

Customer Service Writing

This 2-day course includes all the elements of **Business Writing Essentials**. It then continues with a series of writing applications and exercises to show you how to apply the 'toolkit' to your own documents.

You will get many opportunities to rewrite your customer emails and letters documents with feedback from our professional writing facilitator.

This is an interactive workshop using practical exercises, discussions and case studies.

Who should attend?

Everyone who has to write or edit responses to enquiries and complaints.

Content

- pre- and post-program assessment
- writing purpose—value to the reader
- organising your thoughts
- readability
- Plain English, active or passive voice, grammar
- structure and layout, including Front-Focus
- image, language and tone
- padding and punctuation
- evaluate documents quantitatively and qualitatively

as well as writing application exercises covering:

- rewriting your own work documents by applying the Essentials
- 1:1 facilitator feedback
- Mind Mapping as a tool for document planning
- strategy, including saying 'no'
- writing with empathy and sensitivity
- written responses acknowledging and resolving complex issues
- admitting mistakes where appropriate

Outcomes

You will learn how to:

- write effective responses to customer enquiries
- deal confidently with difficult letters and emails
- significantly reduce your writing time
- convey the desired corporate image
- remain mindful of reader needs
- review and edit documents