

Rewrite Your Templates and Improve Email Quality

The trouble with templates

Sample 1 - Customer's email

From: Marianne@hotmail.com
To: justask@customproducts.com
Subject: Question about monogramming

Custom Products --

I'm interested in ordering your products for my company with our logo? Can I also get individual names or monograms on items such as the towels and the aprons?

Thanks,
Marianne

Sample 1 - Agent's response

From: justask@customproducts.com
To: Marianne@hotmail.com
Subject: RE: Question about monogramming

Hello,

Thank you for contacting Custom Products. There is a one-time set-up fee based on the number of stitches it takes to create your logo, i.e. \$95 for 8,000 stitches. Each time the logo is applied to an item, there is an application fee in addition to the cost of the item, i.e. \$5.50 for 8,000 stitches. There is a six-item minimum per fabric type when ordering product with a logo applied. For example, you would need to order 6 shirts, 6 sweaters, 6 caps, etc. or the logo application fee is doubled in price. The monogramming fee for personalization is \$5.00 per item/location.

Please do not hesitate to contact us if you have further questions. You can reach us by phone at 1-800-999-1234 or online at www.customproducts.com.

Sincerely,
Jillian Warren, Customer Care Representative
Custom Products

Sample 2 - Customer's email

I gave a donation on December 15 and was wondering when I'm going to receive the Downton Abbey DVDs.

Thank you,

Sarah

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Sample 2 - Agent's response

Dear Sarah Kelley,

Thank you for reaching out to us regarding the delivery status of your Downton Abbey season 4 thank you gift.

I checked with the warehouse and can confirm that your item is on order. Your item is expected to ship in approximately two weeks; however, if you don't receive your gift by then, please don't hesitate to reach out to us again by phone or by e-mail.

Due to distribution rights, all orders for Downton Abbey Season 4 cannot be shipped until after the premiere of the season on January 5th, 2015.

I hope that this information is helpful. It's a highly competitive world out there for philanthropic support; our goal is to earn your trust and support every day. Thank you for your support of WABC.

Sincerely,

Susie McIntyre
WABC Audience & Member Services

Sample 3 - template

We are truly sorry to hear that your luggage arrived damaged. We value you as our guest and do our best to ensure that our passengers' belongings are cared for while in our possession, including actively coordinating with the numerous entities involved in baggage handling (TSA, local law enforcement, our contracted ramp teammates, and all other airlines operating at the airports we serve). Airports are expansive spaces, and checked bags travel over miles of conveyors belts, through many different rooms and machines, and are handled by innumerable airport workers. Because of this, the rare occasion occurs where an item or bag is damaged.

When this occurs, we share your claim with our Airport Leadership team and they in turn do the same with the parties we are engaged with at the airport so we can continue to do all we can to minimize these situations from occurring. For your records, your claim number is _____.

In order to settle this quickly for you, we have attached our replacement bag options. Please choose a bag that suits your needs. Once we receive the following information we will deliver your replacement bag as soon as possible.

Type:
Color:
Delivery Address:
Phone Number:

We truly appreciate you as our guest passenger and hope to resolve this for you quickly.

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Ten-step action plan for revising your template library

1. Understand the state of your template library
2. Calculate which templates are most frequently used
3. Get input from agents and quality managers
4. Build your template rewrite team
5. Gather your writing resources
6. Decide how much free-texting agents will do
7. Choose a voice for the templates
8. Rewrite the templates
9. Publish the new templates
10. Develop a plan for keeping the template library up to date

Step 3: Get input from agents and quality managers

Survey questions to choose from – for Agents and QA Managers

1. In your opinion, how do our templates need to be improved?
2. Which templates do you use most often? Do you have to edit these templates each time you use them?
3. Which templates do you avoid using because you don't like the way they're written?
4. Are there any templates that you believe harm the quality of the email service we provide?
5. Are there any templates that include incorrect information or grammar errors?
6. Do you think our templates sound like our company?
7. Are our templates too long? Too short?
8. Would our templates be better if they required more customization? Less customization?
9. Have you created any templates of your own? Why did you create them?
10. How are your templates different from the ones in our library?
11. Is the template library easy to use? If not, how would you improve it?
12. Which templates are agents using without customizing? Why do you think they're doing this? (QA)
13. Which templates, if any, are in use on low-scoring emails? (QA)
14. Do any of the templates conflict with advice we give agents about writing emails or behaviors they're scored on? (QA)

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Step 4: Build your template rewrite team

Role	Name
Project manager	_____ _____
Writer	_____ _____
File jockey	_____ _____
Judge	_____ _____
Corp Communicator	_____ _____

Step 6: Decide how much free-texting agents will do

Trademark Assistance Center - eSolutions

Old version

It is difficult to predict exactly how long it will take for an application to mature into a registration, because there are so many factors that can affect the process. Generally, an applicant will receive a filing receipt approximately three weeks after filing. The filing receipt will include the serial number of the application. All future correspondence with the USPTO must include this serial number. You should receive a response from the Office within six months from filing the application. However, the total time for an application to be processed may be anywhere from almost a year to several years, depending on the basis for filing, and the legal issues which may arise in the examination of the application. Current status information on trademark applications and registrations may be obtained by accessing the Trademark Applications and Registrations Retrieval (TARR) database on USPTO website at <http://tarr.uspto.gov> or by calling our status line at (571) 272-5400. Applicants should check on the status of their pending applications every six months.

