



Brill!ant
CUSTOMER SERVICE

Customer Writing Skills

Write with greater professionalism, accuracy and impact - emails, online, proposals and more

Overview

This course will give participants the opportunity to focus on the written word - the style tone, and the impact it will have on your reader.

- Write more effective, engaging and empathetic emails and customer communication
- Follow best-practices and proven principles for writing accurately, clearly and concisely
- Save time in writing and dealing with responses to emails, online messages and letters

Who will benefit

The course is designed for those who have experience of writing a variety of documents, and who want to develop their style of writing and sharpen their impact. The content will apply to emails, letters, reports, sales tenders and proposals

About the training

The course includes practical exercises, discussion and one-to-one feedback from your trainer. You will learn how to get started, adopt the right style and tone for specific situations and enhance your image in your reader's eyes.

Participants will be asked to complete a short pre-training questionnaire.



Key learning points

- Write any document in a way that radiates competence and courtesy that saves you and the reader time; using the principles of plain English.
- Use more effective openings and endings – starting off right and ending correctly – for formal documents, emails and letters.
- Getting the balance right between formal and informal depending on your objective and style.
- Eliminating jargon, management-speak, clichés and non-sense. How to keep it short and simple without losing impact or appearing blunt or rude



- How to use the right style and tone when delivering bad news, apologising or resetting expectations.
- Proof-reading techniques and email-checking skills practice.
- Specialist documents and customer writing - reviews, simple reports, online messaging, business plans and proposals, etc.

Course Outline

Customer Writing Skills



Introduction and key principles

- Better understanding the different types of document, letters and emails and how to categorise in terms of response, style and format.
- Openings and endings – starting off right and ending correctly – with examples.
- Expressing your points clearly and clarifying your aim and objectives.

Editing skills and proofreading techniques

- Editing techniques and skills practice to get your documents right first time, every time.
- Proofreading techniques and skills for different types of documents.
- Knowing what to look for – quick checklist.

Email etiquette and email best practice

- Email links, attachments and security.
- Rules and standards for better emails.
- When to use the telephone or face to face conversations instead of an email.

Personal practice on participant's own documents, letter or emails

- Participants work individually to summarise their personal learning points

Action Planning

- Learning summary



Options

Bonus Smartphone eLearning App

Included for 12 months, with over 50 micro-learning based business skills modules.

Coaching Sessions

One to one at the desk coaching sessions following training.



A person is sitting at a wooden desk, writing in a notebook with a pen. On the desk, there is a laptop, a tablet, and a smartphone. The background is slightly blurred, showing a modern office environment.

Brilliant

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