Email Standards

Standard	Standard Achieved	Standard Not Met
Ensure the 'subject line' is an accurate description of the subject matter, so the recipient has some idea of the content before they have opened the mail.	• A clear and precise subject line.	• Nothing written in the subject line. • Subject unclear or too wordy.
All emails must start with a standard salutation of Dear___, with the correct title used.	• The email is started with both the correct salutation and title. • The email matches the original style of the customer.	• Failure to use standard greeting or use the correct title. • Rapport not built through inappropriate use of style and tone.
Abbreviations must only be used when there is a common understanding	• Abbreviations explained before use. • Full terms used rather than shortened ones.	• Abbreviations used when reader is unclear of meaning – leading to misunderstanding and misinterpretation. (Generating unnecessary communication)
Ensure all grammar, spelling and punctuation is checked before email is sent.	• Spell check is used to ensure spelling and grammar is correct. • A dictionary should be used if there is uncertainty with the meaning of any words.	• Email is sent out without being checked. • Email contains spelling mistakes and incorrect grammar. • Capital letters used inappropriately i.e a sentence made of capital letters is the equivalent of

		shouting and yelling.
Respond fully to any requests for information.	• Answer all questions that are asked – if unsure ask someone to help. • If appropriate include links to the website that will show relevant information.	• Avoid/ignore questions that are tricky, or that you are unsure of the answer. • Giving short answers, when a longer more in-depth answer would be more appropriate.
Use the correct sign off.	• Reflects the style/tone used by customer. • Use the appropriate close to end the mail. i.e Kind Regards, Yours Sincerely. • Include your full name.	• Failure to close the email in the correct manner. • No inclusion of full name.
Use standard email signature.	• Signature should be saved and appear as example below on every external email. e.g Bryan Wilson Back Office Systems Administrator Health Professions Council Park House 184 Kennington Park Road, London SE11 4BU UK Phone: +44 (0) 20 7840 9733 Fax: +44 (0)20 7820 9684 E-mail: bryan.wilson@hpc-uk.org Website: http://www.hpc-uk.org	• Failure to use standard email signature.
Use of cc and bcc	• Cc and bcc should only be used if those included can help with a problem or have something to do with the email.	• Cc and bcc people in that have nothing to do with the email, or cannot help solve the problem.

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ERROR: undefinedfilename
OFFENDING COMMAND: c

STACK:
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