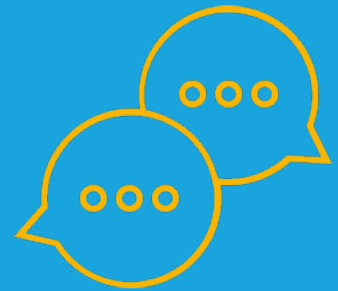


Writing for customer service

Course for companies

In person

**Who is it for?**

Any teams who write to customers – be that emails, letters, live chat or knowledge base content.

Delivery

We deliver this course in person.

Participant numbers

Four people up to your whole organisation. We train in groups of no more than ten to make sure everyone gets individual attention.

Course length

Flexible – typically one day. We can adapt the course for longer or shorter sessions as required.

Pricing

The cost of the course varies depending on numbers. Please get in touch to talk about your group:

+44 (0)1273 732 888

info@writing-skills.com

25 years



of better writing

Customer service teams have a pivotal role.

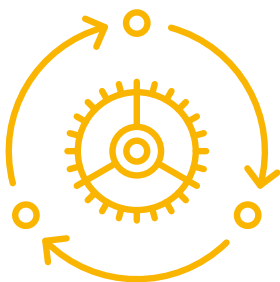
The communications between them and your customers can build or break the relationship that your customers have with your organisation. It's crucial your team can write empathetic, human responses that fully answer your customers' concerns.

This course will give your team the skill set to write confident, clear and thorough customer service messages, content and communications. That means more first-time resolutions and happier customers – who may just be happy to tell the world how great they think you are.

Tailored to your needs

We developed this course so teams like yours can do exactly that.

We'll consult with you to tailor the course content precisely to your needs, incorporating exercises based on real-life examples of your customer service exchanges. This means everything will be engaging and relevant to your team and the techniques easy to apply.





‘We chose Emphasis because they really “got it” – they really understood exactly what we needed and what our issues were.’

Mary Jean Pritchard,
The King’s Fund

Venue

Our trainers are based in the UK, the US and Europe, but we train globally. Wherever you are in the world, we can come to you to run the course. We can also train remotely.

Why it works

- ✔ Pre-course writing analysis identifies the areas each learner needs to work on.
 - ✔ Small-group training ensures each delegate gets individual attention.
 - ✔ Targeted exercises and discussion keep learners engaged and mean they immediately practise applying the techniques.
 - ✔ One-to-one coaching shows delegates where to focus and how to quickly put the right techniques into practice to create rapid improvements.
 - ✔ Each delegate receives one year’s access to our business-writing helpdesk to support them as they take what they’ve learned into their roles.
-

Learning objectives

On this course, your team will learn how to:

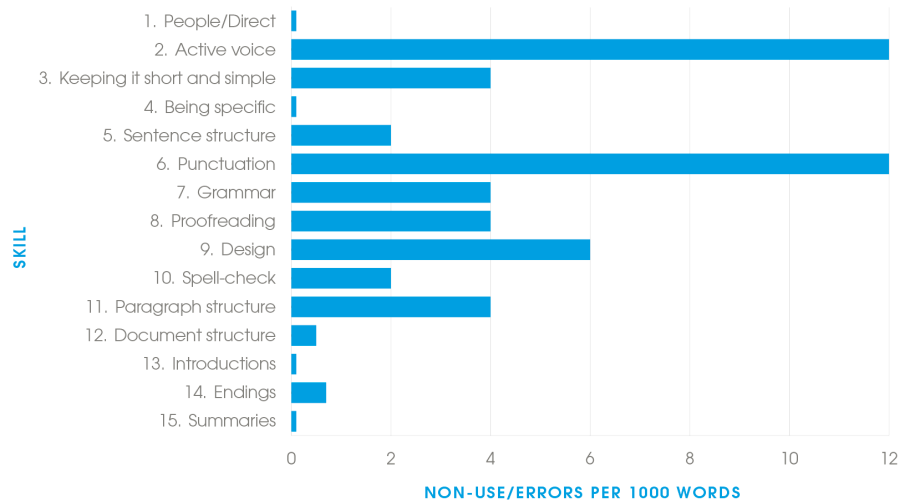
- ✔ show empathy and build rapport
- ✔ easily build a logical structure into emails and letters
- ✔ write clearer responses that result in fewer escalations
- ✔ get their message across, whatever they’re writing
- ✔ deliver negative news sensitively
- ✔ match their tone and level of language to each reader
- ✔ understand and address every issue the customer raises
- ✔ make the most of template responses, tailoring as needed
- ✔ use accurate grammar and punctuation.



Individual analysis and coaching

Every delegate will have their own unique combination of strengths, weaknesses and blindspots when it comes to their writing. That's why our unique individual writing analysis is such a pivotal part of all our training. It's the final puzzle piece that turns useful techniques into relevant practices that can change how well each person communicates in writing.

Before the live training, we'll request a sample of writing from each participant. The expert trainer will analyse each person's sample and we'll produce a graph of their results.



Gap analysis: every participant receives targeted feedback

During the course, each participant will have a one-on-one with their trainer, who'll talk them through their results and answer any questions. The trainer will explain the areas they should focus on and exactly how to put their new skills into practice to make rapid improvements.



A blended approach for lasting learning

Your team will learn a lot on this intensive course. But changing writing habits takes time and practice. So you have the option of combining this training with other elements for even better results and lasting change.

You could choose to run a **coaching clinic**: a follow-up day of individual coaching sessions that can identify and target any ongoing problem areas. Or you can complement the training with **targeted seminars**, bespoke webinars or online learning.

Contact us to discuss the best blended programme for your team.

Trusted by over 1,000 organisations worldwide, including:



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9.30	Introduction <ul style="list-style-type: none">☑ Welcome☑ Course overview Why good writing pays off Putting the reader first Having a clear objective
10.45	Break
	Getting started <ul style="list-style-type: none">☑ Why are you writing?☑ Getting to the root of a query☑ Assembling the facts A logical structure <ul style="list-style-type: none">☑ Making the information flow☑ Meeting the reader's needs☑ Email and letter etiquette Intros and endings <ul style="list-style-type: none">☑ Building rapport quickly☑ Ending on a positive note
1.00	Lunch
	Improving readability <ul style="list-style-type: none">☑ Reader-centred writing☑ Making your writing active☑ Writing in plain English☑ Structuring your sentences for easy reading
3.30	Break
	Live chat best practice Confident grammar and punctuation Effective proofreading
5.15-5.30	Summary and close

Build your programme: optional follow-up

Comprehensive e-learning

A year's access to our e-learning programme *The complete business writer*, to build on and reinforce the learning.

Coaching clinics

Individual one-to-ones based on a second writing analysis, giving delegates the chance to target ongoing problem areas with the expert trainer.

Get in touch to discuss your writing course today

Call: +44 (0)1273 732 888
Email: info@writing-skills.com