Email etiquette

Email Etiquette I feel that email etiquette is very important these days because we use this method frequently. I think that it is more important to businesses to use these practices because of the standard of customer service. Email etiquette can assure that you get your point across to the consumer without overwhelming them or even being inappropriate. These listed below are the main three components to email etiquette and I agree strongly with the concept: *Professionalism: by using proper email language your company will convey a professional image. Efficiency: emails that get to the point are much more effective than poorly worded emails. * Protection from liability: employee awareness of email risks will protect your company from costly law suits. When following this step I think that it will keep the company on track with their customers. Another very important factor in email etiquette is Replying. When replying to a customer's concern or general email a company should do it in a timely manner.

I think that 48 hours is long enough and it makes the customer feel like you care about them. I had a very important question about a warranty and the company took two weeks to reply, let's just say I will never buy anything else from them. Response time is very big when dealing with customers. If your company is able to deal professionally with email, this will provide your company with that all important competitive edge.

Moreover by educating employees as to what can and cannot be said in an email, you can protect your company from awkward liability issues. Make sure you staff is fully trained and this will cut down on customer complaints a lot. The use of emotioncons and other lingo can have a negative impact on your business as well these should only be used for personal emails and not

business ones. References: http://office. microsoft. com http://www. emailreplies. com