



Writing to customers course

Your customer-service team have a pivotal role. The emails and letters they write can build or break the relationship your customers have with your organisation. But common problems can get in the way of responses that successfully meet each customer's needs.

Maybe your team aren't focusing enough on the real person behind each email or letter and are instead sending misjudged or generic text. Perhaps they're failing to address all the key issues in a complaint or are struggling to build rapport. Or you might be finding grammar and punctuation errors in their emails and letters, which you fear could be chipping away at the reputation of your organisation.

Whatever the issues, they can ultimately lead to customers escalating complaints or taking their business elsewhere.

The power of great customer writing

But it doesn't have to be this way. A well-written message can strengthen a customer's loyalty to your organisation – or even turn a disgruntled customer into one of your biggest fans. As well as solving customers' immediate concerns, your team's writing can raise the reputation of your entire organisation.

That's why we developed this course – and we will consult with you to tailor it precisely to your needs. The result is training that gives your team a comprehensive understanding of how to plan, structure and write effective and engaging communications that satisfy and delight every customer.

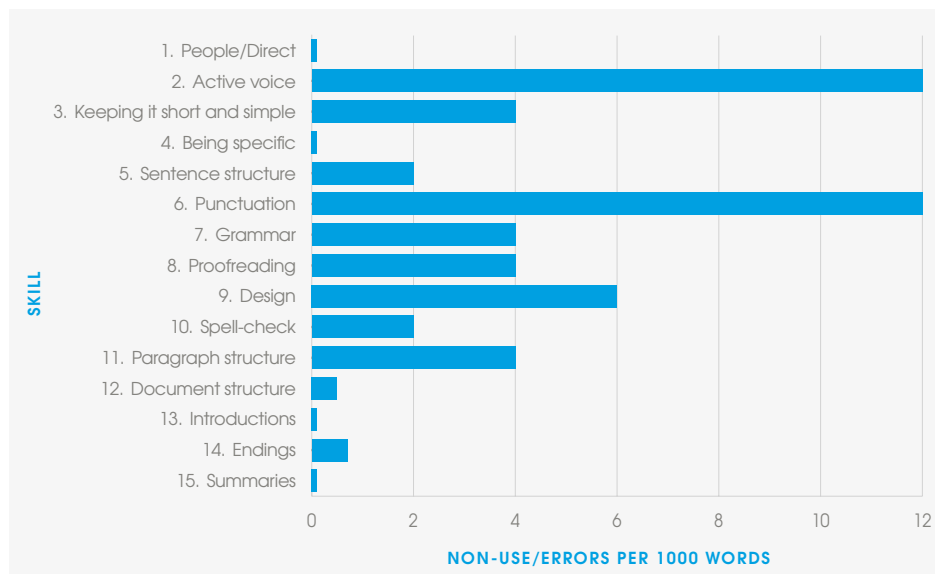
Who is it for?

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

What does the programme include?

A face-to-face one-day training course is standard. However, we can adapt the course for shorter or longer sessions as required.

We'll also analyse a sample of each delegate's writing before the course and produce a graph of the results, showing both strengths and areas that need work. The trainer will talk through the results with delegates individually during the course, giving them targeted feedback that means they can focus on their problem areas and make rapid improvements.



Gap analysis: every participant receives targeted feedback

Numbers, venue and pricing

We can train any number, including an entire organisation. (Please ask about our open courses if you need to train only one or two people.)

We train in small groups of no more than ten, to make sure everyone gets the individual attention they need.

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.

The cost of the course varies depending on how many people you're looking to train.

If you'd like to find out prices for your group size, call us on +44 (0)1273 732 888 or email info@writing-skills.com.

All our courses come with a 30-day money-back guarantee. If you're not completely satisfied, let us know within 30 days of your first face-to-face course and we'll give you a full refund.

Learning objectives

On this course, your team will learn how to:

- structure arguments logically
- understand the etiquette of letter and email writing
- put their reader first
- get the customer onside in the first paragraph and end on a positive note
- defuse difficult situations
- get to the root of a query and ensure they've addressed every issue
- write confidently and clearly
- deliver negative news sensitively
- make the most of good news
- structure sentences effectively
- avoid the jargon trap
- be confident in their grammar and punctuation.

A blended approach for lasting learning

Your team will learn a lot on this intensive course. But changing writing habits takes time and continued practice. So you can choose to combine this training with other interventions to create even better results and lasting change.

You could choose to run a coaching clinic: a follow-up day of individual coaching sessions based on a second writing analysis from each delegate. These one-to-ones give the trainer and delegates a chance to identify and target any ongoing problem areas.

Or you might like to complement the training with targeted 90-minute lunch-and-learn seminars, webinars or remote coaching. We also have online-learning modules that can reinforce and build on everything the delegates learned on the course.

Contact us to discuss building the blended programme that's best for your team.

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 and email etiquette
- Intros and endings
 - Building rapport quickly
 - Making endings memorable

1.00 Lunch

- Improving readability
 - Reader-centred writing
 - Making 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