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COMMUNICATION AND WRITING SKILLS | CWS-032

Writing for Customers: Letters, Responses and Complaints

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Course content

Why Attend

Every letter, email and online response sent to a customer shapes how they feel about the organisation. Cold, confusing or defensive writing can turn a minor issue into a formal complaint or a public review, while clear, warm and helpful writing builds loyalty even when the answer is not what the customer hoped for.

This Writing for Customers training course helps participants write customer communications that are clear, empathetic and effective. Participants learn how to plan responses, use plain language and the right tone, explain decisions and policies, write apologies, respond to complaints, say no without losing goodwill and reply to public reviews and social media comments.

Course Methodology

• The course is a practical writing workshop based on realistic customer situations. Participants rewrite poor letters and emails, draft responses to complaints and difficult requests, and critique each other's drafts. Templates and checklists are developed together for use back at work.

Course Objectives

• Explain how written communication affects customer experience

• Plan customer responses around the reader's needs and questions

• Write in plain language with a warm and professional tone

• Explain decisions, policies and processes clearly

• Write sincere and effective apologies

• Respond to complaints in ways that resolve and retain

Target Audience

• Customer service and complaints handlers

• Account managers and client services staff

• Contact centre team leaders

Course content

- Billing and collections staff

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Course outline

Detailed course outline

Day-by-day outline for Writing for Customers: Letters, Responses and Complaints.

Day 1 - Writing and the Customer Experience

- 09:00-09:34 | How customers read and react to written responses
- 09:34-10:08 | The cost of poor customer writing to organisations
- 10:08-10:42 | Common faults: jargon, templates and defensiveness
- 10:42-11:00 | Understanding customer emotions and expectations
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Understanding customer emotions and expectations (continued)
- 11:46-12:20 | Brand voice and tone in customer writing
- 12:20-12:53 | Examples of excellent customer communication
- 12:53-14:00 | Exercise: rewriting a poor customer letter

Day 2 - Plain Language and Tone

- 09:00-09:34 | Planning a response around the customer's questions
- 09:34-10:08 | Putting the most important information first
- 10:08-10:42 | Short sentences, everyday words and active voice
- 10:42-11:00 | Choosing a tone that is warm and professional
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Choosing a tone that is warm and professional (continued)
- 11:46-12:20 | Personalising template responses effectively
- 12:20-12:53 | Formatting emails and letters for readability
- 12:53-14:00 | Workshop: editing responses for clarity and tone

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Day-by-day outline for Writing for Customers: Letters, Responses and Complaints.

Day 3 - Explaining, Apologising and Saying No

- 09:00-09:34 | Explaining policies and decisions so customers understand
- 09:34-10:08 | Writing sincere apologies that do not over-promise
- 10:08-10:42 | Saying no while offering alternatives and next steps
- 10:42-11:00 | Requesting information or payment politely and firmly
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Requesting information or payment politely and firmly (continued)
- 11:46-12:20 | Writing about sensitive personal circumstances
- 12:20-12:53 | Avoiding legal and compliance pitfalls in responses
- 12:53-14:00 | Exercise: drafting difficult customer responses

Day 4 - Responding to Complaints

- 09:00-09:34 | Acknowledging complaints quickly and meaningfully
- 09:34-10:08 | Structuring a complaint response letter
- 10:08-10:42 | Addressing each point raised by the customer
- 10:42-11:00 | Explaining outcomes, remedies and redress clearly
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Explaining outcomes, remedies and redress clearly (continued)
- 11:46-12:20 | Writing final responses and escalation information
- 12:20-12:53 | Handling repeat and unreasonable complainants in writing
- 12:53-14:00 | Workshop: writing a complete complaint response

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Day 5 - Online Responses and Continuous Improvement

- 09:00-09:30 | Responding to online reviews positively and professionally
- 09:30-10:00 | Writing short replies for social media and chat
- 10:00-10:30 | Moving public conversations to private channels
- 10:30-11:00 | Building a library of good-practice responses
- 11:00-11:30 | Coffee break
- 11:30-12:00 | Building a library of good-practice responses (continued)
- 12:00-12:30 | Quality checking customer correspondence
- 12:30-13:30 | Final writing exercise with individual feedback
- 13:30-14:00 | Personal action plan for customer writing

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Seminar dates

Available seminar dates

Live dates and pricing for Writing for Customers: Letters, Responses and Complaints generated from the course details page.

