



CUSTOMER SERVICE WRITING

Duration

At our public venue: 14 hours (2 days)

In-house: customised to your needs

Benefits

Customer Service Writing 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 document types. Our course will provide you with

- Greater writing confidence
- Writing your own documents with extensive feedback from our professional writing facilitator
- An interactive workshop using practical exercises, discussions and case studies
- Skill to produce a more professional, reader-friendly document

Program Content

Part 1 – Essentials

- 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

Part 2 – Customer Service Writing application exercises

- Rewriting your own documents by applying the **Essentials**
- 1:1 facilitator feedback
- Mind Mapping as a tool for planning
- Strategy including saying 'no'
- Writing with empathy and sensitivity
- Written responses acknowledging and resolving complex issues
- Admitting mistakes where appropriate



Outcome

- Establish your writing purpose and engage your readers
- 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