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Step 6: Decide how much free-texting agents will do

Trademark Assistance Center - eSolutions

New version:

Time Frame For Registration:

We cannot predict how long it will take to register your trademark (mark), as many factors affect the process. If your mark is eligible for registration, it may take more than a year before it is registered.

Track By Serial Number:

When you submit your application at <http://www.uspto.gov/teas/e-TEAS/index.html> , a "Success" screen will show your serial number. If you file by mail, you will receive a serial number by mail. Use your serial number to track your application through the Trademark Applications and Registrations Retrieval (TARR) database at <http://tarr.uspto.gov> . Check your mark's status (print a copy of the status page for your records) every three to four months to ensure you have received all communications. Or, call 571-272-5400 to check your mark's status.

Examination:

About three months after you file your application, a USPTO examining attorney will review it for compliance with rules, statutes, and fee requirements. The general timeline for the examination of an application can be found at <http://www.uspto.gov/teas/starting.htm> .

If there are problems with the application, the examining attorney will send you a letter detailing any refusals and requirements. You will have an opportunity to respond. If there are no problems, we will send you a letter that tells you the status of your mark as it moves toward registration.

After the examining attorney approves your mark, it will be published for public opposition, giving others a chance to oppose registration. If after 30 days nobody files an opposition, the mark will move toward registration.

If your application was based on use in commerce, you will receive your registration certificate.

If your application was based on intent to use the mark in commerce, you must show you are using your mark in commerce before it is registered. You will receive a letter (a notice of allowance or "NOA") explaining the process.

Trademark Assistance Center - eSolutions

Old version:

The trademark application processing fee is \$375.00 per class, per application when filing an application by US postal mail and \$325.00 per class, per application when filing a regular application on the TEAS online website. There is also a TEASPLUS form that can be filed online for \$275.00 per class, per application and this application has stricter requirements.

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New version:

Application Filing Fees:

The fee for filing your application differs depending on how you choose to file.

Regular TEAS Form:

If you file your application using the regular Trademark Electronic Application System (TEAS) form, you must pay a filing fee of \$325 for each class of goods or services listed in your application.

TEAS Plus Form:

If you file your application using the TEAS Plus form, you must pay a filing fee of \$275 for each class of goods or services listed in your application. Although this form has a lower filing fee, you must meet stricter filing requirements.

Paper Filing:

If you file your application by paper, you must pay a filing fee of \$375 for each class of goods or services listed in your application.

Forms:

You can file your application online through TEAS at <http://www.uspto.gov/teas/e-TEAS/index.html> . You should click on the overall “Initial Application Form” category from the TEAS front page and then select the appropriate form.

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Step 6: Decide how much free-texting agents will do

Old template	New template
<p>Your candid comments are well received and we want to address any situation that causes concern for our customers. Every aircraft in our fleet has a sophisticated maintenance program that is constantly being reviewed and revised to ensure the highest levels of operational performance are obtained. Findings of any sort are documented in each aircraft's log. This includes not only routine events such as adding oil to an engine, but also non-routine occurrences. Each write up is reviewed by an analyst who is looking for negative performance trends.</p> <p>I also want to mention that our maintenance program includes comprehensive overhaul work every year, as well as frequent inspections on every aircraft. All of our aircraft are maintained in strict compliance with Federal Aviation Administration (FAA) Regulations and directives from aircraft manufacturers.</p> <p><u>Add the following if customer mentions outsourcing of maintenance</u></p> <p>Regarding your concerns about outsourcing maintenance work, our FAA-approved maintenance program applies equally to repairs to all aircraft, no matter where the work is performed. Most major air carriers in the United States engage in maintenance outsourcing, many airlines to much higher degrees than ABC Airlines.</p>	<p>Thanks for letting us know that you were concerned about maintenance on your recent flight. I want to put your mind at ease about our planes and our passengers' safety.</p> <p>Our maintenance program is rigorous:</p> <ul style="list-style-type: none"> • Each plane receives a comprehensive overhaul every year as well as frequent inspections. • We document all maintenance findings in each plane's log, even routine tasks like adding oil to the engine. Analysts review each log to monitor any trends or issues. • We maintain all our planes in strict compliance with Federal Aviation Administration (FAA) regulations and aircraft manufacturers' directives. <p><u>Add the following if customer mentions outsourcing of maintenance</u></p> <p>You also mentioned your concern about outsourced maintenance work. Let me assure you that the same rigorous, FAA-approved maintenance program applies to all our planes, whether repair work is performed domestically or internationally.</p>

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Step 7: Choose a voice for the templates

To find your voice, conduct a tone experiment

What do you think of the tone of this template?