Date	Location	Format	Fee
14 - 18 December 2026	London	Classroom	**€2,915**
21 - 25 December 2026	Barcelona	Classroom	**€2,275**
7 - 11 December 2026	Frankfurt	Classroom	**€2,175**
11 - 15 January 2027	London	Classroom	**€2,915**
18 - 22 January 2027	Barcelona	Classroom	**€2,275**
25 - 29 January 2027	Frankfurt	Classroom	**€2,175**
4 - 8 January 2027	Dubai	Classroom	**€2,845**
15 - 19 February 2027	London	Classroom	**€2,915**
22 - 26 February 2027	Barcelona	Classroom	**€2,275**
1 - 5 February 2027	Frankfurt	Classroom	**€2,175**

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Seminar dates

Available seminar dates

Live dates and pricing for Writing for Customers: Letters, Responses and Complaints generated from the course details page.

Date	Location	Format	Fee
8 - 12 February 2027	Geneva	Classroom	**€3,315**
22 - 26 March 2027	London	Classroom	**€2,915**
1 - 5 March 2027	Barcelona	Classroom	**€2,275**
8 - 12 March 2027	Frankfurt	Classroom	**€2,175**
15 - 19 March 2027	Istanbul	Classroom	**€2,825**
5 - 9 April 2027	London	Classroom	**€2,915**
12 - 16 April 2027	Barcelona	Classroom	**€2,275**
19 - 23 April 2027	Frankfurt	Classroom	**€2,175**
26 - 30 April 2027	Kuala lumpur	Classroom	**€2,425**
10 - 14 May 2027	London	Classroom	**€2,915**

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Seminar dates

Available seminar dates

Live dates and pricing for Writing for Customers: Letters, Responses and Complaints generated from the course details page.

Date	Location	Format	Fee
17 - 21 May 2027	Barcelona	Classroom	**€2,275**
24 - 28 May 2027	Frankfurt	Classroom	**€2,175**
3 - 7 May 2027	Madrid	Classroom	**€3,400**
14 - 18 June 2027	London	Classroom	**€2,915**
21 - 25 June 2027	Barcelona	Classroom	**€2,275**
7 - 11 June 2027	Frankfurt	Classroom	**€2,175**
26 - 30 July 2027	London	Classroom	**€2,915**
5 - 9 July 2027	Barcelona	Classroom	**€2,275**
12 - 16 July 2027	Frankfurt	Classroom	**€2,175**
19 - 23 July 2027	Paris	Classroom	**€2,810**

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Seminar dates

Available seminar dates

Live dates and pricing for Writing for Customers: Letters, Responses and Complaints generated from the course details page.

Date	Location	Format	Fee
2 - 6 August 2027	London	Classroom	**€2,915**
9 - 13 August 2027	Barcelona	Classroom	**€2,275**
16 - 20 August 2027	Frankfurt	Classroom	**€2,175**
23 - 27 August 2027	Rome	Classroom	**€2,830**
13 - 17 September 2027	London	Classroom	**€2,915**
20 - 24 September 2027	Barcelona	Classroom	**€2,275**
6 - 10 September 2027	Frankfurt	Classroom	**€2,175**
18 - 22 October 2027	London	Classroom	**€2,915**
25 - 29 October 2027	Barcelona	Classroom	**€2,275**
4 - 8 October 2027	Frankfurt	Classroom	**€2,175**

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Seminar dates

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Live dates and pricing for Writing for Customers: Letters, Responses and Complaints generated from the course details page.

Date	Location	Format	Fee
11 - 15 October 2027	Amsterdam	Classroom	**€3,215**
22 - 26 November 2027	London	Classroom	**€2,915**
1 - 5 November 2027	Barcelona	Classroom	**€2,275**
8 - 12 November 2027	Frankfurt	Classroom	**€2,175**
15 - 19 November 2027	Cape Town	Classroom	**€1,825**
6 - 10 December 2027	London	Classroom	**€2,915**
13 - 17 December 2027	Barcelona	Classroom	**€2,275**
20 - 24 December 2027	Frankfurt	Classroom	**€2,175**
27 - 31 December 2027	Dubai	Classroom	**€2,845**
14 - 18 December 2026	Online / Live	Online / Live	**€1,625**

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Seminar dates

Available seminar dates

Live dates and pricing for Writing for Customers: Letters, Responses and Complaints generated from the course details page.

