

Objectives of program	<p>Nothing defines the image of an organisation more than its responses to complaints and enquiries. These can be difficult letters and emails to write, particularly where they must convey empathy and sensitivity while acknowledging and resolving complex issues.</p> <p>In Customer Service Writing, you will practise, discuss and refine your present writing skills. Planning and editing techniques ensure you will enhance both your approach to responses and your writing speed.</p>
Content of program	<ul style="list-style-type: none">• purpose and readability• Plain English, active or passive voice, grammar• Mind Mapping for document planning• image, language and tone• padding and punctuation• structure and layout, including Front-Focus• effective responses—value to the reader• reader attitudes and behaviour• strategy, including saying 'No'• the difficult letters and emails• evaluation and self editing of responses
Target Audience	<p>Customer and Client Service Representatives. Anyone who has to write responses to enquiries and complaints, as well as those who have responsibility for customer correspondence.</p>
Delivery of program	<p>This is an interactive workshop delivered by Training People's senior business writing facilitators. It uses practical exercises, discussions and case studies. Self and peer group review and assessment are important parts of the program.</p>
Outcomes of program	<p>Having completed Customer Service Writing you will be able to:</p> <ul style="list-style-type: none">• write effective responses to customer enquiries• deal confidently with difficult letters and emails• respond empathetically to complaints, emotive issues and sensitive situations• acknowledge and resolve complex issues• remain mindful of reader needs• convey the desired corporate image• reduce document turnaround times• use Mind Mapping for document planning• write in Plain English, understand active and passive voice• critically evaluate and edit your responses
Duration	<p>2 days</p>