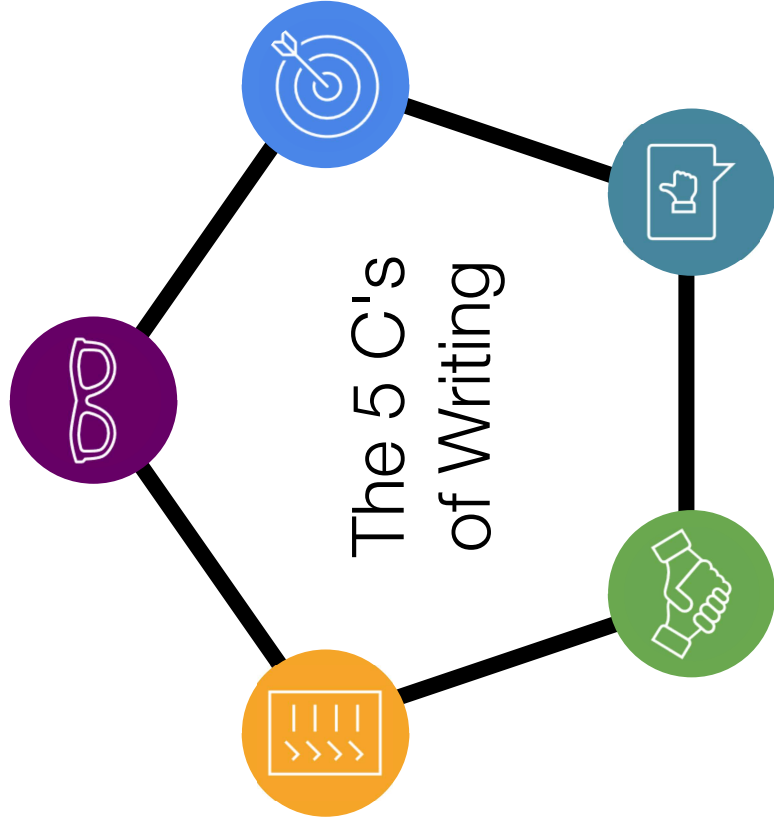# Identifying Customer Needs and Concerns

REDACTED

What do these customers need?

What is the problem we are trying to solve for?

5 C's of Writing

REDACTED

The 5 C's of Writing
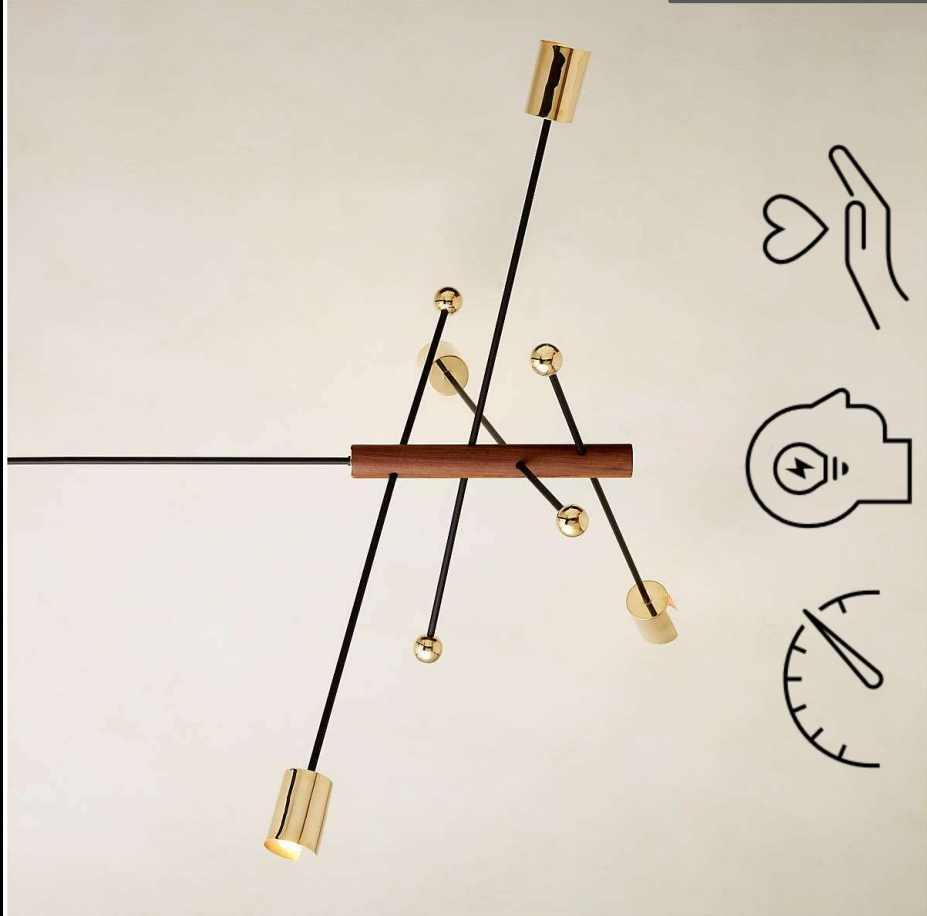
Customer-Centric Language

- [REDACTED]
- Use You, We, and I appropriately
- Be empathetic
- Tailor your message to their needs
- Be solution-oriented
- Speak their language
- Show appreciation
- [REDACTED]

Did We Write It Right?

REDACTED - THIS INCLUDES AN EMAIL EXAMPLE
TO A CUSTOMER

How to Write It Right?

A

REDACTED - THIS INCLUDES A POTENTIAL RESPONSE

B

REDACTED - THIS INCLUDES A POTENTIAL RESPONSE

Tone to Text

Tone is the **feeling** or **attitude** your words give the customer.

Word Choice

Punctuation

Sentence Structure

Professional

Empathetic

Positive

Clear and Friendly

Patient and Helpful

What? Huh?

"The worst distance between two people is misunderstanding."

-Unknown

Good grammar, spelling, punctuation, and sentence structure make our messages clear and easy to understand.

Poor grammar can create confusion, undermine credibility, and damage our reputation.

Edit or Regret It

"Let's eat Grandma!" is different from "Let's eat, Grandma!"

Simplify
Avoid jargon
DON'T TYPE IN CAPS
Proofread - out loud

REDACTED
Grammarly
Chat GPT or Gemini
AI Authoring