

**Administrator's Guide to the
Customer Service
E-Mail Writing Skills
Competency Exam**

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Administrator's Guide to the Customer Service E-Mail Writing Skills Competency Exam

Information for the Person Administering This Exam

This Administrator's Guide will help you to use and score the accompanying **Customer Service E-Mail Writing Skills Competency Exam**. The exam is a companion to *Clear, Correct, Concise E-Mail: A Writing Workbook for Customer Service Agents*. However, the exam tests basic writing skills, so you may also use it independently of *Clear, Correct, Concise E-Mail*.

You may use this exam in several ways:

- to assess current customer service agents' writing skills
- to assess job applicants' writing skills before hiring them
- to identify your staff's needs for writing training
- to certify customer service agents' e-mail writing competency
- to test agents' writing competency after completing the workbook

Competency Certificate and Completion Certificate

Reward customer service agents who pass the exam with a **Certificate of Competency** and those who complete the *Clear, Correct, Concise E-Mail* workbook with a **Certificate of Completion**. Both certificates are included with this **Administrator's Guide**.

What Skills Does the Exam Assess?

This *Competency Exam*—consisting of ten sections—is designed to test the essential writing skills that agents need to write customer service e-mail. The exam tests whether a customer service agent can

- Write clear strong sentences
- Write with a polite, positive, and personal tone
- Select the correct word and spell it right
- Punctuate correctly
- Write for global readers (non-native English speakers)

Exam Answers

The exam consists of ten sections. Eight of the sections are short answers, and two are writing exercises. We've provided a Scoring Sheet and two Answer Keys to help you score the exam.

A **Detailed Answer Key** (beginning on page 5) includes the full test item and the correct answer or revision. The Detailed Answer Key also includes references to the appropriate chapter of *Clear, Correct, Concise E-Mail: A Writing Workbook for Customer Service Agents*.

The **Brief Answer Key** (beginning on page 17) includes the correct answers only and no revisions.

You may want to use the Detailed Answer Key until you become familiar with the exam, then use the Brief Answer Key for quick scoring. The Detailed Answer Key is also useful when you're reviewing the exam results with an exam-taker.

Section 6 of the *Competency Exam*, "Improve the Bureaucratic and Angry Tone of this E-Mail," requires the exam-taker to revise an e-mail or write an original e-mail. The Detailed Answer Key includes an excellent e-mail as a model and a checklist you can use to score the e-mail the exam-taker writes.

Section 10 of the *Competency Exam*, "Write Your Own Reply to a Customer's E-Mail," requires the exam-taker to write an original e-mail to answer a customer's question. We've provided a Customer E-Mail and a Fact Sheet to use in this section. We've also included an excellent customer service e-mail response for you to use as a standard in evaluating the exam-taker's writing. Use the **E-Mail Writing Skills Competency Exam Checklist** (page 22) to evaluate and score the exam-taker's e-mail.

You may also customize this by substituting an actual e-mail from one of your customers for the exam-taker to answer. You can create your own Fact Sheet for the exam-taker to use, if necessary. You can use the **Competency Exam Checklist** to evaluate and score the reply to your e-mail.

Scoring this Competency Exam

In the table below, you can see how many points each section of the exam is worth. Most exam Administrators set 80% as the passing mark. That means the exam-taker would have to score 96 or higher to pass. However, you may establish your own passing score, based on your company's training programs and expectations for customer service agents' proficiency.

	Section	Points
	1. Passive Voice or Active Voice?	5
	2. Revise to Remove Confusion Caused by Misplaced Modifiers	5
	3. Fragments or Full Sentences?	5
	4. Run-Ons or Full Sentences?	5
	5. Replace Weak Verbs with Strong Verbs	10
	6. Improve the Bureaucratic and Angry Tone of This E-Mail	20
	7. Select the Correct Word and Spell It Right	20
	8. Punctuate Correctly	15
	9. Write for Global Readers	10
	10. Write Your Own Reply to a Customer's E-Mail	25
	Total	120 points

Detailed Answer Key

ANSWERS to Section I—Passive Voice or Active Voice?

Identify whether the sentence is written in active voice or passive voice. Write A for active voice and P for passive voice.

For more information on passive voice and active voice, go to **Chapter 3—Write Clear, Strong Sentences**.

