

Word↑ree



## Better customer emails and letters

If you send templated letters and emails to your customers, we can help you make them even more effective.

When your customers receive templated communications written by Wordtree, they'll understand them straight away, feel reassured - and they'll know exactly what to do.

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# REWRITING YOUR TEMPLATED LETTERS AND EMAILS

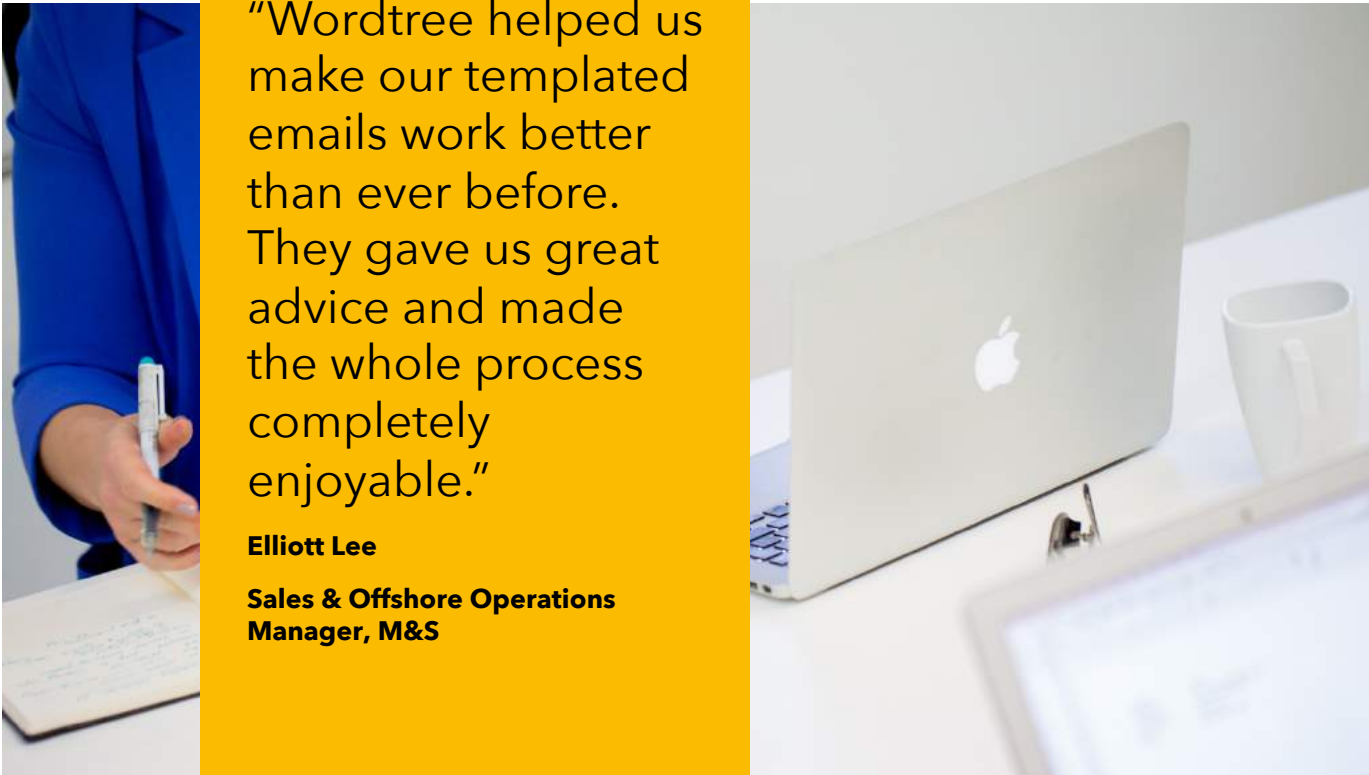
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Businesses all over the world use templated letters and emails to help their customers.

But often, these suites of documents have been created over the years by a lot of different people. So the documents jump around in style. Sometimes they don't get to the point, or they're padded out with irrelevant and unhelpful information. So when customers receive them, they either ignore them or get confused and phone in.

We can rewrite your templated communications for you - simply, quickly and in your brand tone of voice.

