



# CitiusTech: Effective Email Communication

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# Client Communication Key Factors (How)

## Face to Face

- Words = 25%
- Spoken Tone = 25%
- Body language = **70%**



## Phone

- Words = 40%
- Spoken tone = 60%
- Body language = 0%

## Written (Email)

- Words = 100%
- Spoken tone = 0%
- Body language = 0%

# Importance of Writing Good Emails

- We all interact with the printed word as though it has a personality. That personality makes positive and negative impressions upon us.
- Without immediate feedback our document can easily be misinterpreted by our receivers, so it is crucial that we follow the basic rules to construct an appropriate tone.



# Effective Email Communication: Contents

## General Points

Business Writing

Practical Session

Flaming

Email Etiquette

Standard Email Formats

## Disclaimer 😊

- Impossible to cover everything in 2 hours
- We plant some idea seeds, you need to cultivate
- Wealth of resources, tips, etc. - ***Use them!!!!***

# General Points

- Writing needs thought, consideration and planning
- You don't get a second chance to form a good first impression
- You can undermine excellent work/ideas by poor communication
- Most of us spend very little time on evaluating our writing
- We eventually spend most of our time writing

# The Seven Cs of Writing

- Clear
- Concise
- Correct
- Courteous
- Controversial
- Convincing
- Complete

# Effective Email Communication: Contents

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# Business Writing

- Business writing used to mean....
  - Documentation
  - Presentation
  - Letters

**And now.....its primarily “Email Communication”!!!**

- Always remember
  - The reader
  - The message
  - Intro, outro
  - Conciseness and framework
  - Flow and signature
  - Attention to detail



# The Reader

- Start with, and keep, your reader in mind
  - Business writing is persuasive writing
  - Will be persuasive if you organize your message to address the readers needs
- What do they know about your topic?
- Will they understand your jargon or acronyms?
- How important is your information to them?
- How interested will they be in your message?
- Count 'you' versus 'I' / 'we'
- Emphasize benefit to reader
- Give reasons to them to spend their valuable time reading your message

# Your Message (1/4)

- What do you want?
  - Plan and avoid writer's block
  - You can – brainstorm, outline and cluster
- Summarize your message before writing
- Discuss it with your TL or peers if necessary
- Focus on that core message
- Don't allow distractions
- Avoid vagueness and use buzzwords sparingly

## Your Message (2/4)

### Avoid putting too many names in “To”

---

**X** To: John, Rita, Mary  
Subject: meeting  
Can you bring the project report to the meeting?  
Chris

---

**✓** To: John  
CC: Rita, Mary  
Subject: Project review meeting - Board Room - 5pm - 4th June  
Hello Team,

Lets meet for the XYZ project review.  
John, can you bring the project report to the meeting?

- Chris

---

## Your Message (3/4)

**X** Subject: Meeting

Hi Jim,

I just wanted to remind you about the meeting we have scheduled next week.  
Do let me know if you have any questions!

Best wishes,

Mark

---

**✓** Subject: Reminder of 10am Meeting Sched. 10/05 on PASS Process.

Hi Jim,

I just wanted to remind you about the meeting we have scheduled for Monday, October 5, at 10:00am. It's being held in conference room A, and we'll be discussing the new PASS Process.

If you have any questions, feel free to get in touch (x3024).

Best Wishes,

Mark

# Your Message (4/4)

- Remind reader of context
  - This mail is in connection to...
  - With regard to the ...
  - With reference to the below thread/chain of emails.
  
- Tone and language of the email
  - Maintain a professional and a friendly tone
  - For Example: “It is essential that you should be there on time”. Instead you can say , “Lets all ensure that we are on time”
  
- Answer all questions
  - When possible, pre-empt any other questions the sender might have

# Intro, Outro

- Make an impact on the very first contact
- Start positive, end positive
  - Even if it is bad news
- Intro examples
  - Establish common ground
  - Grab attention
  - Be wary of sounding like spam email
- Outro examples:
  - Look to the future
  - Repeating core message
  - Summarizing

# Conciseness and Framework (1/4)

- Keep it short, simple to the point, specific and accurate
- Try to keep the email to one screens length
  - Limit sentence and paragraphs lengths
  - Limit each idea to one sentence; three major ideas per email
- If the email message is long
  - Create an “elevator” summary
  - Provide table of contents on the first screen of your email
  - If you require a response from the reader then be sure to
  - request that response in the first paragraph of the email
  - Create heading for each major section. Alternatively you can
  - also add the extra details as an attachment
- When you are giving instruction or want to emphasize important points – use bullet

# Conciseness and Framework (2/4)

## Example 3:

Hello John,

This mail is with regard to the JAM project where in we are moving from XYZ platform to ABC platform. As step one, we have completed our assessment and mailed it to Mike for his review.

