



customer care



Writing for Consumer Affairs Professionals

Companies depend on consumer affairs teams to keep customers satisfied. To accomplish that, consumer affairs professionals must have outstanding writing skills.

Whether in emails or live chats, their writing must achieve a balance of empathy, precision, and brevity. When reporting to internal audiences, consumer affairs professionals must accurately describe issues and action steps. Our course teaches consumer affairs professionals to efficiently plan, write, and revise their documents into a language that their readers can understand.

Offered as an onsite customized workshop, webinar, or virtually.

Learning Objectives

- Define their various audiences and the specific needs of each audience, including internal stakeholders, external vendors/call centers, and regulatory bodies
- Identify the intended outcome of each document they create
- Create writing strategies that suit their audience and intended outcome
- Understand how to accurately report customer feedback on complaints, inquiries, and compliments
- Evaluate and choose language to improve their writing effectiveness, while reinforcing an objective, unbiased tone



The Hurley Write Difference

We customize all of our workshops using your team’s or organization’s writing examples. Our proven process will ensure that your team has the strategies to write effective documents.

Hurley Write...	Hurley Write Does <i>NOT</i> ...
Instructors are experts—they have extensive backgrounds in professional writing and teaching	Use “talking heads” as instructors who lack knowledge about writing
Uses your team’s documents to meet your specific objectives	Use generic presentations that don’t apply to your key document needs
Provides a team experience to ensure ongoing collaboration and learning	Use a cookie-cutter approach
Provides ongoing support after the workshop to ensure concepts are applied in meaningful ways	Offer a “one-and-done” workshop with no follow-up