

Customer Service Writing Skills

Learn to respond to emails, social media posts and other written complaints (even if they're rude or ignorant), with grace, tact, diplomacy, sensitivity, empathy and professionalism.

Customer service. Not an easy area to work in. Those who write to us are angry, frustrated, disappointed or even irrational, and we need to engage with them in professional ways that reflect the best of the business or brand we represent. At the same time, we need to ensure that all of the relevant content is accurately conveyed and understood. Here's how...

Course duration:

Workshop (group) format: 1 x full day (08h30-16h00)

Course outcomes:

1. Unpack the basics of customer service
2. Determine 'red flags' in customers' writing
3. Respond strategically to diverse issues
4. Express empathy, kindness and care
5. Know when, and when not, to apologise
6. Handle conflict, tension and rage
7. Be able to refuse or say 'No' with tact
8. The parameters of Facebook, Twitter and other platforms
9. Edit & proof-read your own and others' work

Please note: Final course content may deviate slightly from what's described above.

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