### Immediate action required:

The reviewed documents with upgrades to be mailed to me **by Wednesday June 30th 2010**. *(Please note you need NOT a detailed documentation; highlights of the upgrade will suffice at this stage)*

**As required please find below the snapshot of the teams exp and skills: (Attached are their resumes)**

Team Members	Exp	Skill	Comments
Daisy	5 years	Java	Fully Billable
Tim	6 Years	Java	Fully Billable

### Next Steps:

- By Wednesday 14th July 2010 – we will complete the implementation and we will have a complete walk through of the application.

In case you require any further clarification please feel free to contact me.

Regards

Susan



# Conciseness and Framework (3/4)

## Example 4:

Hey Tom,

I can't believe it has been almost 2 weeks since you sent this e-mail. I intend to respond to you each morning, and I am back to getting in by 6:30 or 7:15 most mornings, but ... you know how busy it gets. I want to get the 8 o'clock train tonight, because the next one doesn't leave until 10pm. I am going to see Kemal Wednesday night (he has a short stay in U.S. with regard to visiting Citi bank on-site, the client he is supporting on an offshore project). So I just wanted to ask you if you could be more specific in what you want to know about "offshore" financials. He'll provide me with the info you are interested in.

---

Tom,

In order to help you better, please explain in more detail what you mean by "offshore financials." Are you looking for financial statements or for salary levels?

# Conciseness and Framework (4/4)

## Example 5:

Subject: Revisions For Sales Report

Hi Jackie,

Thanks for sending in that report last week. I read through it yesterday and feel that you need more specific information regarding our sales figures in Chapter 2. I also felt that the tone could be a bit more formal. The report is going to be read by our Executive Team, and needs to reflect our professionalism.

Also, I wanted to let you know that I've scheduled a meeting with the PR department for this Friday, regarding the new ad campaign. It's at 11:00, and will be in the small conference room.

Please let me know if you can make that time.

---

Subject: Revisions For Sales Report

Hi Jackie,

Thanks for sending in that report last week. I read through it yesterday and feel that you need more specific information regarding our sales figures in Chapter 2. I also felt that the tone could be a bit more formal. The report is going to be read by our Executive Team, and needs to reflect our professionalism.

Thanks for your hard work on this!

## AND

Subject: Friday 10/9, 11am Meeting w/PR Dept

Hi Jackie,

I wanted to let you know that I've scheduled a meeting with the PR department for this Friday, 10/9, regarding the new ad campaign. It's at 11:00am, and will be in the small conference room. Please let me know if you can make that time.

# Flow and Signature

## ■ Flow

- Plan first
- Play with structure so that flow is logical
- Try to place important information at the beginning of the sentence / paragraph
- If a paragraph is getting too long, break it up, but keep flow

## ■ Signature

- Use “Sincerely” or “Regards
- Signature block is best position at the end of the email
- Do not use “quotes” at the end of business emails ..unless they are something to do with your work or target

# Attention to Detail

- Think about font, layout
- 2 fonts max
  - Times New Roman 12 for body
  - Times New Roman 12-bold for headings, etc.
  - Strictly avoid multi colors
- Ask yourself...Is it professional
- Avoid being antiquated or revolutionary
- Separate paragraphs with a line space
- Don't indent
- Spelling, grammar, capitalization, alignment, consistency

# Effective Email Communication: Contents

General Points

Business Writing



**Practical Session**

Flaming

Email Etiquette

Standard Email Formats

# Practical Session

## Example 6:

**X** Hi Fred,

In your excel document, for DB objects you specified 3 digits for external version but I think only two digits will come for DB objects and 3 digits for impact version.

Please clarify me ...

Thanks and Regards,  
Tom

---

**✓** Hi Fred,

In the excel document you've sent, for DB objects 3 digits has been specified in the external version. I understand it should be 2 digits for DB objects, whereas 3 digits for impact version.

Please clarify.

Regards,  
Tom

# Practical Session

## Example 7: Feature Clarity

**X** I have reproduced the same problem in the front of the developers with the latest Pricing center they provided and new build but still the same problem is coming.

---

**V** Based on the latest pricing and the new build provided by the developers, I have reproduced the same problem. The problem persists.

# Practical Session

## Example 8: Feature Tone

**X** As the size of the core files are huge and may not be possible to send them via e-mail, I had requested you to execute 'viewlbdg' command and send the output file to me. Please let me know if you have any concerns in this regard.

---

**V** The sizes of the core files are huge. It may not be possible to send these by email. As requested earlier, please execute 'viewlbdg' command and mail me the output file.  
Do let me know if you have any concern in this regard.

## Example 9: Feature Tone

**X** There is a mistake in my Date of Birth entry in the July and AUG pay slips. I had informed this last month. But the same mistake was repeated in AUG pay slip also. It is stated as 03-October-1978, instead it should be 10-March-1978.

---

**V** My Date of Birth in the July and August pay slips is incorrect. This was informed last month. The error has been reported in the August pay slip. Request you to have this corrected.



# Practical Session

## Example 10: Feature Purpose

Hello Peter,

The changes to DBCA 15 and DBCA 13 has been done. The latest Layouts, Source & Object are in \$DEVA.DD13450.

