



Now with
post-course e-learning
support worth £150

Writing to customers (remote learning)

In customer service, you have a pivotal role. The emails and letters you write can build or break the relationship your customers have with your organisation. But common problems can get in the way of successful responses – from time pressure and overuse of template text to forgetting to consider the customer’s feelings or even making simple punctuation errors.

Whatever the issues, they can ultimately lead to dissatisfied customers who may escalate their complaints or take 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 – even turning a disgruntled customer into one of your biggest fans.

That’s why we developed this course. It will give you a comprehensive understanding of how to plan, structure and write effective and engaging communications that satisfy and delight every customer.

Who can benefit

This course is suitable for anyone who writes customer-facing letters, emails or messages. Our courses for individuals are a great way to train only one or two people, or to sample our training before bringing it in-house.

And because this is remote training, you can attend no matter where you are.

Live online training

We run this course remotely, using the latest web technology. That means you can attend from anywhere. All you need is a computer, a headset and stable internet access.

Learning online is always going to be different from learning in person. So we've carefully designed our remote sessions with these differences in mind, to ensure you still get the same level of interactivity as in our face-to-face training.

And as part of this blended programme, after the remote course you'll also get a year's access to our comprehensive e-learning package, *The complete business writer*. These short and engaging lessons will reinforce and build on the business-writing techniques you learn on the day course.

Why it works

- Pre-course writing analysis identifies the areas you need to work on.
- Small-group training (eight delegates per course) ensures you get individual attention.
- Use of breakout rooms, live polling and activities, shared whiteboards and other tools creates an interactive and collaborative experience.
- Follow-up support includes access to a free telephone and email helpline for a year.
- Post-course access to our e-learning programme *The complete business writer* reinforces and builds on what you've learned.

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
- leave a positive impression
- use correct grammar and punctuation.

Course programme

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9.30* Introduction

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

10.30 Break

- 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

11.45 Break

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

1.30 Break

- Individual one-to-ones: feedback on writing samples
- Proofreading tips
- Perfect punctuation and confident grammar

Summary

3.30 Close

*Timings based on UK time zone (GMT/BST)

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