

The Language of Reassurance

In the past we have talked a lot about the email sandwich. The idea that in more formal email writing you should start and finish with a polite expression. We believe that this framework needs to be adapted to communicate greater empathy and compassion in this period of the coronavirus.

Opening examples (formal)

- I hope you are well in these difficult/very challenging/exceptional times.
- I hope you and your family are safe and well.
- I hope you are coping ok in this very difficult period.
- Firstly, I hope you are in good health and that you and your family are self and well.

Closing examples (formal)

- We would like to reemphasise/highlight we remain available for any questions you may have in these difficult times.
- Please do get in contact with any issues or questions you have in this very challenging period.
- We remain determined to be available for any questions or issues you may have.

To end your email

- A subtle change from **Best regards** to **Kind regards**, or even using **Best wishes** can help communicate more warmth in your email.

10 pertinent phrasal verbs for these times

1	Put back/put off	To postpone or delay something.
2	Call off	To cancel something.
3	Set up	To organise or arrange something.
4	Run down	To reduce the amount of something.
5	Bring out	To produce something new.
6	Hold on	To wait for something.
7	Get through	To successfully overcome a challenge.
8	Hang on	To continue despite the challenges (dramatic).
9	Carry on/to keep going	To continue despite the challenges (less dramatic).
10	Put up with	To accept difficulties.

Being more direct

If you have a close working relationship, be more direct in your emails

Opening

How are you?
Are you and your family ok?
How are you doing?
It would be good to hear how you are.

Closing

Keep in touch.
If you have any questions let me know.
Look after yourself.
Keep me posted.

Quote of the week

"Each person deserves a day away in which no problems are confronted, no solutions searched for."

Maya Angelou, *'Wouldn't take nothing for my journey now'*

'We' or 'I'

A small but important point when communicating reassurance to customers is the use of **'we'** or **'I'**. Sometimes it is more reassuring if you use **'we'** and speak on behalf of the company. Sometimes it is more effective to use **'I'** to highlight your personal commitment and the depth of your personal relationship with a customer. Make a judgement based on the nature of your relationship, there is no right or wrong approach here.

1 **We** are committed to ensuring a high quality of service in these difficult times.

2 **I** am committed to ensuring a high quality of service in these difficult times.

An example email, warm/semi-formal

Hi Fred

Just a quick note to find out if you and your family are ok. What an unbelievable period this is for all us! Could we put back the project review meeting until next week? It has taken us some time to establish remote working but we will be ready to refocus on the project next week. I am very keen to keep this project going despite the challenges we face. Let me know a good time to set up a new meeting online, I am pretty flexible. I would like to wish you and your family a lot of positive energy.

Best wishes

Toby