

Job Aid

PROFESSIONAL WRITING

When communicating with customers, it is important to be professional and create a positive and lasting impression. Use these strategies below to provide a delightful support experience.

Strategy	Action
Use Correct Grammar and Punctuation	Avoid using slang, emoticons, or informal language. Write in complete sentences. <i>"Good morning. My name is Veronica. I am the Microsoft Support advisor that will assist you with your issue today."</i>
Keep it Simple Avoid Technical Jargon	Avoid using technical jargon, abbreviations, or complex language. Spell out acronyms and explain technical terms the first time you use them. <i>"Is this issue with Outlook Desktop Application (ODA)? Please give me a few minutes to research this issue and review the information."</i> <i>"That feature is not available yet, but you can use this feature to accomplish your task."</i>
Use Positive Language	Be polite, empathic, and respectful. Use courteous language, such as 'please' and 'thank you'. Always include a professional opening and closing statement. <i>"I understand this is frustrating. I am here to help you get this issue resolved."</i> <i>"Thank you for being a valued customer. Please open a new ticket if you need anything else in the future. Thanks again for your time and help today resolving your issue."</i>
Personalize for each Customer	Use customers' name, relate the solution to their life and business needs, and reference previous cases, if applicable. <i>"Thomas thanks for reaching out. Since you are in the banking industry, I know security is important to your business."</i> <i>"Demarcus I see our team helped you set up and begin using Teams in your previous ticket. Does your organization use the Virtual Appointments application within Teams?"</i>
Be Clear and Thorough	Clearly explain the issue and provide context for customers. Be concise in your explanation about the issue. Be thorough but avoid unnecessary elaboration. <i>"Adding users takes time but I am to help. Can you share your screen so I can show you how to complete each step?"</i>
Be Timely and Proactive	Respond to customers promptly. Always keep customers updated about progress and provide a timeframe for follow-up or a resolution. <i>"Your migration will take several hours to complete. Then your email should work. What time tomorrow is a good time for me to call to follow-up to ensure everything is working correctly?"</i>

Spelling and Grammar Tips

Try these strategies for improving spelling, grammar, and clarity in your written communications.

- ▶ Keep sentences short and focused on the issue and resolution.
- ▶ Use a bulleted list to explain multiple concepts or steps, to make it easier to read.
- ▶ Use a program with spelling and grammar check tools such as Word or Co-Pilot to review before sending any written communications to customers.
- ▶ Use the correct homophone, such as “your” or “you’re”; if unsure use the internet to verify.

Writing a Professional Communication

A professional communication includes the following elements.

- ▶ Greeting - use positive courteous language and address customers by name when possible
- ▶ Personalized to the customer’s issue. Provide context for communication, keep it simple and be empathic – recap or summarize the issue or resolution steps completed
- ▶ Clear and thorough explanation, simple and free of technical jargon
- ▶ Timely and Proactive – provide updates and timeframe for resolution
- ▶ Closing - include your name, job title, office hours, email address, etc.

Professional Writing Example

Greet by name	<i>Hello Ramon,</i>
Personalized & Simple	<i>I understand from your message that you are still having an issue sending and receiving emails. This is preventing you from communicating with your customers. I understand this is frustrating.</i>
Clear & Thorough	<i>I am currently communicating with my advanced offline support teams so they can help us resolve your issue as quickly as possible.</i>
Timely & Proactive	<i>I will be your point of contact and keep you updated on where we are in the process of resolving your issue. Please reply to this email with a date and time that I can call you to help resolve your issue.</i>
Closing	<i>Thank you for being a valued Microsoft customer, Martin Langstrom Business Advisor Office hours: 7 am – 5pm Monday – Friday PST</i>

Note: This is a template to guide you in creating your own professional communication. You should **customize** to fit your customers’ needs.

DO NOT DO THIS:

Hey! 😊 Checkin to see if you still are in need of assistance regarding your issue. IDK why this is happening! If you can't reproduce it or don't have screenshots you can send to me so I can share with the PG, I won't be able to troubleshoot it. I hope to hear from you, but if not, I will need to follow the process and archive this case. Just let me know either way. Goodbye. Have a nice day!!!

- ▶ Greeting - use positive courteous language and address customers by name when possible

Error: Did not begin email by greeting customer by name.

Tip: Use the customer's name and personalize the written communication as much as possible to build rapport and trust.

- ▶ Personalized to the customer's issue. Provide context for communication, keep it simple and be empathic – recap or summarize the issue or resolution steps completed

Error: Did not summarize the issue or steps taken to find a resolution, was not empathic, and failed to take ownership to resolve the issue.

Tip: Always recap the issue and take ownership to show you are the Microsoft expert and will work with the customer to resolve the issue as quickly as possible.

- ▶ Clear and thorough explanation, simple and free of technical jargon

Error: Did not use clear and simple language. Included technical jargon such as "reproduce it" and "PG".

Tip: If using abbreviations or acronyms such as PG, spell out the word the first time it's used, so that it is clear to the customer what you are saying.

- ▶ Timely and Proactive – provide updates and timeframe for resolution

Error: Did not provide a timeline for resolution and was not proactive to resolve the issue. Did not clearly explain what is meant by "follow the process and archive this case".

Tip: Give a specific time frame, whenever possible. For example, "I will send you a follow up email tomorrow to keep you updated." Or "I will call in two days to see if the issue is resolved to your satisfaction and we are good to close this case."

- ▶ Closing - include your name, job title, office hours, email address, etc.

Error: Did not include ambassador's name, job title, or other important information.

Tip: Include your name, job title, and office hours so customers know when they can reach you. Also include a closing sentence that lets customers know you value them and genuinely want to work with them to resolve their issue.