

# SPELLING MISTAKES CAN COST CUSTOMERS

**M**ost businesses recognise the importance of delivering the right message in their written business communication, whether it be through their website or printed marketing materials. There is however, one area that seems to be consistently overlooked – and according to a recent report, it could be costing you customers.

The massive growth in email communication has opened up a whole area for potential mistakes in communication. According to a survey commissioned by the Royal Mail recently, poor grammar and atrocious spelling were cited as costing British businesses potentially billions of pounds per year. In most cases, email was the culprit. These estimated losses are based on the following statistics:

- 75% of customers do not trust companies whose written communications contain errors
- 30% of potential customers refuse to deal with organisations whose written communications – including emails and letters – contain mistakes

The problem is not limited to small businesses too busy to thoroughly check every piece of communication – big businesses are as much to blame. Although email is seen as a fast method of communicating (faster than a traditional letter) it still takes time to write a message, and time is the one thing most businesses seem to struggle with. Declining communication skills plus the need to be super-efficient and get things done quickly are also contributing factors.

The email or letter may be the first point of contact with a prospective customer. It's important therefore not to sabotage that opportunity through

poorly worded or mis-spelled communication. How can you encourage your customers to expect exceptional levels of service from your company if you can't even get the spelling right on your email?

