

Course : Improve writing skills to strengthen customer relations

Practical course - 2d - 14h00 - Ref. ERI

Price : 1500 CHF E.T.

★★★★☆ 4,7 / 5

The quality of your customer relations also depends on the quality of your written communication. The workshops in this course will enable you to practice good writing practices to convey a positive corporate image and guarantee customer satisfaction and loyalty.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Consolidate customer relations through high-quality professional writing
- ✓ Analyze customer expectations to qualify their requests
- ✓ Structured argumentation
- ✓ Adapt your writing to the context and chosen medium so that it is read and understood

Intended audience

Anyone who wants to strengthen customer relations through writing.

Prerequisites

No special knowledge required.

Practical details

Hands-on work

Writing workshops.

Teaching methods

Active, participative teaching methods. Alternating theory/practice with application to the participants' own context.

Course schedule

PARTICIPANTS

Anyone who wants to strengthen customer relations through writing.

PREREQUISITES

No special knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

1 Understanding the missions and challenges of customer relations

- Agree on your mission, your role and the notion of customer.
- Position yourself in a win-win relationship with internal and external customers.
- Writing difficulties: sentences, legibility, vocabulary.
- Define the objective to structure your writing.

Group discussion

Workshop: positioning yourself in a win-win relationship.

2 Define customer behavior

- Internal and external customers.
- Identify customer expectations.
- Analyze changing expectations. Try to deduce his behavior and better understand him.
- Understand the importance of the written word for internal customers: traceability, certainty, recourse...
- Identify similarities between internal and external customers.
- Integrate [[customer service]] behavior as an integral part of the mission.
- Understand the reason for choosing your words: to anchor, to convince.

Exercise

Choose the right words for the right purpose and for the right type of customer.

3 Writing methodology

- Understand the request: what's at stake, the objectives of the message and those of the recipient.
- Analyze and understand the request: choose response elements and structure the letter.
- The benefits of a logical, easy-to-use structure.
- Learn to argue in a structured way. Build a plan.
- Writing to be read and understood. Some techniques for starting, writing and concluding.
- Words to avoid. Anchor the structure and take a first approach to writing.
- Guide the reader through practical formatting: know the principles of readability.
- Proofreading: tools (form, accuracy, content).

Exercise

Write different types of texts using the techniques you've learned.

4 The essentials of efficient copywriting

- Prepare: think before you write.
- Structure your thoughts and draw up a plan.
- Write clearly, precisely and concisely.
- Check the impact of your writing: reread and have others read.

Exercise

Work on the impact of different types of writing.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

5 Training and writing your progress plan

- Definition of objectives, actions and deadlines.

Exercise

Build your personal plan.

Dates and locations

REMOTE CLASS

2026 : 18 June, 24 Sep., 19 Nov.