

# Solution-Focused Customer Service Writing 聚焦於解決方案的服務性商業文札

MEDIUM : English / Cantonese COURSE CODE : SFSW DURATION : 1 day

To manage challenges in service writing, writers will build a you-focus in a solution-offering direction. In this workshop, the participants will sharpen their tools in structure, content and language. The takeaways include:

1. Learn a three (3)-step writing process to ensure readability
2. Embrace a reader-focus to build trust and rapport
3. Apply a three-step writing template to guide easy understanding
4. Engage readers with a writing style that carries a functional yet tactful tone
5. Relate learning to polish replies to enquires, requests for follow-up, update on progress and response to complaints
6. Be confident and driven to experiment an assertive and refreshing writing style

**Target Audience** Staff providing service

## Methodology

### A. Pre-Training Phase

Sample writing of the participants will be submitted to the trainer for:

- Building case examples for training activities
- Feedback to the participants in the form of coaching during workshop

### B. Training Activities

- Lecture
- Case studies
- Exercises
- Coaching

## Course Outline

### 1. Training Focus Based on the Pre-Training Review of Writing

The trainer will present a summary of her review of participants' sample writing and highlight the following learning focus:

- Reader-focus with a solution offering direction
- Writing process with three Ps – Plan, Process and Polish
- Professional style reflecting structure, content and tone

### 2. Solution Offering Model

The trainer will show a model that grabs reader attention and gets the reader's commitment to collaborate:

- Get to the point with WII-FM (What's In It For Me) objective
- Relate details with easy reference
- Call for action with a timeline

### 3. Practices with Coaching

The participants will first work in groups then individually to *practise* the template:

- Case studies
- Writing samples sent before workshop with trainer's feedback

### 4. Service-Centred Tone

The participants will *work in groups* to discover and to embrace a service-centred tone:

- Solution-focused
- Committed
- Cause and effect
- Lively which is free of robotic and old-fashioned language

### 5. Integration with Application to Selected Forms of Writing

The participants will *work in groups* with the trainer's coaching to produce the following types of writing:

- Reply to enquiries
- Request for follow-up
- Update on status
- Response to complaints

