

memo

Company Name

To: Customer Service Team

From: Kaitlyn Martinez, Customer Service Manager

CC: [Recipient Names]

Date: March 9, 2025

Re: Embracing the You-Attitude in Our Customer Communication

Comments:

As we strive for excellence in customer service, adopting the You-Attitude is key to improving our communication. This approach prioritizes the customer's perspective by focusing on how they will benefit, rather than emphasizing our actions or needs. Doing so builds stronger relationships and ensures our messages are respectful and solution-oriented.

According to Locker (2017), You-Attitude involves shifting the focus from ourselves to the customers' needs and benefits. This shift enhances communication and leads to better outcomes in our interactions.

Why is the You-Attitude important?

It builds rapport, creates positive customer experiences, and strengthens our brand by demonstrating a commitment to providing value and solutions.

Below, I've revised some typical statements to reflect the You-Attitude, emphasizing how our actions impact the customer.

Revised Examples:

Original Sentence: The management provides a generous package of benefits for its employees to enjoy.

Why this reflects poor communication: The focus is on the company's actions rather than the benefit to the customer (employees).

Revised Sentence: You will enjoy a generous benefits package that supports your health and well-being.

Why this is better: This phrasing focuses on the customer's experience and benefits directly.

Original Sentence: You will be no doubt pleased to know that we have decided to give you a refund.

Why this reflects poor communication: The tone can seem overly self-assured and doesn't consider the customer's perspective.

Revised Sentence: We are happy to inform you that a refund has been processed for your recent purchase.

Why this is better: This sentence focuses on the customer's satisfaction and the result of their issue being resolved.

Original Sentence: Though you seem less qualified than the other candidates, we have decided to offer you the job anyway.

Why this reflects poor communication: The wording feels negative and can make the customer (or candidate) feel undeserving.

Revised Sentence: We are excited to offer you the job, as your skills and experience will be a valuable asset to our team.

Why this is better: The tone is positive and reinforces the value of the customer/candidate's qualifications.

Original Sentence: This letter has so many typos, I am beginning to regret hiring you.

Why this reflects poor communication: This is unprofessional, overly harsh, and can cause unnecessary frustration.

Revised Sentence: I've noticed some areas where we could improve the quality of your work. Let's work together to ensure future documents meet the standard we aim for.

Why this is better: It maintains a respectful tone while focusing on improvement and collaboration.

Original Sentence: Expect our phone call on or about October 3 to schedule an appointment with our delivery person.

Why this reflects poor communication: The message is a bit abrupt and could be more customer-friendly.

Revised Sentence: We will contact you by October 3 to schedule your delivery at a time that is most convenient for you.

Why this is better: It emphasizes customer convenience and provides a more helpful tone.

The You-Attitude is crucial because it ensures our customers feel valued and understood. By framing our communication around their needs, we not only enhance our customer service but

also strengthen the relationships we have with them. Please take some time to consider these guidelines in your daily communication and apply them where possible.

Thank you for your continued dedication to providing excellent service!

Best regards,
Kaitlyn Martinez
Customer Service Manager
Company Name

Reference:

Locker, K. O. (2017). *Business Communication (Loose-Leaf)* (13th ed.). McGraw-Hill Education.