

# Customer-Focused Email Writing 聚焦於客戶的電郵寫作技巧

MEDIUM : English / Cantonese COURSE CODE : CFEW DURATION : 3.5 hours x 4 sessions

## Promote Goodwill via an Updated Business-like Style with a Personal Touch

Customer experience should be consistent on three (3) levels: face-to-face, phone and writing. In writing, professionals rely mainly on content structure, format and language to impress customers with their attitude and commitment.

In this workshop, the participants will sharpen their writing tools to set a strong customer focus in the following ways:

- Plan, process and polish email
- Set a reader-focus direction
- Get to the point with a three-step template
- Write in everyday language with precise meaning
- Balance between tact and facts
- Edit for correct content and language
- Adapt the template to email scenarios
- Respond to enquiries with solution-focus
- Give instructions to facilitate easy actions
- Negotiate expectations
- Pacify customers in responding to complaints
- Build rapport in a tactful yet factual language
- Learn clear and concise sentence structure
- Get continued development tips

## Methodology

Pre-Training Phase: To design relevant exercises and to create coaching opportunities for the participants, the trainer will collect writing samples from the participants four weeks before training.

## Training Activities

- Exercise
- Discussions
- Case Studies
- Coaching
- Lecture
- Games

## Course Outline

### Session 1 - Overview of Writing Direction and Process

#### 1. Set Professional Standards in Written Communication

- Manage challenges in writing
  - Learn the 3 Ps in writing – Plan, Process and Polish
  - Set personal development goal
- Methodology: game, brainstorming and self-evaluation*

#### 2. Build Reader Focus to Suit Audience Types

- Objective positioning to engage attention
  - Content selection to ensure relevance
  - Language style to gain credibility
- Methodology: case study*

#### 3. Power Up Email

- Be direct with objective
  - Format easy reference
  - Time the action
  - Polish writing samples submitted before the workshop
- Methodology: case studies, template application and coaching*

### Session 2 – Customer Service Writing Structure and Language

#### 4. Adapt Email Style to Audience and Situations

- Update progress
  - Clarify or confirm expectations
  - Coordinate tasks
  - Respond to complaints
  - Negotiate actions
- Methodology: discussion and exercises*

#### 5. Get the Message Across with Clarity, Conciseness and Courtesy

- Gain trust and rapport with a balance of facts and tact
  - Use everyday and natural language
  - Form clear and concise sentences
- Methodology: exercise and case study*

### Session 3 – Drill of Service Language and Persuasion

#### 6. Get It Right to Build Trust

- Use correct grammar
  - Reinforce clarity and conciseness in sentence structure
  - Firm up a customer-focused tone
- Methodology: exercise and case study*

#### 7. Persuade with Analysis

- Learn persuasion techniques
  - Suit reader focus
  - Sell solutions and benefits
- Methodology: game, case studies and exercise*  
*Assignment: Participants will submit a sample writing to drill the learnt skills.*

### Session 4 – Integration to Sustain Takeaways

#### 8. Edit Email to Assure Quality Control

- Edit email to deepen skills on structure and language
  - Do exercises designed to address further improvement areas
  - Summarise awareness to sustain learning
- Methodology: exercise and coaching*

#### 9. Integrate Email Practice

- Update progress
  - Coordinate tasks
  - Respond to enquiries
  - Respond to complaints
  - Seek solutions
- Methodology: discussion, case studies sharing*

#### 10. Form Action Plan

- Recap learning
  - Commit to ongoing application
  - Share action plan
- Methodology: discussion*