



## Mango Customer Service Tone & Voice guidelines

# Mango Voice & Tone in Customer Service

ATC QA & Training | March 2025

**MANGO**



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# ATC department as a Brand Experience

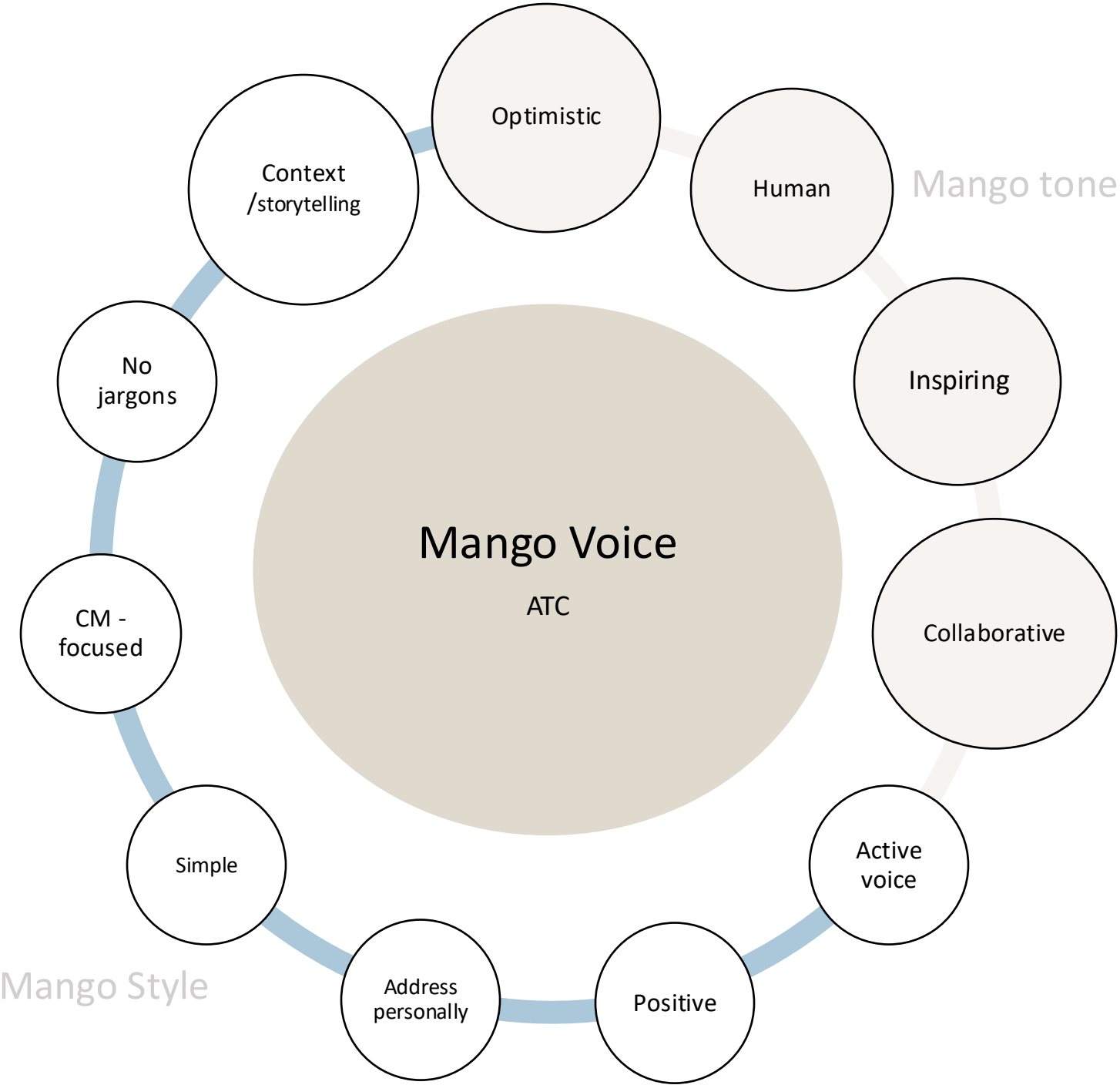
# ATC department as a Brand Experience

## Tone, Voice and communication approach

In the eyes of many customers, their experience with our products combined with their interactions with our support team define their perception of **Mango**. Therefore, customer interactions with support carry significant weight and greatly influence their overall brand experience.

their interaction with our customer support team represents their only direct engagement with someone who embodies the Mango brand. Consequently, the Voice and Tone of these interactions play a pivotal role in shaping the brand experience and must be consistently elevated throughout the entire customer journey. This reinforcement serves to solidify what Mango stands for.

