

# Guideline For Your Brand's Tone Of Voice

Adapting your brand's tone of voice to your Customer Interaction Management

## 01

### Brand Personality

#### List your brand's core values



- e.g., Integrity, Innovation, Customer-centric.
- Ensure these values are reflected in your communication.

#### Define your brand Traits



• Select traits that best describe your brand from the comprehensive list below:

- |                                     |                                   |                                   |
|-------------------------------------|-----------------------------------|-----------------------------------|
| <input type="radio"/> Friendly      | <input type="radio"/> Adventurous | <input type="radio"/> Sincere     |
| <input type="radio"/> Professional  | <input type="radio"/> Optimistic  | <input type="radio"/> Passionate  |
| <input type="radio"/> Witty         | <input type="radio"/> Minimalist  | <input type="radio"/> Strategic   |
| <input type="radio"/> Authoritative | <input type="radio"/> Caring      | <input type="radio"/> Transparent |
| <input type="radio"/> Innovative    | <input type="radio"/> Inclusive   | <input type="radio"/> Humorous    |
| <input type="radio"/> Empathetic    | <input type="radio"/> Reliable    | <input type="radio"/> Luxury      |
| <input type="radio"/> Confident     | <input type="radio"/> Energetic   |                                   |

## 02

### Language

#### Decide on the Use of Industry Jargon

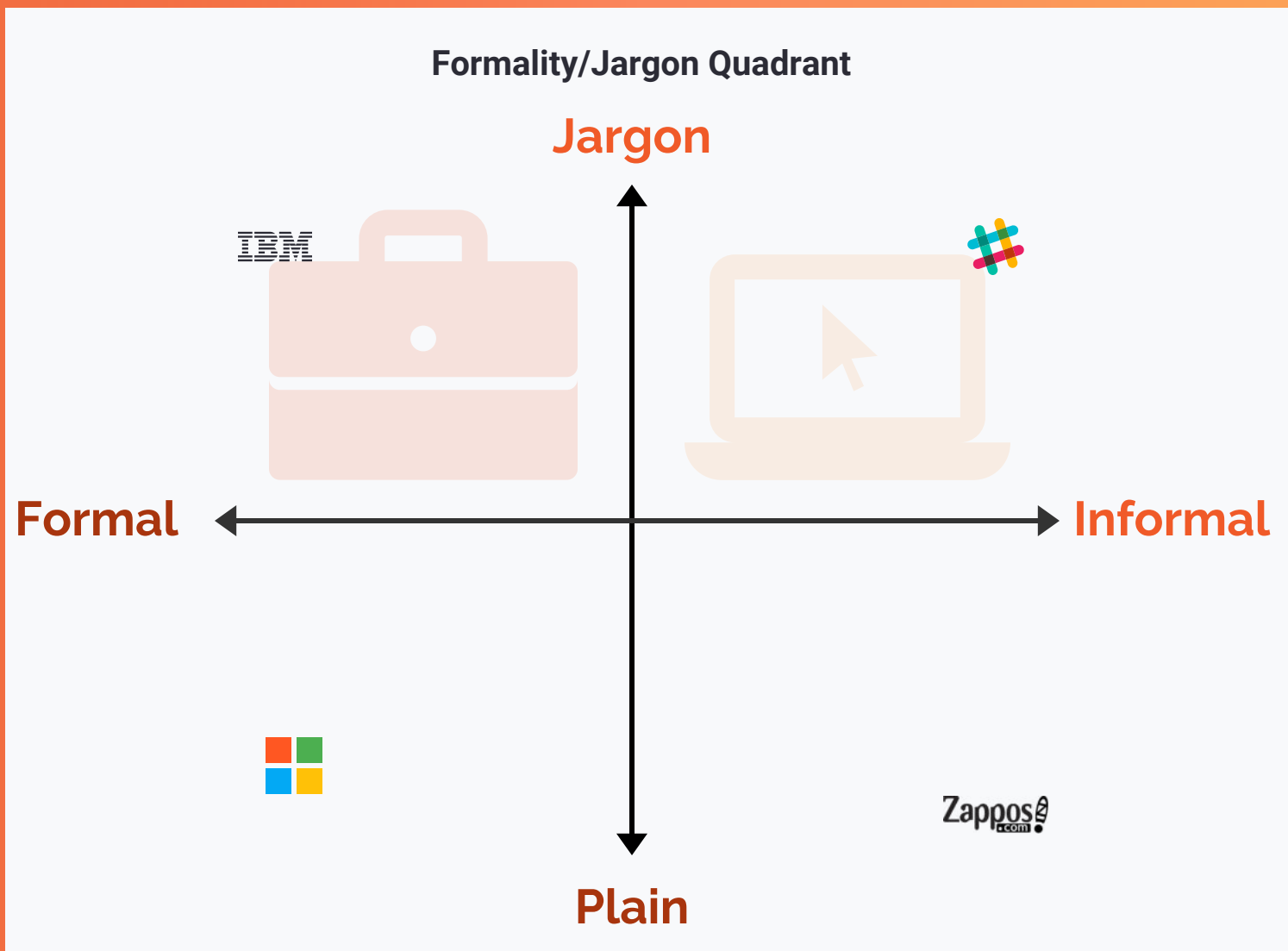
Determine if your audience understands and appreciates industry-specific terms.

- **Jargon Accepted:** Use technical terms and industry-specific language.
- **Plain Words:** Use simple, clear, and accessible language.

#### Determine the Level of Formality

Choose the appropriate level of formality for your brand.

- **Formal:** Professional, authoritative, sophisticated, precise.
- **Informal:** Casual, friendly, relaxed, conversational.



Here are examples of brands positioned on the Formality/Jargon quadrant:



- **IBM. Formal + Jargon.**

Ex: "Our cloud computing solutions leverage advanced analytics and AI capabilities to drive operational efficiency."



- **Slack. Informal + Jargon.**

Ex: "Hey team! We've got some cool updates to the API that'll streamline your integrations and boost productivity."



- **Microsoft. Formal + Plain.**

Ex: "We've identified an issue. Our team is working on a solution to ensure everything runs smoothly."



- **Zappos. Informal + Plain.**

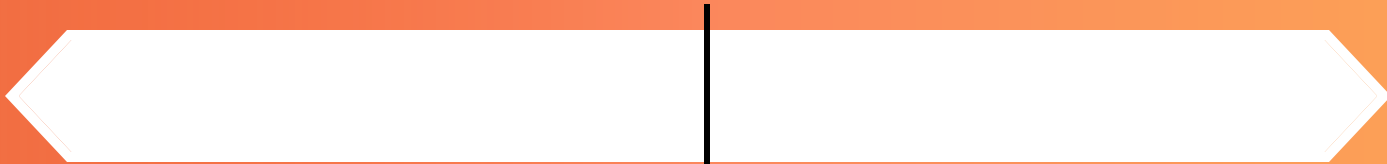
Ex: "Hi there! We've noticed a delay with your order. We're on it and will have it sorted out for you soon!"

## 03

### Style

#### Sentence Structure

Decide on the complexity and length of sentences.



##### Short and Simple

Clear and concise sentences.

##### Detailed and Complex

Elaborate and descriptive sentences.

#### Punctuation

Precise if any specific punctuation style.

Ex: allow or limit usage of exclamation marks

#### Emojis

Precise if allow the usage of emojis:

- Freely
- Yes
- Sparingly
- No

### Checklist For All Customer Service Tone Of Voice



Positivity



Cultural Sensitivity, inclusivity



Empathy



Engagement