

CO005: Effective Communication For Digital Platforms

[2-Day Program]



Overview

In an ever-increasing competitive environment, customer satisfaction is no longer just about the product offering. Savvy online customers demand quality customer support via social media or other online channels which has direct impact on brand image, conversion, sales and customer loyalty.

Clients turn to online and social media channels to seek help with transactions like placing orders, setting up, fixing or replacing a product, or addressing an enquire. Customer service agents can help build relationships with customer and turn them into satisfied customers

Writing on social media and web live chat is different from responding to customers using traditional channels like phone and email. Customers expect quick, short and to the point answers.

Often times, clients are emotional and want quick fixes. For those whose first language is not English, this is extremely challenging especially when anything written is public, easily shareable and you are often not given a lot of space to communicate your thoughts. Think Twitter and you wonder how you can help solve an issue in 280 characters!

Learning Outcomes

This essential training workshop aims to help customer service professionals write great social media responses (live chats, reply to comments and social media posts). By participating in this workshop (lecture, video, discussion and exercises), you'll be on your way to becoming a great social media customer service agent using interactive business writing.

Who Must Attend.

This program is suitable for online sales professionals, social media managers, customer relationship professionals, support staff, and independent entrepreneurs.

Methodology

This stimulating program will maximize the understanding and learning through presentations, videos, individual work, group activities, and discussion/brain storming.

Course Detail

Module 1

How Business Writing for New Media is Different

- New and evolving channels with different characteristics
- Conversations are not always one to one
- They are public and can be easily shared
- Customers expects quick turnaround time
- You have very limited space to fit in your communication

Module 2

Responses Required

- Trends In client expectations
- Acknowledging and addressing issues
- Communicating on point
- Clarifying questions to find out issues
- Avoiding vagueness or jargons
- Group Activities: A list of common clear words instead of jargons
- Activities: Rephrasing and confirming correct understanding
- Activities: Sentence structures that describe your actions as customer waits online for fixes

Module 3

Using the Right “Tone of Voice”

- Adhere to corporate brand voice on social media channels
- Are you aware of that and how does that sound like?
- Examples of web writing that is personable yet professional
- Appropriate use of emoticons and emojis
 - ✓ How many is too many
 - ✓ When to use
 - ✓ When it confuses more than help

Module 4

Supporting Customers with Sales/Transactional Intent

- Sentence structure to find out what customers want help with
- Use precise words and simple questions
- Sample sentence structures to ask open ended and closed questions
- Restate the customer’s point to clarify as many details as possible
- 2 ways to explain clearly on social media with limited character space
- Use only acceptable and clear abbreviations
- Spelling and acceptable abbreviation of terms used
- On hashtags and ampersands signs

Module 5

Because New Media Conversations are Public

- Know when to move public complain to private channels (DM/PM)
- Learn how to do that skilfully
- Know why to move the conversations back to public
- And when to do that
- Know when and how to handle channel pivot tactfully

Module 6

Canned Responses vs Free Writing

- When to use canned responses
- When to use free writing
- How to customizable canned response with a human touch
- Adding in-the-moment free writing that shows sincerity to help
- Activities: prepare canned responses for 3 most common situations
- Activities on customization of canned responses

Module 7

Responding to Challenging Customers (and Onlookers)

- Don't take it personally
- Differentiating between fictions and facts
- Sentence structures that politely remind them to be civil with their language
- Sentence structures that refer them to your company's social media policy
- Focus your writing on addressing issues
- Short but helpful text messages that customers would appreciate
- Sentence structures to inform customer you are escalating the issue
- Activity: find out corporate social media policy

Module 8

Grammar and Punctuation

- Sentence structures to state facts
- Countable and uncountable nouns
- A list of the most commonly used uncountable nouns
- Be aware of rules of spelling the plural form of nouns
- Capitalizations on social media is not welcomed
- Tricky Apostrophes
- US or UK English? But not Manglish
- Use of online tools for real time help with grammar and spelling

Course Leader



Louisa Chan is Certified Content Marketer and an experienced Trainer who delivers international workshops in the Digital Marketing space.

She holds a Bachelor of Commerce (Major in MIS) from McGill University, Canada, and a Masters in Education from Sheffield University, the UK besides being a professionally trained Coach.

Certified as a Project Management Professionals in 2008 from the Project Management Institute in the US, Louisa consulted with MNCs in various countries having been based in Singapore, China, Bangkok, Sydney and Hong Kong.

Louisa's online Business Building Training courses were accredited by the Australian National Educational Council for AAMT members. Moreover, her articles on Social Media are published in the APAC region including Australia and the US as well as in subscription-based digital magazines. Louisa's book "Teach Online: Multiply Your Talents and Make a Difference with Your Heart-Cantered Business" can be purchased online from Amazon.

Louisa has the unique combination of subject matter knowledge, hands-on expertise as well as the skill in designing and delivering the training. Both her online training products as well as her in-person training are said to be informative, engaging, easy to understand and very practical.

She has been featured on RTM1, RTM2, Sin Chew Daily, and the Feminine Magazine. BFM, the business radio channel in Malaysia has done a series of interviews with Louisa on the topic of Content Marketing that were broadcast over a number of weeks.

Course Fee

Request For Quotation For In-House Programme

Certificate

Upon successful completion of this program, you will receive a Certificate of Attendance.

Certificates are distributed on the final day of the program.

Payment mode:

Please make payment to:

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