

CUSTOMER COMMUNICATIONS

In the ever-escalating battle to win customers and hang onto them, you **need to make the most of every opportunity.**

Where the rubber meets the road for your brand.

Companies send billions of transactional communications every month—from enrollments and confirmations to all the bills, transactional messages, and disclosures that follow. In fact, they're among the most regular, tangible aspects of your customer experience.

Good customer communications can increase loyalty and retention. Bad ones? They can send customers straight to the phone—driving up your customer service costs—or straight to the competition.

That's where we come in.

WE MAKE YOUR CUSTOMER COMMUNICATIONS WORK HARDER FOR YOU

We're a **Language Strategy**® firm dedicated to finding exactly the right words to make your audiences listen, care, and act. We know that all **effective communication is plainspoken, positive, personal, and plausible**—and we're masters at applying those principles to even the most complex, technical, or regulatory communications.

WE HELP YOU TRANSFORM YOUR CUSTOMER COMMUNICATIONS TO:



REDUCE CUSTOMER SERVICE COSTS

When you make things clear to people, they're less likely to call. That's especially important when you need to deliver bad news. **We simplify the complex and elevate transparency** to make sure customers understand what's happening and why.



DRIVE THE RIGHT ACTION

Often, customer communications have a specific call to action, like to make a payment, send required information, or renew a service. **We make the CTA easy to find and easy to follow**—increasing the odds that customers will confidently take their next best action.



INCREASE LOYALTY AND RETENTION

Customer communications have an outsized effect on customer satisfaction. Satisfaction boosts loyalty. Loyalty wins business. **We approach all communications from the customer's perspective** to signal that you're on their side.