We've supported organisations like M&S, InsureandGo, ACCA, Standard Life, Halifax General Insurance and Coutts to recreate entire libraries of templated documents.



“Wordtree helped us make our templated emails work better than ever before. They gave us great advice and made the whole process completely enjoyable.”

**Elliott Lee**

**Sales & Offshore Operations  
Manager, M&S**

## CASE STUDY

# REWRITING TEMPLATED EMAILS AND LETTERS FOR M&S

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### BACKGROUND

The Customer Sales & Service Centre at M&S handles thousands of queries, requests and complaints from customers every day. And they're customers who have very high expectations of a retailer they've known and loved all their lives.

M&S wanted to be sure that customers received the same high levels of service, whether they were in a store, or exchanging emails or letters with M&S colleagues.

But their templated communications were a mixed bag. Some had been created many years previously - and added to every now and again as details changed.

Others had been created with the help of legal experts, science and food science experts - and even furniture experts and logistics specialists.

None of the templated communications felt like they came from the same organisation - and they certainly didn't feel as though they'd come from M&S.

### WHAT WE DID

As part of a wider project with M&S, we reviewed the entire suite of templated communications. There were several hundred documents and we wanted to be sure that there were no duplicates or unnecessary overlaps before we began to rewrite.

Once we'd rationalised all of the templated documents, we rewrote them all in the M&S brand tone of voice.

### RESULTS

When the rewritten documents were launched, there was a measurable increase in first time resolution. This included a decrease in calls - especially around more serious queries and complaints.



# CASE STUDY

## REWRITING TRANSACTIONAL EMAILS FOR INSUREANDGO

### BACKGROUND

InsureandGo provides travel insurance to customers across the UK.

They send emails to their customers throughout the purchasing, renewal and claims processes.

Their hundreds of emails were created at different times by many different authors - including lawyers, compliance professionals and fraud specialists.

As a result - and despite best intentions - these communications often felt defensive, confusing and/or adversarial.

Which was a long way from how the insurer wanted these important customer communications to be.



### WHAT WE DID

We worked alongside the customer services, claims, legal and compliance teams to rewrite the entire suite of templated communications in a way that:

- Was consistently on brand
- Remained legally watertight

### RESULTS

By sticking to the new templates, the insurer:

- Increased its NPS significantly
- Increased first time resolution
- Reduced complaints to the Ombudsman

“Wordtree have managed to bring our dull, dry letters to life - making them human, caring and so much easier for our customers and teams to understand.”

Lizzie Brooks, Brand & Marketing Manager, InsureandGo



# WAYS TO BUY OUR SERVICES



## DIP YOUR TOES

### DIP YOUR TOES

Give us a teeny piece of work to do so you can see how we operate and what results you'd be likely to get. Think a couple of short web pages or four or five short-ish emails.

LIKELY COST: £400 approx.\*



## STARTER LIBRARY

### STARTER LIBRARY

If you don't want us to rewrite all your templated emails and letters, but you'd like about 30 to start you off, we can help. We'll create new-style documents so your team can pick up and do the rest.

LIKELY COST: £1,900\*



## FULL KIT

### FULL KIT

It's not unusual for organisations to have about 200 templated letters and emails. We can rationalise and rewrite all your templated communications, so you're good to go.

LIKELY COST: £12,000\*



## FULL KIT & TRAINING

### FULL KIT & TRAINING

We can rewrite all your templated communications, and then train your teams to add to them, or adapt them in the future.

LIKELY COST FOR REWRITING: £12,000\* (based on 200 letters/emails)

LIKELY COST FOR TRAINING: £2,000\* per half-day session of 12 people, including all materials and examples (equivalent to £167 per person)



## PICK & MIX: DO IT YOUR WAY

### PICK & MIX: DO IT YOUR WAY

Maybe you only want us to write a handful of templated communications, and you'd like some training for your teams... or you'd like to approach your project in a different way. We'd be happy to discuss your needs and give you a quote.

# OUR APPROACH

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## COLLABORATIVE

We know that every organisation has its own ways of working, so we'll adapt to make sure we're delivering exactly what you need, when you need it. We want you to think of us as an extension of your team.