Date	Location	Format	Fee
21 - 25 December 2026	Online / Live	Online / Live	**€1,625**
7 - 11 December 2026	Online / Live	Online / Live	**€1,625**
11 - 15 January 2027	Online / Live	Online / Live	**€1,625**
18 - 22 January 2027	Online / Live	Online / Live	**€1,625**
25 - 29 January 2027	Online / Live	Online / Live	**€1,625**
4 - 8 January 2027	Online / Live	Online / Live	**€1,625**
15 - 19 February 2027	Online / Live	Online / Live	**€1,625**
22 - 26 February 2027	Online / Live	Online / Live	**€1,625**
1 - 5 February 2027	Online / Live	Online / Live	**€1,625**
8 - 12 February 2027	Online / Live	Online / Live	**€1,625**

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Date	Location	Format	Fee
22 - 26 March 2027	Online / Live	Online / Live	**€1,625**
1 - 5 March 2027	Online / Live	Online / Live	**€1,625**
8 - 12 March 2027	Online / Live	Online / Live	**€1,625**
15 - 19 March 2027	Online / Live	Online / Live	**€1,625**
5 - 9 April 2027	Online / Live	Online / Live	**€1,625**
12 - 16 April 2027	Online / Live	Online / Live	**€1,625**
19 - 23 April 2027	Online / Live	Online / Live	**€1,625**
26 - 30 April 2027	Online / Live	Online / Live	**€1,625**
10 - 14 May 2027	Online / Live	Online / Live	**€1,625**
17 - 21 May 2027	Online / Live	Online / Live	**€1,625**

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Date	Location	Format	Fee
24 - 28 May 2027	Online / Live	Online / Live	**€1,625**
3 - 7 May 2027	Online / Live	Online / Live	**€1,625**
14 - 18 June 2027	Online / Live	Online / Live	**€1,625**
21 - 25 June 2027	Online / Live	Online / Live	**€1,625**
7 - 11 June 2027	Online / Live	Online / Live	**€1,625**
26 - 30 July 2027	Online / Live	Online / Live	**€1,625**
5 - 9 July 2027	Online / Live	Online / Live	**€1,625**
12 - 16 July 2027	Online / Live	Online / Live	**€1,625**
19 - 23 July 2027	Online / Live	Online / Live	**€1,625**
2 - 6 August 2027	Online / Live	Online / Live	**€1,625**

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9 - 13 August 2027	Online / Live	Online / Live	**€1,625**
16 - 20 August 2027	Online / Live	Online / Live	**€1,625**
23 - 27 August 2027	Online / Live	Online / Live	**€1,625**
13 - 17 September 2027	Online / Live	Online / Live	**€1,625**
20 - 24 September 2027	Online / Live	Online / Live	**€1,625**
6 - 10 September 2027	Online / Live	Online / Live	**€1,625**
18 - 22 October 2027	Online / Live	Online / Live	**€1,625**
25 - 29 October 2027	Online / Live	Online / Live	**€1,625**
4 - 8 October 2027	Online / Live	Online / Live	**€1,625**
11 - 15 October 2027	Online / Live	Online / Live	**€1,625**

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Date	Location	Format	Fee
22 - 26 November 2027	Online / Live	Online / Live	**€1,625**
1 - 5 November 2027	Online / Live	Online / Live	**€1,625**
8 - 12 November 2027	Online / Live	Online / Live	**€1,625**
15 - 19 November 2027	Online / Live	Online / Live	**€1,625**
6 - 10 December 2027	Online / Live	Online / Live	**€1,625**
13 - 17 December 2027	Online / Live	Online / Live	**€1,625**
20 - 24 December 2027	Online / Live	Online / Live	**€1,625**
27 - 31 December 2027	Online / Live	Online / Live	**€1,625**