We have taken back-up for source and object as V1, V2, & 01, 02 respectively. The current version of source & object are DBCA13, DBCA15 & BDCA130, DBCA150 respectively.

The changes done are

If OPT-PARAM is invalid the program will abend.

If both OPT-PARAM & DUMMHY-MEDM Param presnt it will abend.

If PERF-VERIFY = "Y", for the dates greater than AS-OF-DATE further process is skipped.

If OPT-PARA= "N", in protocol it will print as "N"

Regards

## PURPOSE

- State the purpose/objective of your message clearly
- Leave no scope for the reader to assume the purpose
- Close with an 'Action Point'

# Effective Email Communication: Contents

General Points

Business Writing

Practical Session



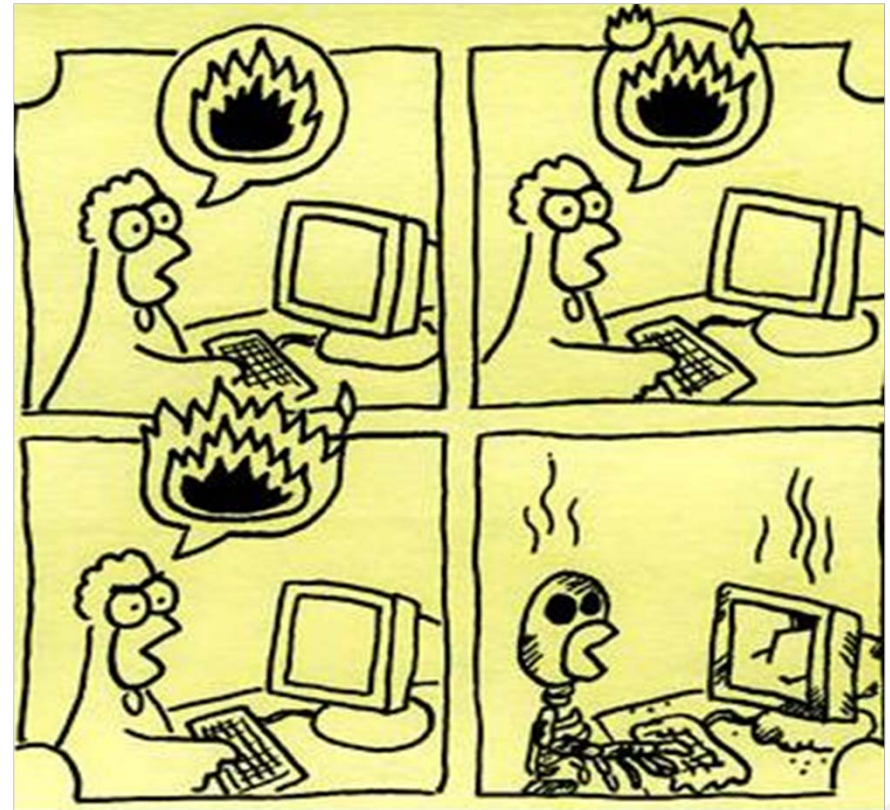
**Flaming**

Email Etiquette

Standard Email Formats

# Managing Client Dissatisfaction

- Flaming is a virtual term for venting or throwing out frustrations through email
- Client communication regarding dissatisfaction needs to be handled with utmost care and urgency
- Clients may express dissatisfaction on email or on the phone



# Managing Client Dissatisfaction: On Email

## WHILE ON PHONE

- Meet the PL & DL to discuss the issue
- Send email to request a follow up call to discuss the issue
- Along with the DL, prepare the follow up presentation with 4 key slides
  - Summary of issues
  - Key Reasons / Drivers
  - Next Steps for CitiusTech
  - Help needed from Client

## FOLLOW UP CALL WITH THE CLIENT

- Walk client through the presentation
- Ask for feedback and agree on next steps
- Let Client know that their feedback is very important to us and we will work on it on a priority basis

**NEVER REPLY TO AN EMAIL WITHOUT DISCUSSING IT WITH THE DL!!**

# Effective Email Communication: Contents

General Points

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Practical Session

Flaming



**Email Etiquette**

Standard Email Formats

# Email Etiquette

- Make subject meaningful (perhaps place a keyword first)
- Use appropriate form of address and sign-off
- Limit text to one screen
- Remember email is as permanent as a letter
  - Take it as seriously
  - Spelling, punctuation important
- ALL CAPS means you are shouting
- Do not use SMS language
- Do not overspend time on formatting....plain text is fine

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General Points

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Practical Session

Flaming

Email Etiquette

**Standard Email Formats**

# Standard Email Formats



# Summary

- The Seven Cs
- Always Remember
  - The reader
  - The message
  - Intro, outro
  - Conciseness and framework
  - Flow and signature
  - Attention to detail
- Flaming
- Email Etiquette
- Practice.....practice.....practice and .....practice

# THANK YOU