Scoring: 1 point per item. **Total: 5 points.**

P	1. This credit card receipt should be sent to someone other than the person named on the card.
A	2. The technician should change the air purifier's filter after approximately 50 hours of use.
A	3. The first available specialist will contact you via e-mail or by telephone within one business day to quickly provide a solution to your request.
P	4. Your billing address has been corrected by our Records Administration staff.
A	5. I apologize for the frustrations you recently experienced with WorldWide Online Member Services.

ANSWERS to Section 2—Revise to Remove Confusion Caused by Misplaced Modifiers

All the sentences in this section have problems caused by misplaced or dangling modifiers. Misplaced modifiers are words, phrases, or clauses that are not placed near the words they modify. Dangling modifiers are words, phrases, or clauses that modify words that have been left out of the sentence. Circle the misplaced or dangling modifiers (words or phrases) in each sentence.

For more information on misplaced and dangling modifiers, go to **Chapter 3—Write Clear, Strong Sentences**.

Scoring: 1 point per item. **Total: 5 points.**

<i>Misplaced Modifier</i>	1. Some collectors (nearly) spend all their money purchasing stamps at conventions and shows.
<i>Corrected Sentence</i>	Some collectors spend nearly all their money purchasing stamps at conventions and shows.
<i>Misplaced Modifier</i>	2. The manufacturer announced that the new, wind-powered generator would be ready soon (at the trade show last week).
<i>Corrected Sentence</i>	At the trade show last week, the manufacturer announced that the new, wind-powered generator would be ready soon.
<i>Misplaced Modifier</i>	3. (While participating in our reward program for high-achieving students), the university will give you first choice of tickets to concerts and sporting events.
<i>Corrected Sentence</i>	While you are participating in our reward program for high-achieving students, the university will give you first choice of tickets to concerts and sporting events.
<i>Misplaced Modifier</i>	4. The U.S. Geological Survey (nearly) publishes 1,000 maps used by many American businesses.
<i>Corrected Sentence</i>	The U.S. Geological Survey publishes nearly 1,000 maps used by many American businesses.
<i>Misplaced Modifier</i>	5. (Too small, too expensive, or too far from your job), we can help you find a new apartment and a reasonable rent.
<i>Corrected Sentence</i>	If your current apartment is too small, too expensive, or too far from your job, we can help you find a new apartment and a reasonable rent.

ANSWERS to Section 3—Fragments or Full Sentences?

Identify whether each of the following is a fragment or a full sentence. Write F next to the fragments. Write S next to the full sentences. A fragment is a part of a sentence that has been punctuated as though it were a full sentence.

For more information on fragments, go to **Chapter 3—Write Clear, Strong Sentences**.

Scoring: 1 point per item. **Total: 5 points.**

F	1. In regard to your e-mail about obtaining an updated version of the Handbook for Community Leaders so you may begin your own neighborhood watch patrol.
S	2. Type in your return message then click SEND to automatically include all previous e-mail messages for the next representative who will assist you.
S	3. Recently, you requested personal assistance from our online support center.
F	4. Because we can offer substantial discounts on the monthly fee.
F	5. If your daughter receives a subsidized loan, based on financial need, one that the federal government pays the interest upon while she is in school.

ANSWERS to Section 4—Run-Ons or Full Sentences?

Identify whether each of the following is a run-on or a full sentence. Write R next to the run-ons. Write S next to the full sentences. A run-on is more than one sentence punctuated as if it were one sentence.

For more information on run-ons, go to **Chapter 3—Write Clear, Strong Sentences**.

Scoring: 1 point per item. **Total: 5 points.**

S 1. Though we would prefer to do an exchange, we are willing to refund the full price of the product provided that the item is returned with the original packing list.

R 2. If you have any further questions please contact us again, thank you for bringing this matter to our attention.

S 3. The following pages will allow you to specify the airline, enter frequent traveler programs, and identify corporate plans and other rate options.

R 4. The problem you described comes from a glitch in our membership database, I'm trying to find out what can be done about it.

R 5. Please feel free to write to us thank you for shopping at Enthusiast.com.

ANSWERS to Section 5—Replace Weak Verbs with Strong Verbs

Circle the weak verb in each of the following sentences. Then revise the sentences, replacing the weak verb with a strong verb. Weak verbs include forms of the verb *to be* (including *am, is, are, was, were, be, being, and been*).

For more information on replacing weak verbs with strong ones, go to **Chapter 3—Write Clear, Strong Sentences**.

Scoring: 2 points per item; 1 point for circling the weak verb and 1 point for revising the sentence using a strong verb. **Total: 10 points.**

Original Sentence 1. You can do a thorough review of your payment history if you access your records online.

