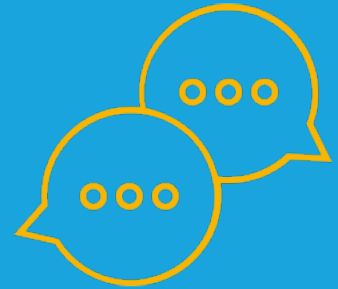


Writing to customers

Course for companies

Live online

**Who is it for?**

Anyone who writes customer-facing emails or letters.

Delivery

We deliver this course live online.

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 two half-days of training plus a half-day of coaching sessions.

Pricing

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

+44 (0)1273 732 888

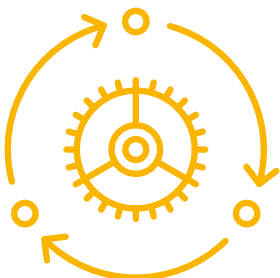
info@writing-skills.com



Your customer-service team have a pivotal role. The responses they write can build or break your customers' relationship with your organisation.

But common problems can get in the way of messages that successfully meet each customer's needs. Maybe your team are sending misjudged or generic text. They may be failing to address all the issues in a complaint or struggling to build rapport. Or you might be finding grammar and punctuation errors in their emails or letters, which 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. 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.



Tailored to your challenges and goals

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.



'Seamless use of technology. Some of the best interaction I have experienced on an online course.'

Harry Folkes,
Talbot Underwriting Services

Tailored virtual training that works

Online training is the natural choice in a world where remote working is more widespread than ever.

We've been running remote-learning programmes for over ten years, continually refining our approach in that time. So we've learned how to design online sessions that ensure delegates can learn as effectively as possible.

We deliver the training in two intensive sessions over two days to keep learners' energy high. Group sizes are kept small to guarantee each delegate gets the individual attention they need. And they'll never find themselves sitting passively through a lecture. Live polling, breakout rooms and activities, shared whiteboards and other tools ensure participants have a highly engaging and collaborative experience.

Your team will be able to attend from anywhere. All they each need is a computer, a headset and stable internet access.

After the training, delegates will have a year's access to our business-writing helpdesk. This email and phone helpline provides an extra source of support while they're putting their new skills into practice.

Learning objectives

On this course, your team will learn how to:

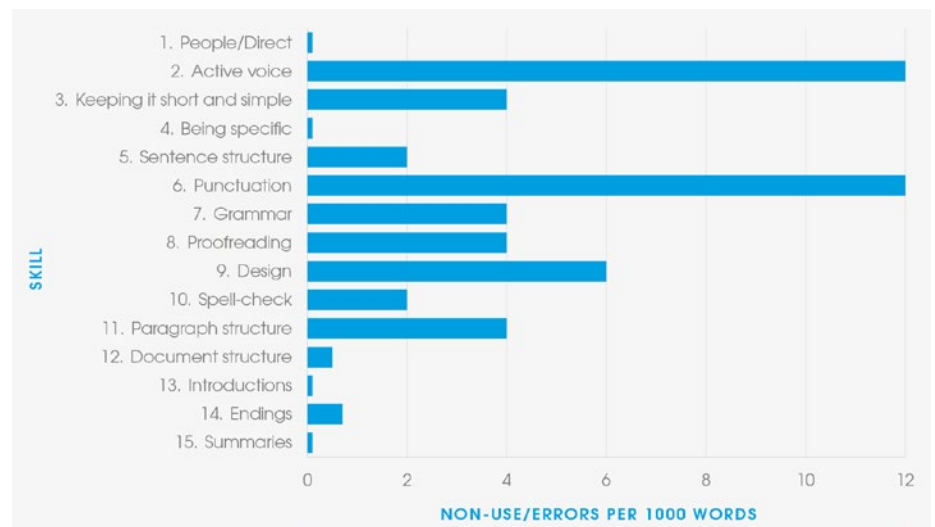
- ✓ put their reader first and match their tone and language
- ✓ get the customer onside in the first paragraph and end on a positive note
- ✓ defuse difficult situations and deliver negative news sensitively
- ✓ make the most of good news
- ✓ get to the root of a query and ensure they've addressed every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



Personalised 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

After the group training, 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.

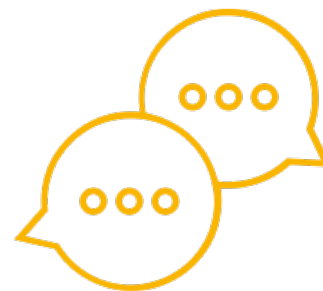
You could choose to run a **coaching clinic**: a follow-up day of individual coaching sessions that can identify and target any ongoing problem areas. Or you can complement the training with **targeted seminars**, bespoke webinars or e-learning.

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

Trusted by over 6,000 organisations worldwide, including:



Writing to customers



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9.30-12.30

Effective planning and structure

Introduction and course overview

Why good writing pays off

Putting the reader first

Having a clear objective

Getting started

- ☺ Why are you writing?
- ☺ Getting to the root of a query
- ☺ Assembling the facts

A logical structure

- ☺ Making the information flow
- ☺ Meeting the reader's needs
- ☺ Email and letter etiquette

Intros and endings

- ☺ Building rapport quickly
- ☺ Ending on a positive note

9.30-12.30

Clear, reader-friendly writing

Introduction and recap

Improving readability

- ☺ Reader-centred writing
- ☺ Making your writing active
- ☺ Writing in plain English
- ☺ Structuring your sentences for easy reading

Confident grammar

Perfect punctuation

Effective proofreading

Summary and close

13.30-17.00

Individual coaching and analysis feedback

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