

THE ART OF BUSINESS COMMUNICATION

Module 3

TIPS AND HACKS: **AGENDA**

- Critical reading
- Paraphrasing
- Customizing template/canned messages
- Building Rapport
- BUiness Communication Hacks



CRITICAL READING

CRITICAL READING

Critical Reading is the ability to ascertain what customers are really asking and anticipating what else they would need. This will also play an essential role to the First Contacts Resolution (FCR) metric.

To read critically is to exercise your judgement about what you are reading - that is, not taking anything you read at face value.



Critical Reading

How to do Critical Reading...

- Make an initial evaluation of the customer's email
 - ASK: Who is the sender? What is the sender's purpose?
- Questioning to Understand. Ask questions about the content.
 - ASK: What is the sender requesting? Will he need additional information?
- Anticipate questions customers might ask.



Critical Reading

Example:

Hi Team,

I sent an email last week regarding the order that i placed on your system. I was in a hurry, so I was not able to double check. Upon returning from my business trip. I noticed that my order is not showing in your system.

Is there an error with the upload button? Can you track my order, please?

Thanks,

Ric John

Step 1: Make an initial evaluation of the customer's email

Step 2: Questioning to understand. Ask questions about the content

Step 3: Anticipate questions customers might ask:

- *Why was the order not reflecting?*
- *What should we do the next time we encounter this issue?*
- *Do you have a link to a knowledge base or documentation that we can refer to in the future?*



Critical Reading

TIP:

Focus on what the customer is asking or what help is needed.

You know you have written a little too much if you have answered not only the initial inquiry, but also the possible follow-up questions.

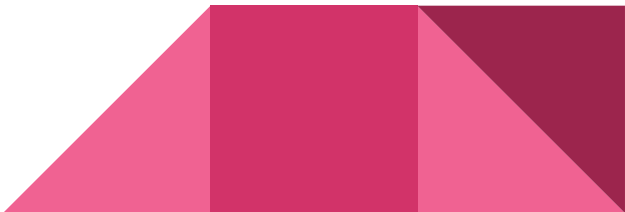


Paraphrasing

Paraphrasing

Paraphrasing - is a restatement of the meaning of the text or passage using other words. This is usually done to clarify receiver's understanding of what was communicated.

Why paraphrase?

- Correct understanding of the concern.
 - Room for correction
 - Show active listening
 - Demonstrates you have genuine concern
 - Leads to solution
- 

Critical Reading

TIP:

1. Focus on the message
2. Check for understanding
3. Do not judge/assume the other person's comments.
4. Make it short
5. Do not overdo the paraphrasing.



Customizing
templates

Canned
messages

EMAIL



IN REAL LIFE



TRIPP
TYLER

Customizing templates/Canned messages

Customizing templates/canned messages

Canned messages are automated pre-established and template responses created by companies receiving bulk of inquiries from clients. However, use carelessly, your email may sound transactional.



Customizing templates/Canned messages

BAD

Hello,

You'll be able to cancel your account by logging in and going to your Information page. There's a cancel link at the top of that page.

Please reply to this email with any future questions.

- Customer Service Team

GOOD

Hi Jack!

Sorry about that charge! I've cancelled your account and got that refund headed your way. You should see that refund on your statement within a few days.

If you have any other questions, please reply to this email and I'll be happy to help. And have a fantastic weekend!

Chase Clemons
Customer Support

Customizing templates / canned messages

TIP:

How to personalize a template email

- Stick to a standard email structure
- Build rapport from the start of email
- Use power words or empathy
- Compose an email while keeping the 10Cs in mind
- Proofread - Aside from grammar, punctuation marks, recipients and content, keep your tone in check.
- Never write anything if you're not going to say it in person





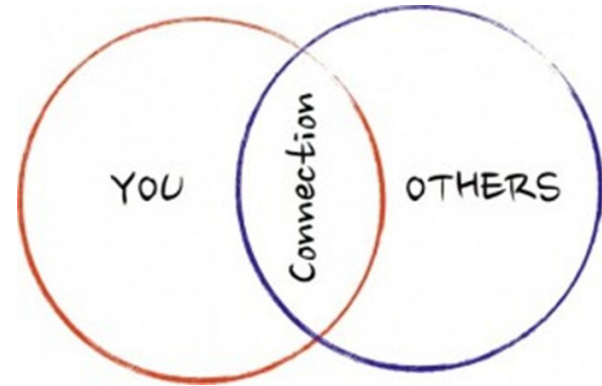
Building Rapport

Building Rapport

Rapport - A close and harmonious relationship in which the people or groups concerned understand each other's feelings or ideas and communicate well.

What are the different ways to build rapport?

- Empathy
- Be genuine
- Credibility
- Positive Scripting
- Find common ground





Business Communication Hacks

Business Communication Hacks

- **Business Communication Hacks - General**
 - Keep Commitments
 - Pick the right medium
- **Business Communication Hacks - Face to face / Calls**
 - Use positive language
 - Active listening and open-mindedness
 - Do the fronting to connect to the other person
 - Practice the power gaze
 - Secret Synchronization or mirroring
- **Business Communication Hacks - Email for External Customer**
 - Being professional doesn't necessarily mean being formal
 - NEVER Assume
 - Review, revise, repeat.
- **Business Communication Hacks - Email for Internal Customers**
 - Send/accept calendar invite on time
 - Ensure that we reply on the most updated email trail to avoid missed communication
 - Do not use patterned backgrounds, fancy fonts or colors as it makes your email harder to read
 - To: field is for those that you would like a response from
 - CC: field is for visibility only





Thank you for your attention!