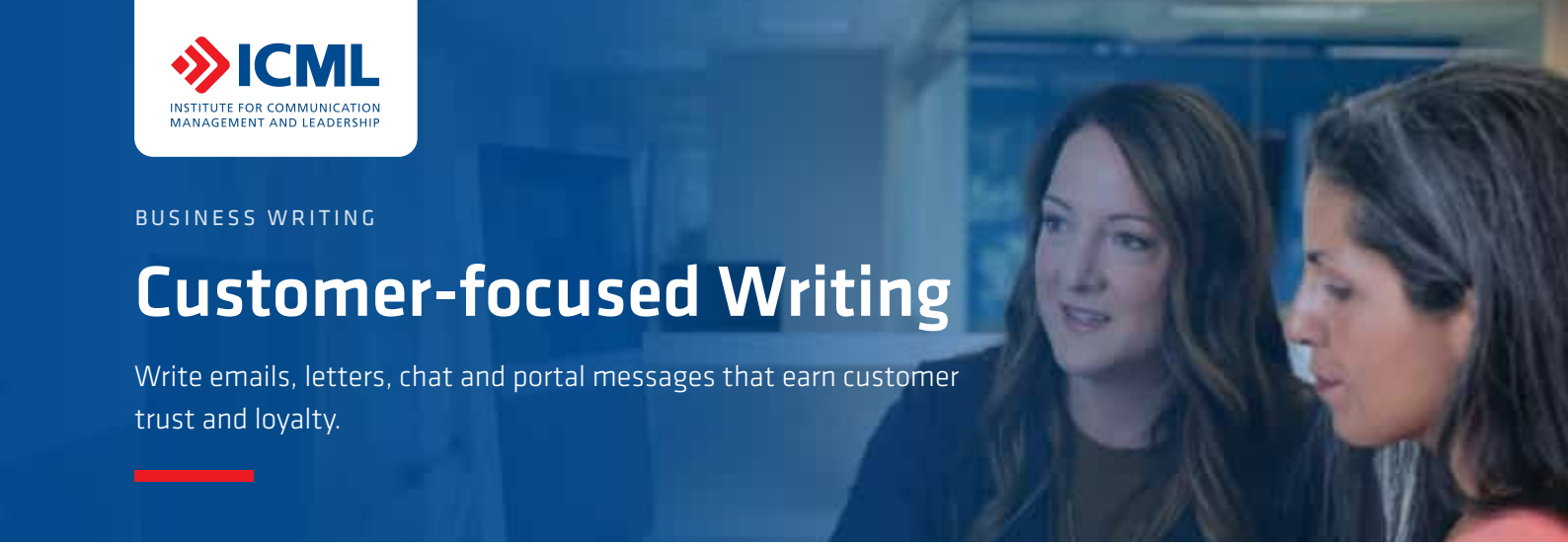
ICML
INSTITUTE FOR COMMUNICATION MANAGEMENT AND LEADERSHIP



BUSINESS WRITING

Customer-focused Writing

Write emails, letters, chat and portal messages that earn customer trust and loyalty.

WHO IT'S FOR

Customer-facing and support staff who write to customers every day.

DURATION

3 hours, or tailored to your needs

FORMAT

On-site: we come to you, virtual or hybrid.

PARTICIPANTS WILL DEVELOP THE SKILLS TO

- Write customer messages that sound human and helpful
- Show empathy without losing clarity or control
- Apply your brand voice across email, letter and chat
- Explain decisions and bad news in a way customers accept
- Answer the real question the first time
- Adapt tone and length to each channel

ABOUT THIS PROGRAM

Our customer service writing training addresses the moments when writing makes or breaks a relationship: the reply that sounds like a form letter, the message that answers the wrong question, the refusal that reads as cold. Participants learn to show empathy, write in your brand voice, explain decisions clearly and turn a routine message into one that builds trust. They rework real customer messages in the session, so the change shows up in the next reply.

Tailored to your organisation

We build in your brand voice, your products and services, and the situations your customers raise, so the skills feel like part of the job.

Talk to us about this program

1300 655 098 · info@icml.com.au

Enquire online