Our Revision You can thoroughly review your payment history if you access your records online.

Original Sentence 2. It is very easy to contact our customer service team by e-mail or by telephone.

Our Revision You may easily contact our customer service team by e-mail or by telephone.

Original Sentence 3. There are several treatment alternatives for health club members who want to receive therapeutic massage.

Our Revision Health club members who want to receive therapeutic massage can choose from several treatment alternatives.

Original Sentence 4. It is possible to receive hourly news digests if you purchase our subscription service.

Our Revision You will receive hourly news digests if you purchase our subscription service.

Original Sentence 5. We make an analysis of your financial status, then suggest an investment fund.

Our Revision We analyze your financial status, then suggest an investment fund.

ANSWERS to Section 6—Improve the Bureaucratic and Angry Tone of This E-Mail

Circle 10 words or phrases that give this e-mail an unfriendly tone. Then substitute a word or phrase that contributes to a polite, positive and personal tone.

There may be more than one way to revise this e-mail. Use your best judgment and award points for any revisions that improve the tone, even if they don't match our revision.

For more information on tone, go to **Chapter 4: Write with a Polite, Positive, and Personal Tone.**

Scoring: 2 points per item; 1 point for circling the words or phrases with an unfriendly tone and 1 point for replacing the unfriendly tone with polite language. **Total: 20 points.**

Eliot's E-Mail With Tone Problems Circled

received / a second e-mail from you

Please read

Please go

important

should

If you can't
please note that

you can

We hope this resolves

To: Constance Didier
From: Eliot Streeter
Subject: Re: Request for updated placard

We acknowledge receipt of yet another e-mail from you about obtaining a current, updated placard.

Did you even read the instructions about downloading the forms at our website? Is it too hard for you to go to <http://www.Citysite.gov/forms/download> to get the form VR-254? It is imperative that your doctor complete the VR-254. Then, you must bring the completed form to any full service MVA office.

If you can't be bothered to download the form, please be advised that you can request a form by calling our office at 800-555-9921. If there's another reason you can't give the VR-254 form to your doctor, regulations mandate that you apply for a temporary placard (expires in 6 months).

These instructions should resolve your problems.

Eliot Streeter
Parking Division

ANSWERS to Section 7—Select the Correct Word and Spell It Right

Circle 10 misspelled or incorrect words in this e-mail. Then write the correct word or spelling on the blank line to the left.

For more information on spelling, go to **Chapter 5—Select the Correct Word and Spell It Right**.

Scoring: 2 points per item; 1 point for circling each misspelled or incorrect word and 1 point for writing the correct word or spelling. **Total: 20 points.**

our to
performing

expected
by
making

lose

accept
there

committed

To: Millie Westerfield
From: Customer_Support@BankWeb.com
Subject: BankWeb System Maintenance

Dear BankWeb Customer,

In are continuing efforts two provide better service to our customers, we will be preforming system maintenance on the BankWeb site. The maintenance will begin on Saturday, September 14 at approximately 10 p.m. EST and is accepted to last eight hours. The system should be functioning buy 6 a.m. on Sunday, September 15. During this time you may experience difficulties when making changes to your account or to any products and services you have purchased. Don't worry; you won't loose any data during maintenance. If you experience any problems, please log out and try again later.

Please except our apologies for any inconvenience this may cause. If their are any questions, please send e-mail to Customer Support at Customer_Support@BankWeb.com.

Thank you for your business. We are comitted to bringing you the best possible products and services to make your online business a successful one.

Regards,
Andrea Seale
Customer Support

ANSWERS to Section 8—Punctuate Correctly: Period, Comma, Apostrophe, Semicolon, Colon

Write C next to the sentences that are punctuated correctly. Write I next to sentences that are punctuated incorrectly. We've written the correctly punctuated sentence below the original sentence.

For more information on punctuation, go to **Chapter 6—Punctuate Correctly**.