Dear Mr./Ms. {Customer Last Name},

It is with great regret that we learned about your experience checking in for our flight.

We take our industry-leading record for on-time performance very seriously, and sometimes that means enforcing rules for check-in times that may seem excessively stringent. Once a passenger has checked in for a flight, we will do everything possible to ensure that said passenger arrives at his or her destination comfortably and on-time. But having missed the deadline for check-in, even by a few minutes and even with no checked bags, means that we risk inconveniencing all of the other guests on board by checking in a tardy passenger such as yourself.

Because so many aspects of the travel experience are outside of our control (traffic and security checkpoints are prime examples), it is critical that passengers leave ample time in their travel schedules.

We recommend that guests plan to arrive at the airport

> Domestic Flights > 2 hours and 30 minutes prior to departure for domestic flights. You must be checked in and issued a boarding pass no later than 45 minutes prior to scheduled departure.

> International Flights > 3 hours prior to departure for International flights. You must be checked in and issued a boarding pass no later than 60 minutes prior to scheduled departure.

Please note that we also offer check-in services online and on smart-phone devices at www.ABCAirlines.com to help our guests check previous to their arrival.

Guests arriving at the boarding gate less than 30 minutes prior to departure may be denied boarding and re-accommodated to ensure an on-time departure.

While we must adhere strictly to the above rules, we also expect our customer service agents to treat tardy passengers with courtesy. If this was not the case, we offer sincere apologies.

With best regards,
{Customer Care Coordinator Name}

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Step 7: Choose a voice for the templates

To find your voice, conduct a tone experiment

What do you think of the tone of this template?

Dear {Customer First Name},

Bummer! We're sorry things didn't go smoothly when you were checking in for our flight.

You must think we are the check-in police. We get it – you were only a few minutes late. However, breaking the check-in rule for you would be bad for everyone else on board. We've got to do everything possible to make sure we depart on time, so all guests arrive at their destinations...with big smiles on their faces.

When to Arrive at the Airport

Because things like security checkpoints and traffic can make getting to the airport a truly random experience, you've got to include lots of time in your travel schedule. Here's what we recommend about airport arrival times:

> Domestic Flights > 2 hours and 30 minutes prior to departure for domestic flights. You must be checked in and issued a boarding pass no later than 45 minutes prior to scheduled departure.

> International Flights > 3 hours prior to departure for International flights. You must be checked in and issued a boarding pass no later than 60 minutes prior to scheduled departure.

The Fine Print about Check-In Times

Here's what the check-in police (and our lawyers) told us to tell you about check-in times: "To ensure on-time departure, guests arriving at the boarding gate less than 30 minutes prior to departure may be denied boarding and re-ticketed on a later flight."

If you need more info, visit the [Airport Check-in Time](#) page at our website.

While we must stick to the check-in rules, we expect our staff to be nice to guests who arrive late for flights. If anyone got grouchy with you, we're really sorry.

Thank you for taking the time to let us know what happened. See you (on time) next time!

Sincerely,
{Customer Care Coordinator Name}

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Step 7: Choose a voice for the templates

To find your voice, conduct a tone experiment

The stuffy version of the template (for a made-up car called a Velocity Four)

Dear Title and Last Name:

This email is in response to your inquiry dated *Month Day, Year* regarding the value of your 2013 Velocity Four due to the replacement of the steering wheel.

The Velocity Four New Car Limited Warranty requires that Velocity “repair or replace with a new or remanufactured part distributed by Velocity Cars N.A., at its sole option, any factory-installed part that is defective in material or workmanship under normal use.”

Our records indicate that the proper replacement steering wheel was installed in your vehicle by Velocity Dealership Friendlyville, USA in accordance with the terms and conditions of the Velocity New Car Limited Warranty. As such, it is our position that no diminishment of value has occurred as a result of this warranty repair.

Thank you for the opportunity to address your concern.

Very truly yours,
Customer Care Specialist

The whazzup version of the template (for a made-up car called a Velocity Four)

Dear First Name,

Thanks for your email last Tuesday letting us know that you feel like the new steering wheel you got for your 2013 Velocity Four messed up your car. It doesn't sound likely, but we can tell you're not a happy camper.

I checked into this situation and now I will proceed to quote you chapter and verse from the Velocity Four New Car Limited Warranty, which requires that Velocity “repair or replace with a new or remanufactured part distributed by Velocity Cars N.A., at its sole option, any factory-installed part that is defective in material or workmanship under normal use.” (Gotta love the fine print!)

My friend, you got the right steering wheel from the kind folks at Velocity Dealership Friendlyville, USA. You got the one covered by the New Car Limited Warranty. So it's a big thumbs down on your claim. Your car didn't lose any value after the dealership replaced the steering wheel. Denied! Just kidding 😊

Thanks,
Customer Care Specialist