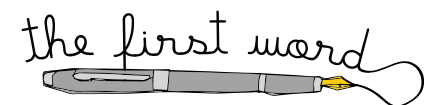


The real reason customer teams make mistakes (and how to avoid them)



Neil Martin, Director



Our mission

To banish the
blah, bull and
bunkum
from business

the first word



We help our clients write and speak with **real personal**



HM Courts
& Tribunals
Service



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Why do people make mistakes
when they're writing to
customers?

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It's not people,
it's culture



What we've found

Teams with a process focussed culture make more mistakes than teams with a people focussed culture

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Communication audits

CARING	/5
COVERED	/5
CLEAR	/5
CONVERSATIONAL	/5
CORRECT	/5
TOTAL SCORE	/25
TOTAL PERCENTAGE SCORE	%

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What the scores mean

Under 60% falls short of customers' expectations

Over 60% meets customers' expectations – it's the benchmark

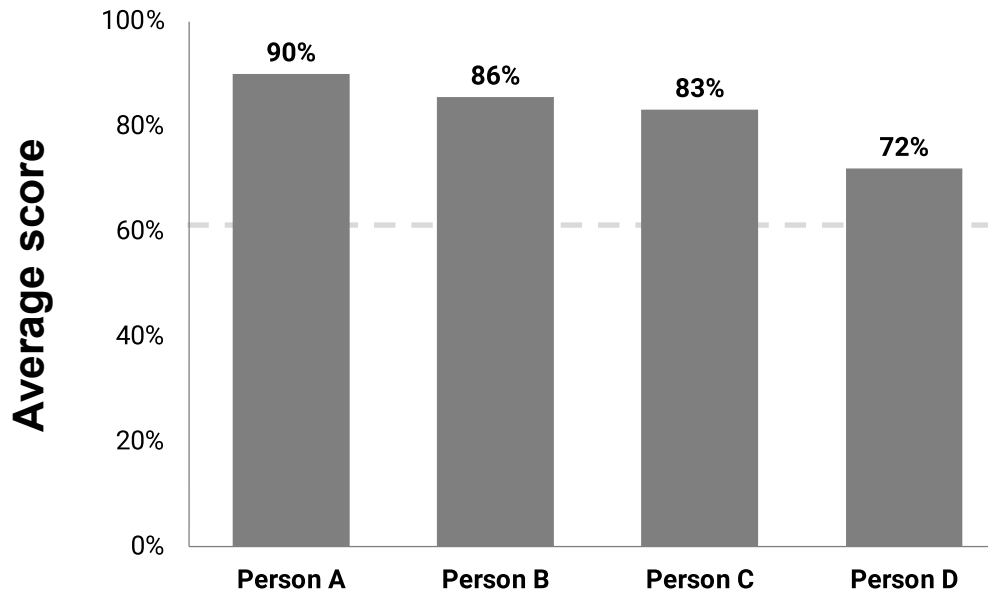
80% or above exceeds customers' expectations

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The difference culture makes

People focussed culture



⚠ The difference in the scores is down to culture and attitude – not ability.

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Mistakes made in process driven teams

From a live chat:

His Sir have you received the contract for you to sign ?

should have a password attached

I have attached the direct Debit Mandate which we need to see a (pen signature) so can you print off fill in , take a picture then whatsapp back to me

From an email:

6 Months' notice to be provided before the end of initial term if notice not received contracted for a new 5-year term

Correct scores: 20%

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The difference culture makes

👍 People focussed culture

'Thank you for your taking the time to contact us about the email we sent you.

I am deeply sorry for the distress we caused with our unnecessary request. I completely understand your worry, as you were assured everything would be handled between us and the supplier, and that all the necessary approvals had been issued.'

Caring score: 100%

🗨️ Process driven culture

'I am writing further to your complaint, I understand that on a call placed to us you say you had not heard back from us regarding your request.

You say the outcome of the initial is contrary to what your has been written to you in several letters to us, you are fed up of calling us to say it is not related to your personal exclusion only for us to reject the request in any case stating it could still be related.

You think this is a way of getting out of helping you.'

Caring score: 40%

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Great service brands create a culture that fosters good writing – without the clangers!

Put people at the heart of your customer strategy, in internal campaigns, slogans,

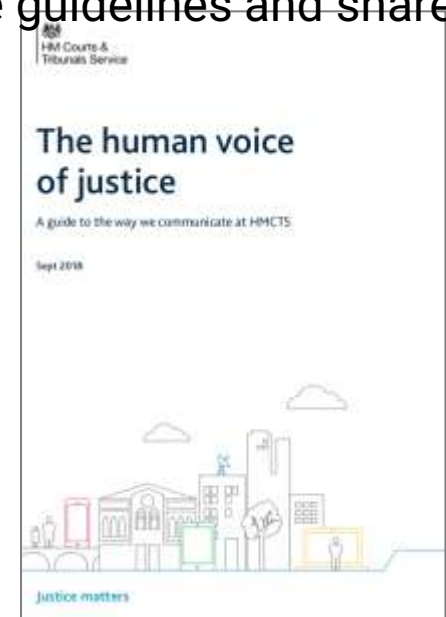


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Great service brands create a culture that fosters good writing – without the clangers!

Train your teams to put people first in their writing, create guidelines and share examples to show what good writing looks like



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Great service brands create a culture that fosters good writing – without the clangers!



Write from the heart: QA framework

To assess a letter or email:

- answer each question in boxes 1–4, with a score in the right-hand column
- don't award any 0 scores, so as not to demotivate the team
- total the scores in the pale blue boxes and multiply by 2 to give an overall percentage score
- use the examples in the guidance notes to check your scoring.

	Score
1. Have you been brave-hearted by:	
a) demonstrating you understand exactly what's happened and why your customer's unhappy?	/3
b) structuring your message around what's most important, with the decision upfront?	/3
c) covering what they need to know in the right level of detail?	/3
d) setting information out with subheadings and bullet points where it's helpful?	/3
e) taking ownership with active language?	/3
Total:	/15

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Great service brands create a culture that fosters good writing – without the clangers!



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Great service brands create a culture that fosters good writing – without the clangers!

- Put people at the heart of your customer strategy, in internal campaigns, slogans, team meetings and 121 sessions
- Train your teams to put people first in their writing, create guidelines and share examples to show what good writing looks like
- Build it into your quality assessment
- Recognise and reward people for great writing

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Any questions

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