Writing to customers course

There's a customer behind every letter or email. Your team need to keep this in mind whenever they write – it should shape every reply. But common problems can get in the way of responses that successfully address each customer's needs.

Maybe you aren't able to respond to enquiries quickly enough. Perhaps you're failing to address the key issues in the complaint or are struggling to build rapport. Or you might be finding niggling grammar and punctuation errors in your letters and emails.

Whatever the problems, they ultimately lead to more customers writing follow-up replies and escalating the original complaint.

Resolving customer complaints

But it doesn't have to be this way. A well-written response can turn a disgruntled customer into one of your biggest fans. As well as solving your customers' immediate concerns, good writing can even raise your reputation within your team.

That's why we've developed this course. It will give you a comprehensive understanding of how to plan, structure and write effective replies to customers – so they can keep the customer behind every letter or email satisfied.

emphasis®
www.writing-skills.com

Improve your writing at work

Who is it for?

This course is suitable for anyone who writes customer-facing letters or emails.

Where is it held?

We run this course at Etc venues in central London.

Why it works

• Pre-course writing analysis identifies the areas you need to work on.

• Small-group training (ten delegates per course) ensures you get individual attention.

• Follow-up support includes access to a free telephone and email helpline for a year.

• The optional post-course analysis makes sure you're applying what you've learnt.

We can also write a brief action summary to tell you where to focus your efforts now.

What you'll learn

On this one-day course you'll learn how to:

• show empathy and build rapport

• easily build a logical structure using the SCRAP formula

• get your message across

• match your tone and level of language precisely to each reader

• understand and address all of your customers' issues

• use correct grammar and punctuation.

emphasis®
www.writing-skills.com

Course programme

Writing to customers course

9.30 Introduction
- Welcome
- Course overview
- Why good writing pays off
- Putting the reader first
- Having a clear objective

10.45 Coffee
- Getting started
  - Why are you writing?
  - Getting to the root of the query
  - Assembling the facts
- A logical structure
  - Making the information flow
  - Meeting (all) readers' needs
  - Business letter etiquette
- Intros and endings
  - Building rapport quickly
  - Making endings memorable

1.00 Lunch
- Improving readability
  - Reader-centred writing
  - Make your writing active
  - Writing in plain English
  - Structuring your sentences for easy reading

3.30 Tea
- Proofreading tips
- Perfect punctuation
- Confident grammar

Summary

5.30 Close

Build loyalty: how to delight customers and foster trust through letters and email