It's imperative that the general **tone** and **style** of our brand are reflected in every interaction with customer support. By translating Mango's personality and values into clear, actionable guidelines for our BPO operations, we can amplify our desired brand image and ensure it resonates in every interaction. This is the essence of the Mango Voice & Tone.



# ATC Mango Voice

Brand's Tone		Style	
> Collaborative		> Active Voice	
		> Positive sentences	
> Human		> Simple and understandable	
> Inspiring		> Customer-focused	
	>	> Avoiding Jargons and colloquial expressions	>
> Optimistic		> Addressing customers personally /encourage conversation	
		> Including storytelling and context	

### ATC Mango Voice & Tone

- > **Friendly, inclusive, warm, natural and polite.**
- > **Clear and concise.**
- > **Using everyday words, avoiding jargons / colloquial expressions.**
- > **Active listening & voice.**
- > **Adapts to customer's pace.**
- > **Put the most important info at the top and customize the interaction.**
- > **Focus on collaborate in a positive way.**
- > **Anticipates questions, cover next steps and set clear expectations.**

Mango ATC  
Voice & Tone

But also inspired by our products.

# Referring to Mango

# When referring to Mango

## Communication guidelines

- Refer to Mango (the company) as “We”  
and to yourself as “I”.
- The brand name must include the first letter in capital letters (e.g.: Mango, Mango Outlet, Mng). Same for collections and other services (e.g.: Mango Woman, Mango Kids, Mango Home, etc.).
- **Exception:** our website must be written without using capital letters and preferably using the entire url  
(e.g.: [www.mango.com](http://www.mango.com), [www.mangooutlet.com](http://www.mangooutlet.com), [mango.com](http://mango.com), [mangooutlet.com](http://mangooutlet.com), etc.).
- For all Mango customer service written guidelines, please refer to the Knowledge base article: [Writing Guide](#).





# Wrapping up

# In a nutshell

## How can you implement this approach in your support role?

• **Follow Mango Voice & Tone:** you have to make sure that the core values that Mango represents (Mediterranean style, culturally curious, caring, committed, authentic, entrepreneurial mindset, innovation, great products, and great people) are evoked according to the Mango Voice and Tone when managing cases.

• **Be mindful of your tone of voice:** when you are interacting with customers, be sure to be friendly, inclusive, warm, natural, and polite. Avoid being too formal, informal, or impersonal.

• **Use clear and concise language:** avoid using jargon and technical terms that our customers may not understand. Instead, use simple and straightforward language that is easy to follow.

- **Be positive and enthusiastic:** customers are more likely to have a positive experience with our brand if you are positive and enthusiastic when interacting with them. Be sure to smile and use a positive tone, even if you are dealing with a difficult situation.
- **Be customer oriented:** always keep the customer's needs and concerns in mind when interacting with them. Be sure to listen to their feedback and address their concerns in a timely and professional manner and act in consequence. Your passion for the brand and your willingness to help our customers will have a cause-effect. Happy customers will bring more happy customers to Mango.
- **Inspired by our products:** you have to share our passion for our style and the culture of our brand throughout the support.

# Frequently Asked Questions (FAQs)

# FAQs

## Mango Voice & Tone in Customer service

**What is Mango's Voice & Tone, and why is it important in customer support?** It is the baseline of Mango's desired approach for customer service, emphasizing its role in shaping the customer experience and reinforcing the brand's values.

**How can I ensure that my interactions with customers align with Mango's Voice & Tone?** By maintaining a friendly, inclusive, and positive tone in customer interactions, you are in the right direction to be aligned with the Voice & Tone guidelines for customer support.

**What specific values and qualities should I embody when representing Mango in customer support?** Key values and qualities, such as collaboration, positivity and customer focus will help agents to reflect Mango's brand identity.

**What are some common pitfalls to avoid when communicating with customers?** Common mistakes or habits to avoid include using negative or overly formal language, being impersonal, or using jargon.

**How can I adapt my communication style to meet the needs of different customers?** By fostering a more personalized and effective interaction, you will accommodate to diverse customer preferences and situations. Also remember to adapt yourself to customer's pace.

**How can I provide exceptional customer support while adhering to Mango's voice and tone guidelines?** by actively listening to customers, empathizing with their concerns, and communicating clearly. You can go the extra mile in addressing their needs effectively and positioning your service and the brand as a trusted and caring references. And mastering KB.

**What should I do if I encounter a challenging or difficult customer interaction?** To handle challenging customer interactions effectively you should consistently uphold professionalism, patience, and empathy in all interactions, while still maintaining Mango's desired Voice & Tone.

**How can I incorporate Mango's brand values and product knowledge into my customer interactions?** By integrating Mango's brand values, your product knowledge, care, and passion for style and culture into customer interactions. This will create a more engaging and meaningful experience.

