

Poorly written e-mails can cost you customers!

Grammar blunders, spelling mistakes, confusing sentences, or an unfriendly tone send your customers the wrong message about your product, your service, and your business.

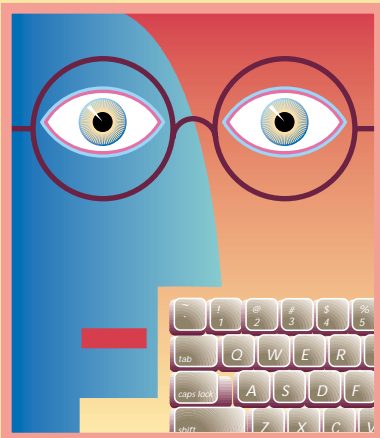
With e-mail, you don't get a second chance to make a first impression. Don't let poor writing skills undermine your company's credibility. ***Clear, Correct, Concise E-Mail*** is a cost-effective, self-paced method of teaching your staff to write customer service e-mails that enhance your image and build customer loyalty. Customer service agents will improve their writing through exercises based on real e-mail exchanges between customers and companies.

Learn How Well-Written E-Mail Helps You Get and Keep Customers

- How the right tone makes your customers feel valued
- Why correct spelling, punctuation, and word use are crucial indicators of quality
- How a clear, simple writing style enables you to connect with customers
- How to internationalize your writing to attract and welcome customers from around the globe

What's in *Clear, Correct, Concise E-Mail*?

- **Test** for assessing writing skills
- **Checklists and other writing tools** to use on the job
- More than **35 writing exercises**
- **Guidance** specific to customer service e-mail



Marilynne Rudick and **Leslie O'Flahavan** are partners in **E-WRITE**, a training company specializing in e-mail and online writing. Their clients include Coca Cola, American Airlines, Prudential, Humana, The College Board, Key Bank, the U.S. Air Force, the Consumer Electronics Association, Pan American Health Organization, and the National Wildlife Federation.

"Short and to the point, this exercise-filled volume gets right to the heart of intelligent, professional online communication. Two thumbs up."

—Jim Sterne, Author, Customer Service on the Internet

*"A just-in-time training solution! If you're a customer service professional making the transition from phone to e-mail, this book will help you brush up on your writing skills. If you're a manager trying to hire or retain agents, this book will help you assess their writing skills and give them the training they need. You need a copy of this **Workbook** for all your front-line agents who write e-mail."*

—Ron Muns, CEO, Help Desk Institute

*"The authors of **Clear, Correct, Concise E-Mail** know their stuff. Realistic examples, scenarios, and practice items provide all the tools necessary to have your agents become e-mail customer service experts in no time."*

—Ken Webb, President, Sage Results

For information about the CD and PDF download versions of this *Workbook* contact E-WRITE at www.WritingWorkbook.com

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