Voice and Tone Guide

Use this template to ensure your conversations with customers match your company's brand voice and tone. [Learn more](#) about this template.

Maintain a positive connotation

A connotation is a feeling or idea that a word has in addition to its literal or main meaning (the denotation). Often, a series of words can have the same basic definitions, but completely different connotations—these are **the emotions or meanings implied by a word, phrase, or a thing.**

Positive connotations are associations that are **good** or **affirmative** and make one think and feel good things when reading those words. In CX, you have the *power* to give the same exact information to a customer in a positive or negative way. **We always strive to deliver information in a positive way!**

Negative Connotation: Unfortunately, the item is out of stock.

Positive Connotation: At this time, this item is not available at our warehouse.

Try this; not that

- "I'm so excited that you want to buy our sheets!"
  - Instead, try "I'm so excited that you're interested in our sheets!"
- "Our Product Team doesn't work on the weekends so I don't have an answer yet."
  - Instead, try "**I want to make sure I get the correct information for you! Thanks so much for your patience while I double check.**" For emails, it's always ok to wait until you have all information needed to reply. It's always ok to ask if you can follow up via email to confirm.

- "I don't know."
  - Instead, try "That's a great question! I want to make sure I pass along the correct information. Would you mind if I followed up via email while I do a little digging on my end?"
- "I can't do that."
  - Instead, try "While we're unable to do that at this time, I definitely want to work towards another solution for you!"

Phrases to avoid

Here are some words/phrases we try to avoid, but of course, there are always exceptions. In general, try your best *not* to use these and always focus on solution-oriented language. As with so much of our work, always use your best judgment.

Negative words: Bad, challenging, cheap, difficult, disappointed, unhappy, upsetting, worse, unfortunately

Negative phrases: I can't, I don't know, a team member hasn't replied to my request, mentioning your off days/schedule