**Where can I find additional support or guidance if I have questions about Mango's voice and tone guidelines?** Do not hesitate to reach out to your trainer or supervisor for a deeper understanding of Mango's Voice & Tone guidelines for customer service.

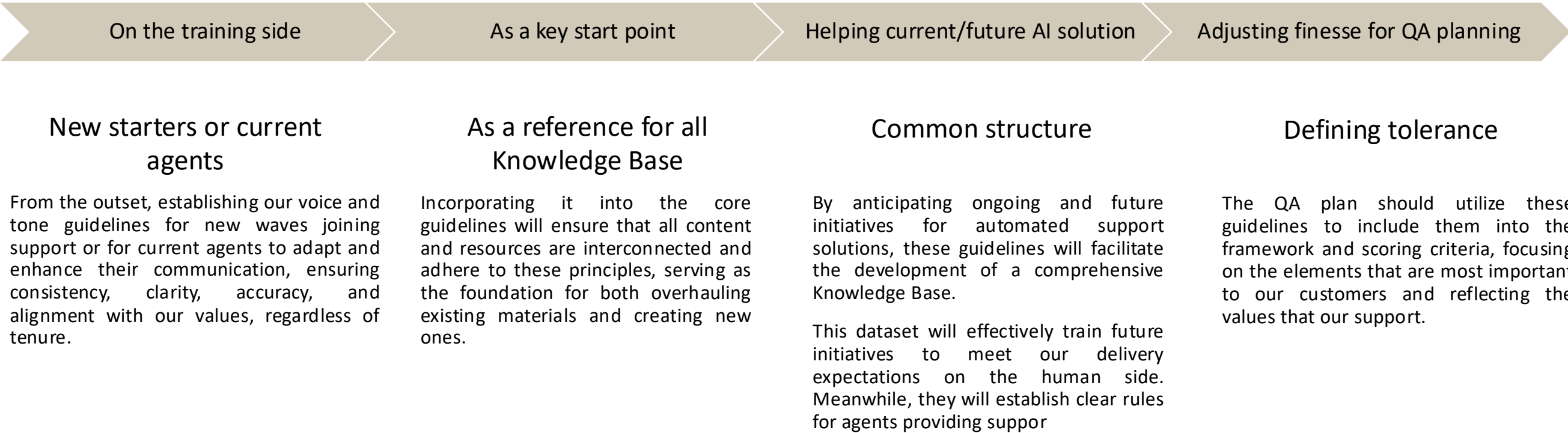
### Remember

It might sound difficult to embody all this into your soft skills, but it will help if you imagine yourself contacting the support service and put yourself on customer's shoes. At the end it is a matter of time to get used to getting into it.

# Knowledge Base as a start point

# Knowledge base

## How it will impact



# Mango Voice/Tone and language specific guidelines

# Mango Voice

## Knowledge Base expansion



### General Guidelines

Regardless of the incoming channel, contact centers supporting our customers' interactions must always reflect the company's general values and brand communication style.

Guidelines adapted to our core values help BPO support representatives communicate with our customers in a way that is consistent with the company's overall brand and image.

### Language & Nuances

Standalone and customized guidelines based on the language and regions, creating an awareness of its nuances and hints to boost the customer overall experience.

Currently for: **ES (EUR), EN (UK and US), DE, FR (EUR) and TR.**



### Greetings / Goodbye

Each channel = Own rules

Principles to be applicable for new or ongoing contacts.

Having a steady presence of our Voice and tone style whenever the customers are reaching and leaving our support to build strong relationships with customers.

### Waiting times

Policies for placing customers on hold and strategies to avoid undermining the customer experience during contacts as an essential step for maintaining a positive journey.

### Avoiding risks

Guidelines will be adapted to avoid disparaging the brand name and undermining reputation in certain scenarios to protect the company's image, for example:

- Difficult / hostile customers
- Abusive customers
- Feedback provided
- Quality and Safety
- Social responsibility
- Diversity and inclusion
- Data protection concerns
- Threats
- Etc.



# Foundations for QA Frameworks and Scoring cards

## Enhancing experience

Brand voice and tone are the unique way that a company communicates with its customers. It is important for contact centers to align training guidelines, QA frameworks and scorecards with brand voice and tone so that they can ensure that their customer service representatives are providing a consistent and high-quality experience to all customers.

## Perks on having defined Mango Voice towards a training and quality assurance plan:

- To define the customer service experience that the contact center is trying to evoke.
- To train customer service representatives on how to provide excellent customer service.
- To develop specific criteria for evaluating the performance of customer service representatives.

**THANK YOU!**

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