

Getting Your Company on Board to Improve Customer Communications



Improving your customer communications can help strengthen brand loyalty, increase sales potential, reduce support costs —and it makes good sense for your business. So how do you get everyone on board to make changes and rally toward a clear, consistent, and unified voice for your company?

Best practices to help drive a communications improvement effort

- ① **Recruit champions** — To get a communications initiative rolling, you need champions across the company who recognize the near and long-term gains and invest in promoting it. Your champions can help mentor team members in improving their writing and create incentives to drive broader support.
- ② **Develop standards and guidelines** — A key to creating effective communications is ensuring they are easy to understand and use the appropriate tone and language for your target audience. Across an enterprise, people need to know what that looks like, so developing standards and guidelines for your customer communications can provide necessary guidance and help get everyone in sync.
- ③ **Promote your brand** — The goal of a brand is more than having a recognizable logo; it's about building a strong connection between customer and product. What better way than through communications that show your customers you understand who they are and what they care about and need? Encourage internal teams to learn your brand attributes and communications best practices so they can more effectively and consistently express the brand to customers.
- ④ **Provide engaging learning tools** — If you develop standards and guidelines or other tools to help teams improve their customer communications, make these resources broadly available through an internal website. Motivate learning with interactivity and downloadable tools, and provide plenty of best practice examples such as before and after letters.
- ⑤ **Set a good example** — Create “model language” guides that highlight the best ways to address various customer events and client segments. Provide sample phrasing for starting a letter, making a clear call to action, handling negative news in a friendly way, or how to be more direct and concise while still sounding warm and approachable.



- ⑥ **Offer hands-on learning opportunities** — One of the best ways to build company-wide support for improving customer communications is to engage teams directly through workshops. Create compelling, interactive training that helps teams learn the importance of standards, guidelines, and brand messaging. Include collaborative hands-on editing sessions where they can apply what they're learning to improve actual customer letters.

In creating more effective customer communications, everybody wins. Your customers are better able to relate to your company, internal teams strengthen their writing skills and develop insight into customer relationships, and your enterprise as a whole increases its potential to build a stronger, more marketable brand.

Let's talk...

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