

The Art of Business Communication

Module 2

Objective

- Integrate the three perspectives of service to address the needs of the customer
- Apply the BEST service in all business communication
- Identify standout moments in business interactions

Standout Moments in Email Communication

Opportunities for Standout Moments

- Start with a positive tone
- Personalize your response from your customer
- Provide accurate and complete resolution
- Anticipate what the customer needs
- End positively



STAND OUT MOMENTS:

Start with a Positive Tone

The tone of the message can have a huge impact on how the receiver responds to the message.

- Avoid using negative words
- Use a positive form of the sentence
- Use antonyms to remove the word “not”



STAND OUT MOMENTS:

Personalize your response for the customer

- Talk to them with their name
- Build rapport
- Be grateful for their effort
- Show understanding



STAND OUT MOMENTS:

Provide accurate and complete resolution

- Ask the right question
- Provide accurate facts
- Engage, the inform
- Avoid long explanations

“Garbage in, Garbage out”



STAND OUT MOMENTS: End positively

- Motivate the reader to action
- Identify the sender for future reference
- Leave the reader with a good final impression
- Thank the customer



EMAIL DRAFT: Standout Moments

Hi John,

Thank you for reaching out to us regarding your request for a copy of the invoice for Stark Industries. I have made a few checks from our records for you after we received the agreement number from your side. It appears that a corresponding DOC account under your name could not be found. This could mean that you are not listed as the company administrator in the license agreement.

The current administrator is listed as Pepper Potts, who also does not have an active DOC access. Referencing the license agreement between MS and the channel partner, only the Company Administrator has the capability to create a DOC account for their organization. If there has been changes to the roles within your organization, may I suggest that you get in touch with Pepper and advise her to reach us though email at msoemops@email.com so we can set up a DOC account for her and in turn, she can set you up to gain access to the DOC portal as well. I have also attached the forms for you to fill out and you may return the documents when completed.

I am confident that when these actions are accomplished, it will benefit both our organizations.

Regards,

James Rhodes

STANDOUT MOMENT:

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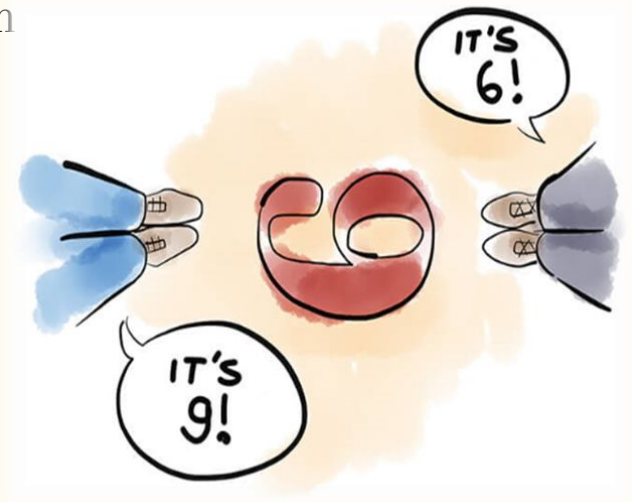


THREE PERSPECTIVES OF SERVICE



Three perspectives of service

- **Emotional** - How the customer wants to be treated/provided service or product.
- **Business** - What the customer need/why they reach out to us.
- **Hidden** - Everything the customer is unaware of, but is critical to the customer's needs.



Sample Email

Hi

Can you please advise where the activation codes are on my license?

-Business Need

The attached are the error message whenever I try the license you provided. Is this correct or are the keys send in another way? I have been advised that the keys are normally sent in the same envelope as the license but I am getting confused and would like this clarified.

-Emotional Needs

If you can, please send me some documentation on this or provide where to look on DPC if it available there.

Best Regards,

RA

The BEST Service Model in Email Communication

The BEST Service Model in Email Communication

- The information presented to the customer are true, fact based and correct
- Acknowledge the customer's feelings by caring to act and not acting to care
- Your email is complete which includes answers to questions that the customer may further clarify
- Exert all efforts to find every possible solution for your customer