

Apps Agent <sup>™</sup> Email Guidelines

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Greetings!

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Composing and responding to internal emails and customer emails will consume a large part of your day. The following email guidelines have been prepared to help you create successful email communication, prevent email phishing scams, and efficiently manage your email inbox.

### Email Guidelines

Insert text from  
**w01\_exam\_chap\_data1**

Determine the need for a blind copy. Using blind copy (BCC) secures email addresses from others.

Use a clear font style with user-friendly font size. Arial style and 12pt size are safe choices. Do not use ALL Caps unless yelling is your intention.

Replace *options* with choices

The subject line should be used wisely for each email. The appropriate subject provides future search keywords, and increases the percentage of your email being addressed in a timely manner.

Your communication should be positive, respectful, professional, and personalized. Please and thank you really do go a long way. Keep your message clear, concise, and short. Use bulleted lists whenever possible. Use emoji's carefully. Most customers do appreciate a casual message with an appropriate emoji.

When attaching documentation, use pdf format for compatibility and ease of download.

Signature Information should be informative to include all contact information. Use signature quotes carefully.

Response time goals should be within 48 hours. Use emails to follow up and thank your customers. Response time can be most efficient by using the blocking and filtering email features.

Avoid phishing scams by not opening attachments if you do not know the sender. Do not click on links without first verifying the URL address.

Insert a page break  
before Other Reminders



Email Guidelines

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### Other Reminders

If possible, when communicating with customers or colleagues, replace email messages with face to face contact or telephone conversations. These alternatives save time and promote dialogue with better interpretation through body language, facial expression, and actual tone of voice.

Replace spaces between *face to face* with non-breaking spaces

Address any incorrectly spelled words

environment.

FirstName LastName  
Administration

Change FirstName LastName  
to student's name

Save file and submit Word  
document and PDF file

Remove document properties. Add  
**Email Guidelines** to the Tags  
property. Student's first and last  
name as Author property.

Insert a diagonal  
watermark  
**Refresher**