Scoring: 1 point for each item. **Total 15 points.**

I	1. Please note that the manufacturers restrictions say that this product should not be used in commercial kitchens.
<i>Correct Punctuation</i>	Please note that the manufacturer's restrictions say that this product should not be used in commercial kitchens.
I	2. I do not know the whole situation but I just tested your e-mail account and it is fine.
<i>Correct Punctuation</i>	I do not know the whole situation, but I just tested your e-mail account and it is fine.
I	3. We also, still have the needlepoint pillow cases that are available in scarlet and spruce.
<i>Correct Punctuation</i>	We also still have the needlepoint pillow cases which are available in scarlet and spruce. (no comma after <i>also</i>)
C	4. If you're on Eastern Standard Time, you can chat online with a support professional between 9 a.m. and 9 p.m.
I	5. If you are not entirely satisfied with an item, return it to us at any time for an exchange or refund of it's purchase price.
<i>Correct Punctuation</i>	If you are not entirely satisfied with an item, return it to us at any time for an exchange or refund of its purchase price.
C	6. Unfortunately, I am unable to answer your question about your laser printer; however, I will forward your e-mail to the person who can help you.
C	7. If you wish to start a new account, please send an e-mail to accounts@cellphonebill.com and include your name, your current account number, and the name of your business.

C	8. We'll give you all the travel information you requested: maps, restaurant reviews, lodging rates, and a summer theater schedule.
I	9. We appreciate you taking the time to share your feedback, because it is the best way for us to know what we are doing right.
<i>Correct Punctuation</i>	We appreciate you taking the time to share your feedback because it is the best way for us to know what we are doing right. (no comma after <i>feedback</i>)
C	10. Undergraduate students who want to apply for off-campus housing should complete Off-Campus Housing Request Form 210 (which can be downloaded at www.stateuniv.edu/offcampus).
C	11. To apply for a job with our company, please contact Carole Sonnenstein, Project Director; Scott Florsheim, Human Resources Manager; and Ginny Olstand, Administrator.
I	12. You will recognize Mistry authorized dealers on the Internet: when you see the "Mistry Authorized Internet Dealer" logo they proudly display at their sites.
<i>Correct Punctuation</i>	You will recognize Mistry authorized dealers on the Internet when you see the "Mistry Authorized Internet Dealer" logo they proudly display at their sites. (no colon after <i>Internet</i>)
I	13. The luggage rack can be placed on the roof of the car, the tie-downs will secure it there.
<i>Correct Punctuation</i>	The luggage rack can be placed on the roof of the car. The tie-downs will secure it there. —or— The luggage rack can be placed on the roof of the car; the tie-downs will secure it there.
C	14. We will issue a full refund for items returned within 30 days; items returned after 30 days will be charged a re-stocking fee.
C	15. The safety of our passengers and crew will always be our priority, and we have been working with the aviation and transport authorities to ensure the highest level of security at the airports from which we operate.

ANSWERS to Section 9—Write for Global Readers

This is an e-mail response to Raoul from James Underhill, an instructor at Pharmacy Learning, a company that provides online courses. Raoul wrote an e-mail asking about enrolling in an online pharmacy course. James Underhill uses idioms, gender-biased words, and other words or phrases that could confuse global readers, also known as non-native English speakers. (Raoul's e-mail address indicates that he is writing from Mexico.)

Circle 10 words or phrases that a global reader might not understand.

For more information on writing for global readers, go to **Chapter 7—Write for Global Readers**.

Scoring: 1 point for circling each word or phrase a global reader might not understand. **Total: 10 points.**

To: Raoul@webmexico.com
From: underhillj@pharmacylearning.com
Subject: Basic Skills for Pharmacy Assistants

Dear Raoul,

Thanks for getting in touch with me about our online course, *Basic Skills for Pharmacy Assistants*. To enroll, please complete the online registration form at www.pharmacylearning.com. We will review your application quickly and get back to you.

If you enroll, I'm sure you will find this a rich learning experience with many hands-on activities. Our faculty bends over backwards to assure that each student successfully completes the course. As a rule, our students are very motivated and qualified. We weed out poor students before they enroll.

It will take you about three months to complete the course. You'll be a practicing Pharmacy Assistant before you know it. It goes without saying that we would be pleased to consider your application.

If you have any other questions, please feel free to contact me.

Sincerely,
James Underhill
Instructor
Pharmacy Learning

Answers to Section 10—Write Your Own Reply to a Customer’s E-Mail

We’ve provided an example of a customer service agent’s well-written response to Regina Costello’s e-mail. The e-mail response written by the person taking this **Competency Exam** may be different from the example we’ve provided, but it should demonstrate the writing skills listed on the **E-Mail Writing Skills Competency Checklist** on page 23. **Total: 25 points.**

How to Score the E-Mail Response

Use the **E-Mail Writing Skills Competency Checklist** to score this section. An excellent e-mail will receive all 25 points. Deduct one point for each error. For example, an e-mail with two spelling errors and one comma error would get a score of 22 points. An e-mail that includes three idioms, one fragment, and one phrase written in an angry tone would get a score of 20 points.

When scoring this section, please remember that there’s more than one correct way to write e-mail to a customer. Don’t deduct points unless the exam-taker has clearly made an error. For example, you should deduct a point if the exam-taker writes this run-on sentence: *Your monthly payment arrived 10 days late, we cannot remove the late fee from your bill.* However, you should not deduct a point because you prefer *subtract*, rather than *remove*.

Example of an Agent's Well-Written Response to Customer Regina Costello

To: Rcostello@quest.net
From: customerservice@galleonglass.com
Subject: Re: Broken Christmas ornaments

Dear Regina Costello,

We regret that our Christmas Ornament Collection arrived damaged. We take great care in shipping our glass products, using special foam to protect the glass items. This year we've shipped over 1000 glass ornament orders. Very few of these arrived broken. We are very sorry that your order was one of the rare ones that didn't arrive in excellent condition.

It's not necessary to send back the broken ornaments. But to receive a refund, you will need to complete a Request for Refund form. That form is on the back of the packing slip. Because the order arrived damaged, we will refund the shipping and handling costs for Overnight Delivery as well as the price of the Christmas Ornament Collection. It normally takes 30 days to process a credit card refund.

Again, our apologies for the inconvenience this damaged order caused you. We do our best to make sure that all orders are filled promptly and arrive in good condition. We hope that you will order from us again, so we can have another opportunity to show you our excellent service and our quality products.

Sincerely,
Laura Reeder
Galleon Glass Company

Brief Answer Key

ANSWERS to Section 1—Passive Voice or Active Voice?

Total: 5 points

1. P
2. A
3. A
4. P
5. A

ANSWERS to Section 2—Revise to Remove Confusion Caused by Misplaced Modifiers

Total: 5 points

1. nearly
2. at the trade show last week
3. While participating in our reward program for high-achieving students
4. almost
5. Too small, too expensive, or too far from your job

ANSWERS to Section 3—Fragments or Full Sentences?

Total: 5 points

1. F
2. S
3. S
4. F
5. F

ANSWERS to Section 4—Run-Ons or Full Sentences?

Total: 5 points

1. S
2. R
3. S
4. R
5. R

ANSWERS to Section 5—Replace Weak Verbs with Strong Verbs

Total: 10 points

Scoring: 2 points per item; 1 point for circling the weak verb and 1 point for revising the sentence using a strong verb.

1. *Weak verb:* can do
Revision: You can thoroughly review your payment history if you access your records online.
2. *Weak verb:* is
Revision: You may easily contact our customer service team by e-mail or by telephone.
3. *Weak verb:* are
Revision: Health club members who want to receive therapeutic massage can choose from several treatment alternatives.
4. *Weak verb:* is
Revision: You will receive hourly news digests if you purchase our subscription service.
5. *Weak verb:* make
Revision: Compare the cable service packages from our company and from our competition, and choose which one is priced right for you.

ANSWERS to Section 6—Improve the Bureaucratic and Angry Tone of This E-Mail
Total: 20 points

Here are the words or phrases that give this e-mail an **Unfriendly Tone** and words or phrases that are **Polite Language Substitutes**.

Scoring: 2 points per item; 1 point for circling the words or phrases with an unfriendly tone and 1 point for replacing the unfriendly tone with polite language.

Unfriendly Tone

Polite Language Substitutes

- | | |
|---------------------------------------|--------------------------|
| 1. acknowledge receipt of | received |
| 2. yet another e-mail from you | a second e-mail from you |
| 3. Did you even read | Please read |
| 4. Is it too hard for you to go | Please go |
| 5. imperative | important |
| 6. must | should |
| 7. If you can't be bothered to | If you can't |
| 8. please be advised that | please note that |
| 9. regulations mandate that you | you can |
| 10. These instructions should resolve | We hope this resolves |

ANSWERS to Section 7—Select the Correct Word and Spell It Right

Total: 20 points

Scoring: 2 points per item; 1 point for circling each misspelled or incorrect word and 1 point for writing the correct word or spelling.

Misspelled or incorrect word	Correct spelling
1. are	our
2. two	to
3. preforming	performing
4. accepted	expected
5. buy	by
6. makeing	making
7. loose	lose
8. except	accept
9. their	there
10. comitted	committed

ANSWERS to Section 8—Punctuate Correctly: Period, Comma, Apostrophe, Semicolon, Colon

Total: 15 points

1. I
2. I
3. I
4. C
5. I
6. C
7. C
8. C
9. I
10. C
11. C
12. I
13. I
14. C
15. C

ANSWERS to Section 9—Write for Global Readers

Total: 10 points

Scoring: 1 point for circling each word or phrase a global reader might not understand.