## FRONT-LOADED

We invest time in the early stages of a project to fully understand and plan your piece of work. This allows us to remove surprises, making project progress smoother and the end result, stronger.

## CHALLENGING

In the very best way, we may challenge your brief or your feedback. Whenever this happens, it's in the interests of achieving the best possible results. Your word, however, is always final.

## FOCUSED ON RESULTS

As a result of working with us, we want you to end up with happier customers, happier teams, higher rates of first time resolution, lower rates of escalation - and lower complaint rates. We'll be keen to work with you to measure the impact of our work.

## SENSE-CHECKING AND PROOFREADING

Everything that leaves the Wordtree studio has a minimum of three pairs of eyes on it. We sense check each piece, cross-reference against the brief and proofread thoroughly - so you can be sure your document is free from typos and grammatical and factual errors.

# TO GET THE BEST RESULTS, WE NEED YOUR INPUT

## DEDICATE TIME TO FEED BACK

The best results are only possible with your input. So please set time aside to review and feed back on any drafts we send you. And please read through our "Giving feedback" guide - it really will help to get the best from the project.

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## SEND US INFORMATION ON TIME

We get up to speed with your organisation rapidly. But we can only do this when we have all the relevant information. So please send us any background documents and resources - including schedules for interviews, if necessary - promptly. This will keep the project running on time.

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# OUR PROCESS

WHAT WE DO	WHAT YOU DO	OUTPUTS	COMMENTS
<p><b>AGREE PROPOSAL</b></p> <p>We give you a timings and cost estimate. These will be further refined once we have agreed a full brief.</p>	<p>You outline your project at high level.</p>	<ul style="list-style-type: none"> <li>• Timings and cost estimate</li> </ul>	
<p><b>ADMIN SET-UP</b></p> <p>We work with you, your procurement or finance team to get the admin side of things set up including: NDAs, contracts and payment details.</p>	<p>You raise a PO and put us in touch with your procurement or finance teams.</p>	<ul style="list-style-type: none"> <li>• NDAs</li> <li>• Contracts</li> <li>• PO</li> </ul>	<p>If you don't use POs in your organisation, we'll ask for written confirmation and an initial first payment in advance.</p>
<p><b>DISCOVERY MEETING</b></p> <p>Preferably face-to-face, but we can also meet via Skype or conference call.</p>		<ul style="list-style-type: none"> <li>• Agreed brief, scope, timings and project management approach – signed off by you and any key stakeholders</li> <li>• Actions agreed and documented on both sides</li> <li>• Meeting notes</li> </ul>	<p>Investing time in co-creating a full brief makes the whole process more efficient. Investing time upfront = less time in execution.</p>
<p><b>ADMIN CHECKLIST</b></p> <p>Have you sent us...</p> <ul style="list-style-type: none"> <li>• PO?</li> <li>• Signed-off brief, scope and project plan?</li> <li>• All background information and resources?</li> <li>• Times for us to interview key people?</li> </ul>			<p>We may ask you questions about the background information you share with us.</p>

