This workbook belongs to: [firstname, lastname]

Staffnumber: [number]

# 📙 Module 3 Workbook – Personalization and Message Relevance

This workbook will help you apply personalization techniques and avoid robotic replies. Complete the following exercises to practice writing more human and specific responses.

## Section 1: Warm-Up – Reflection

1. When reading support messages, what makes a reply feel personalized to you?

2. Have you ever received a response that felt templated or generic? How did it make you feel?

3. Why is personalization important in building trust with customers?

## Section 2: Rewrite for Personalization

Rewrite the following cold or generic responses to feel more personal and relevant.

1. 'We are processing your order.'

Your rewrite:

2. 'Thanks for contacting us. We will review your case.'

Your rewrite:

3. 'Please wait while we look into this issue.'

Your rewrite:

## Section 3: Scenario Practice – Read Between the Lines

Scenario:
Customer writes: 'I thought this would ship days ago. I needed it for a birthday gift — very disappointed.'
Write a reply that references the item, acknowledges the emotional tone, and sounds human.

Your response:

## Section 4: Tone Matching Exercise

Write a response to each persona below using appropriate tone and personalization.

1. Angry customer asking why a refund hasn't been processed.
Your response:

2. Confused customer unsure if their return request went through.
Your response:

3. Apologetic customer who admits they ordered the wrong item.
Your response:

## Section 5: Knowledge Check – Multiple Choice

1. What makes a response feel personalized?

a) Using the same template each time.

b) Including specific order details.

c) Using emojis.

d) Adding long explanations.

Your answer: \_\_\_\_\_\_\_\_\_\_

2. How do you spot implied frustration?

a) They use formal language.

b) They thank you quickly.

c) They say things like 'I thought this would be resolved.'

d) They ask questions.

Your answer: \_\_\_\_\_\_\_\_\_\_

3. What is template fatigue?

a) Being tired of writing emails.

b) Customers reacting to impersonal replies.

c) Agents using templates for fun.

d) Forgetting to copy-paste a template.

Your answer: \_\_\_\_\_\_\_\_\_\_

4. Which approach helps personalize a 'no'?

a) Just saying 'Unfortunately, we can't'

b) Blaming the customer

c) Acknowledging disappointment, then offering alternatives

d) Ignoring the tone

Your answer: \_\_\_\_\_\_\_\_\_\_

## Section 6: Open-Ended Rewrite

Rewrite the following message to sound more personalized and relevant:

'We cannot refund this product after 30 days.'

Your personalized rewrite: