

Chat2Desk

Tone of Voice



What is ToV?

Tone of voice (ToV) is the style of how the company communicates with customers.

- Words choice
- Information presentation
- General mood



ToV objectives

- Stand out from competitors
- Speak the same language with customers
- Increase clients' loyalty
- Unify the style in all the channels and divisions



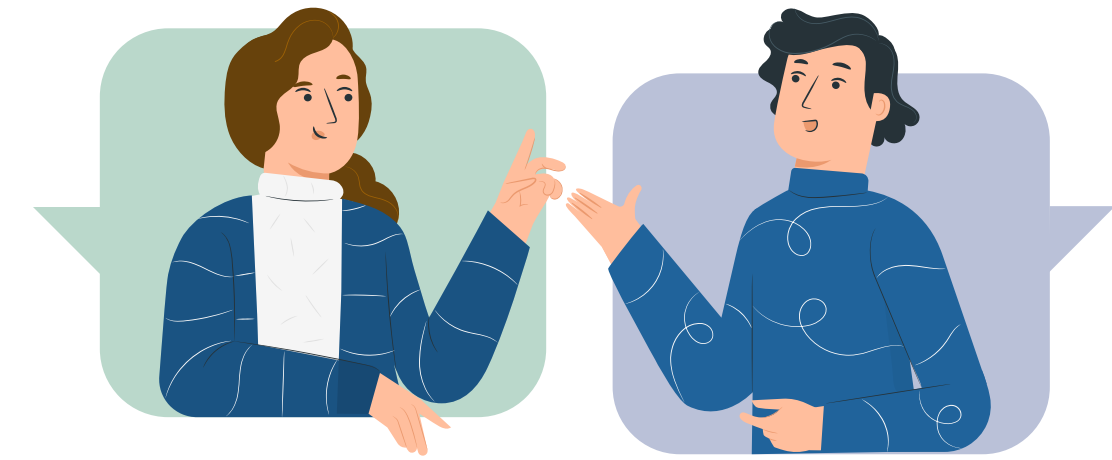
ToV is used for:



Public
feedback



Posts in blog
and on social media



Communication
with customers

General provisions

Chat2Desk is a progressive IT company which follows the trends and stays in tune with customers. We are an expensive brand and know our worth. That's why our tonality is:

- friendly
- authoritative
- informal
- respectful



Our values

Do more than needed

We use an individual approach. We don't get rid of the client, but dive into his question and act ahead.



Our values

Study, share and practise

We grow together with the company and want our customers to study together with us. Don't hesitate to show your knowledge and give it to the customers.



Speech features

Responsibility

Don't be afraid to take responsibility.
Do not hide behind "we" and say "me"
where it is possible.

Personal approach

We love and cherish our customers.
Thus we use a personal approach to
each client.

Face

We love our customers but we don't
ingratiate. We remember that we are
an expensive brand, which can't lose face.

Clarity

Chat2Desk is a complex service. That's why
we use a simple language to describe
hard-to-understand things.

Speech features

Humaneness

We create chatbots but we are not robots ourselves. That's why we talk naturally and humanly.

Emotionality

Sometimes we love to make jokes.
But in general we handle our emotions.

Informality

We stay in tune with customers and keep balance between strict and frivolous speech.

Honesty

We talk frankly. We are not evasive and can admit mistakes.

Our values

Have fun

You laugh, therefore you are. We don't try to be funny or ridicule somebody. But we can find humour in anything and back up the customer's joke.