# OUR PROCESS

WHAT WE DO	WHAT YOU DO	OUTPUTS	COMMENTS
<p><b>SAMPLE COPY</b></p> <ul style="list-style-type: none"> <li>• Provide short samples to check tone and approach</li> <li>• Share guidelines on how to feed back</li> <li>• We can also have a call to discuss feedback if needed</li> </ul>	<p>Provide written feedback using tracked changes, according to our feedback guidelines.</p> <p>Your time: 1 hour approx.</p>	<ul style="list-style-type: none"> <li>• Samples (1-3)</li> <li>• Rationale documents explaining our approach</li> <li>• Meeting notes</li> </ul>	<p>We find it's more productive to check tone and approach very early in the project.</p>
<p><b>FIRST DRAFT</b></p> <ul style="list-style-type: none"> <li>• Provide first draft according to the schedule</li> <li>• We can also have a call to discuss feedback if needed</li> </ul>	<p>Provide written feedback using tracked changes, according to our feedback guidelines.</p> <p>Your time: depends on the project</p>	<ul style="list-style-type: none"> <li>• First draft</li> <li>• Rationale documents explaining our approach</li> <li>• Meeting notes</li> </ul>	<p>The first draft should be at least 60% correct.</p> <p>Taking time to review and feed back thoroughly at this stage helps further drafts to go through smoothly.</p>
<p><b>SECOND DRAFT</b></p> <ul style="list-style-type: none"> <li>• Provide second draft according to schedule</li> <li>• We can also have a call to discuss feedback if needed</li> </ul>	<p>Provide written feedback using tracked changes, according to our feedback guidelines.</p> <p>Your time: depends on the project.</p>	<ul style="list-style-type: none"> <li>• Second draft</li> <li>• Rationale documents explaining our approach</li> <li>• Meeting notes</li> </ul>	<p>The second draft should be 90% correct.</p>
<p><b>FINAL DRAFT</b></p> <ul style="list-style-type: none"> <li>• Provide final draft (if required)</li> </ul>	<p>Provide written feedback using tracked changes, according to our feedback guidelines.</p> <p>Your time: depends on project.</p>	<ul style="list-style-type: none"> <li>• Final draft</li> </ul>	<p>At this stage, we expect feedback to consist of small tweaks.</p>
<p><b>REVIEW LEARNINGS</b></p> <ul style="list-style-type: none"> <li>• Evaluation</li> <li>• Next steps</li> <li>• Case study</li> <li>• Wider recommendations</li> </ul>		<ul style="list-style-type: none"> <li>• Summary of recommendations</li> <li>• Meeting notes</li> <li>• Case study draft</li> </ul>	<p>Stay in touch - we're always happy to talk informally.</p>

# WHY WORDTREE?

## WE'RE EXPERTS

We've been supporting organisations to rewrite templated letters and emails for years. Organisations we've helped include Coutts, Standard Life, M&S, ACCA, Shelter, InsureandGo and many others. We're excellent business writers. We understand the corporate world – and we understand customers.

We're also fully up-to-speed with compliance issues in both financial services and energy.

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## WE'RE A TEAM

We're an agile team of professional, confident writers all employed by Wordtree and all working together in the Wordtree studio.

When you work with us, you're in safe, capable, caring hands throughout your project. Which means your project isn't derailed if a freelancer gets sick or has to deal with a family emergency. You also have peace of mind that we're fully insured and registered.

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## WE CONSIDER THE WHOLE

When we work with you, we treat every piece of work in the context of your entire brand and all your existing materials. We let you know if another team is working on similar projects and we highlight potential duplication. You can be sure each letter, email or brochure we create consistently reflects your overarching positioning, messaging and tone.

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## WE'RE BRAND CONSULTANTS

As well as being skilled writers, we are experienced brand consultants. Which means we view everything through a brand and business lens. This means our focus is making sure your documents are consistent and working as hard as they possibly can to help deliver your organisation's strategic goals.

Throughout the project we offer free consultative advice and wider recommendations for you to consider.

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# WHO'D BE SUPPORTING YOU

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We're an experienced, professional, super-friendly and accessible team. When we work with you, we know our job is to help you bring about change - and to help you achieve best-ever results. We'd like you to think of us as a strategic extension of your team.



## LIZ DOIG

Liz is the founder of Wordtree and our lead creative. She has helped hundreds of organisations to become more effective. A strategist, writer and trainer, her clients include M&S, BP and Coutts. She speaks at industry events and is the author of the book *Brand Language: Tone of Voice the Wordtree Way*®.



## SANDRA FRANKLIN

Clients around the world trust Sandra to deliver projects to time and to budget, without fail. With more than a decade of experience, she delivers large-scale projects with skill and good humour. Her clients include EDF Energy, InsureandGo and the BBC.



## EMILY LLOYD HAMILTON

Emily is an experienced writer and trainer. She creates highly effective copy and specialises in creating content marketing and social media strategies. Emily has transformed communications for clients including Vlerick Business School, CBRE, Hornsby Law Group, Shelter and ACCA.



If you'd like to talk to us about your templated letters and emails, please do get in touch. We'd be very interested to hear about your business - and explore what we can do to help.

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