

# The Key Ways You Should Be Communicating With Your Learners

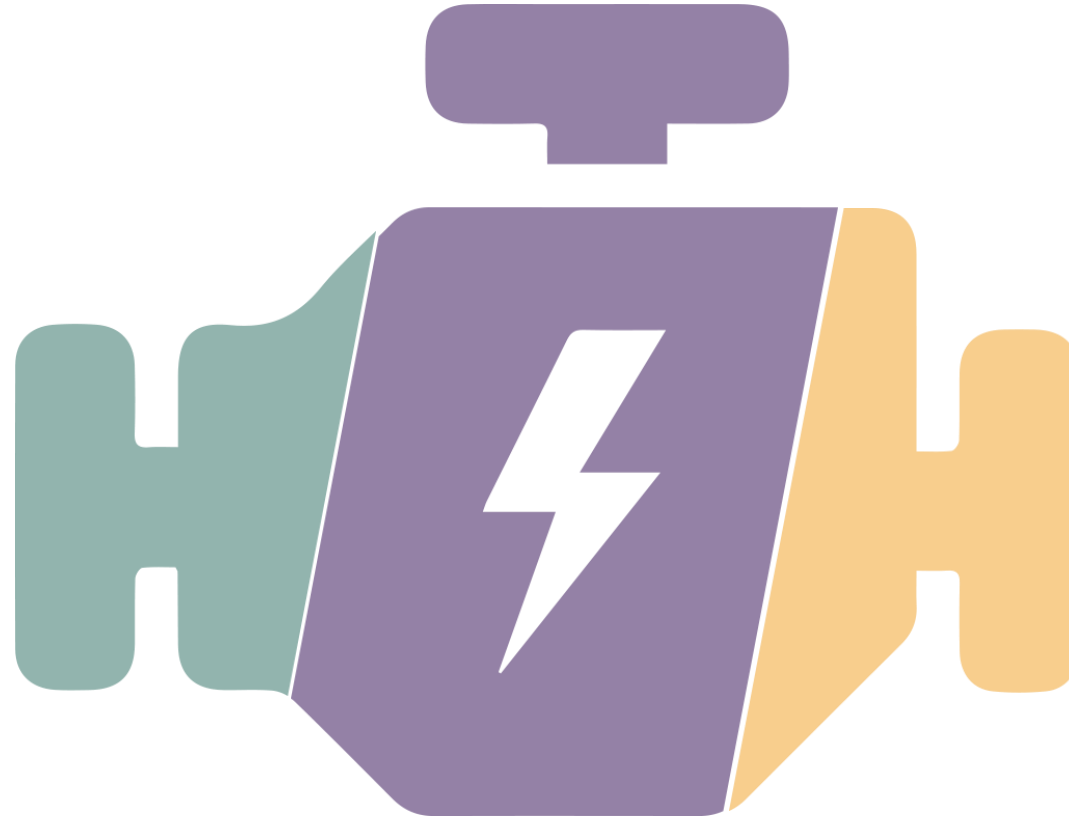


# Session Agenda

- What is a workflow?
- Industry Statistics
- No email automation
- Communication examples
- Problem solved!
- accessplanit best practice



$$a = b$$



$$a + b = c + d$$

User Course Date + Rules  
= Email + Reminder

Course Booking Module = Delegate Email

$$a + b = c$$

User Course Date Module + Rules = Delegate Email



# Industry Statistics



How much time do you spend composing external emails?

- 80% of Administrators say that replying to emails take up most of their working day





# No email automation?

- Emailing takes priority over other tasks
- Key information can be missed or incorrect
- Inconsistent communication
- Reduction in productivity

Human Error = Additional work





To: Emily Sargant



Venue Details.docx  
15 KB

Hi Janet

Thank you for booking on to First aid at work on 06/06/2018.

Please find attached the joining instructions and venue details.

### Cancellations

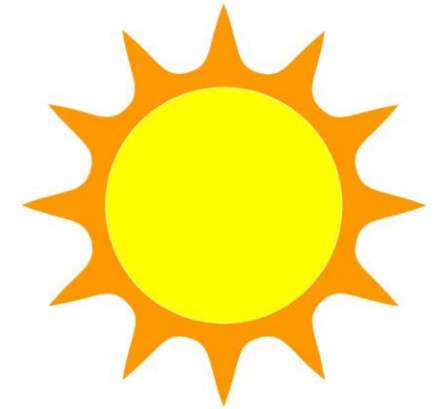
To cancel or amend a booking, we must receive your request either online or by phone at least 10 working days before the event. To cancel/transfer a booking after this time, please contact us on 01234 567 891 or email us at [abcevents.co.uk](mailto:abcevents.co.uk)

Please note that refunds are not given for bookings cancelled or transferred **less than 10 working days** from the event. Where a booking is cancelled or amended at least 10 working days before the event, the refund will be applied to the card that made the booking.

We look forward to seeing you.

# Problem Solved!

- More time to focus on important tasks
- Reduction in errors
- Productivity is increased
- Full visibility of communications
- Relying less on templates



Streamlined Administration = Time saved







To jane@email.com



Venue Details.docx  
15 KB



Joining Instructions.docx  
15 KB

Hi Jane

Thank you for booking.

Course Name: First Aid at Work

Start Date: 06/06/2018 9:00

End Date: 06/06/2018 17:00

Please find attached the joining instructions and venue details.

### **Cancellations**

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# Best Practice Tips

- Send certificates
- Send surveys
- Send reminders- Email and SMS
- Set up tasks and add notes





# Q&A





## Up next:

### *Understanding Buyer Behaviours to Generate More Sales*

The two things that will enable you to make a significant positive difference to your sales figures are the behaviours of your sales teams; and the corresponding values of your customers. Here he tells you how.