1. getting in touch
2. get back to you
3. rich
4. hands-on
5. bends over backwards
6. as a rule
7. weed out
8. before you know it
9. it goes without saying
10. feel free

Answers to Section 10—Write Your Own Reply to a Customer's E-Mail

Total: 25 points

See the Detailed Answer Key, page 16, for our example of a customer service agent's well-written response to Regina Costello's e-mail.

E-Mail Writing Skills Competency Exam Checklist

Total: 25 points

Use this Checklist as a guide to evaluating the e-mail the exam-taker writes in Section 10. Deduct 1 point for each error.

Number of Errors	Traits of an Excellent Customer Service E-Mail
_____	1. Completely answers the customer's questions
_____	2. Writes clear strong sentences <ul style="list-style-type: none">• Most sentences written in active voice• No dangling or misplaced modifiers• Writes complete sentences, not run-ons or fragments• Uses strong verbs
_____	3. Writes with a polite, positive, and personal tone <ul style="list-style-type: none">• Uses words and phrases that are polite and positive, not inflated or angry• Personalizes the e-mail response• Uses opening paragraph to set the tone• Uses closing paragraph to reinforce the tone• Uses plain, simple language
_____	4. Selects the correct word and spells it right <ul style="list-style-type: none">• Uses correct spelling• Uses the correct word; no incorrect sound-alike or look-alike words• Avoids industry jargon that would confuse a customer
_____	5. Punctuates correctly <ul style="list-style-type: none">• period• comma• apostrophe• semicolon• colon
_____	6. Writes for global readers <ul style="list-style-type: none">• Avoids idioms that can be confusing to non-native English speakers• Writes gender-neutral e-mail

Scoring Sheet

for the Customer Service E-Mail Writing Skills Competency Exam

Exam-Taker's Name: _____

Exam Date: _____

Section	Points Earned
1. Passive Voice or Active Voice?	_____ out of 5
2. Revise to Remove Confusion Caused by Misplaced Modifiers	_____ out of 5
3. Fragments or Full Sentences?	_____ out of 5
4. Run-Ons or Full Sentences?	_____ out of 5
5. Replace Weak Verbs with Strong Verbs	_____ out of 10
6. Improve the Bureaucratic and Angry Tone of This E-Mail	_____ out of 20
7. Select the Correct Word and Spell It Right	_____ out of 20
8. Punctuate Correctly	_____ out of 15
9. Write for Global Readers	_____ out of 10
10. Write Your Own Reply to a Customer's E-Mail	_____ out of 25
Total	_____ out of 120 points _____ %

About E-WRITE

Marilynne Rudick and Leslie O’Flahavan, authors of *Clear, Correct, Concise E-Mail: A Writing Workbook for Customer Service Agents*, are partners in E-WRITE, a writing training and consulting company that specializes in online writing. E-WRITE has worked with organizations of every size and type, teaching them how to improve their e-mail communication.

E-WRITE offers customized, on-site writing courses for customer service professionals. Choose either of our day-long courses: **Writing Clear, Correct, Concise E-Mail** or **Writing Customer-Focused E-mail and Chat**. We can develop a writing course expressly for your organization.

Course Descriptions

Writing Clear, Correct, Concise E-Mail

Do your customer service e-mails contain errors in grammar, spelling, usage and tone that undermine your professional image? This day-long course, based on *Clear, Correct, Concise E-Mail: A Writing Workbook for Customer Service Agents*, will review and refresh basic writings skills. Participants will improve their writing through practice exercises based on real e-mail exchanges between customers and companies.

Writing Customer-Focused E-Mail and Chat

To elevate your e-mail from adequate to excellent, you must write responses that solve your customers’ problems and make them feel valued. In this day-long course, participants will learn how to write e-mail that clearly answers the customer’s questions. They’ll learn how to read between the lines to identify and solve the customer’s problem.

Interested in developing an in-house writing course based on *Clear, Correct, Concise E-Mail*? We’ll train your trainers.

Contact us to find out more about E-WRITE’s training courses

training@WritingWorkbook.com
Telephone: 877-481-1869 or 301-989-4655
Fax: 301-718-8021

E-WRITE
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Silver Spring, MD 20904