

Effective written communication

It is important to try to foresee your customer's expectations; you need to think about what they might do or how they might react to your communication.

They could require explanation, further information, confirmation or have new questions. In creating good written communications, it is helpful for you to try and anticipate what the customer's reaction might be, offering, if it is appropriate, ideas, options and solutions from your own organisation.

You need to remember that you are trying to find a suitable balance which will meet your customer's own requirements and expectations, in a way that does not compromise your own organisations integrity, reputation or profitability.

Therefore, you may need to get certain items of information together before or whilst you construct the communication. This could be many things; prices, procedures, times, dates, contact names and numbers, depending on the customer and the issue.

Activity – see if you can think of 3 items of information that you regularly need to provide to customers in written communications:

1.
2.
3.

You also need to think about what you want as a result of your communication; do you want information or an opinion? Are you looking for an agreement or a commitment from your customer? This may require you to make progress, provide information or offer a compromise from your own organisation, so be aware of any authority that you may require before you send the communication.

