



The **Global CX** Communication Playbook

Introduction

Effective communication is the foundation of any successful customer experience (CX) organization. It fosters internal collaboration and creativity, drives individual productivity and team efficiency, and leads to better customer outcomes. Miscommunication and poor communication, on the other hand, lead to inefficiencies, increased errors, and degraded customer experiences that impact your brand's reputation and the bottom line.

In today's increasingly global business landscape, one of the biggest challenges for any CX organization is maintaining high communication standards that lead to excellent customer experiences. As companies scale, their workforce and customer base become more linguistically and culturally diverse. This trend is reinforced by the fact that the US business outsourcing market is projected to reach \$146 billion in 2024, emphasizing the growing reliance on a distributed and multilingual workforce.

Whether your talent pool is multilingual or outsourced, or you're engaging with customers worldwide, English remains the global language of business and is used to streamline operations.

With so much room for miscommunication, CX leaders must equip their teams with the tools and strategies to foster better and more effective communication globally. Your agents can't afford to step out of their daily tasks for translation help, AI assistance, or extended language coaching. Effective communication support needs to be embedded into everything they do, wherever they work.

This playbook is a practical, actionable resource for CX leaders aiming to boost customer satisfaction (CSAT) scores and improve customer outcomes through better communication. In the following sections, we will walk you through four steps to upskill your global CX workforce—with clear strategies and the tools to execute each:

1. Create a Unified Communication Strategy
2. Build an Effective CX Onboarding Program
3. Increase Efficiency in Day-to-Day Operations
4. Measure Results and Optimize

By leveraging these strategies, you'll be better equipped to tackle the challenges of a global workforce, streamline effective communication, and deliver consistently excellent customer experiences.





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Step 1: Create a Unified Communication Strategy

The cornerstone of an excellent customer experience is a unified communication strategy. A unified voice across every agent, team, and customer touchpoint is essential to delivering a high-quality customer experiences, regardless of your workforce's language proficiency.

Inconsistent communication, especially in customer interactions, can jeopardize deals, accounts, and lifetime customer value. Poor communication—whether it's unclear language, mixed messages, or deviations from your brand's voice—can erode customer trust.

In fact, a PwC report found that 32% of customers say they would walk away from a brand they love after just one bad experience.

To mitigate the risk of customer churn and maintain a pristine brand reputation, CX leaders must prioritize consistent, standardized communication across all channels. The key to this lies in four foundational resources that every company needs to develop to standardize communication across its workforce:

- **Brand voice guidelines:** These guidelines define the personality, tone, and style your brand should project across channels and in all external communications.

- **Writing style guide:** Your style guide establishes rules for grammar, formatting, word choice, and clarity. A comprehensive style guide helps agents write clearly and professionally, ensuring consistency in every message.
- **Terminology glossary:** Creating a glossary of product-specific terms, industry jargon, and acronyms is vital to ensuring that all employees use accurate, up-to-date, and consistent language.
- **Company knowledge base:** This resource should compile crucial information about your company's mission, values, policies, and offerings. It should also contain important stats that are approved to be shared externally. This gives agents the knowledge they need to represent your company confidently and accurately.

The creation of these resources is a cross-functional effort, often led by brand and product marketing teams. Everyone in your organization has a role to play in upholding your unified communication strategy, not only CX workers. By developing and implementing these foundational resources, you can ensure that every customer interaction—whether sales emails, marketing promotions, or customer support chats—meets your brand's standards and that every employee delivers consistent experiences.

AI Pro Tip: These foundational resources are also critical for training AI support agents, enabling them to operate effectively in your company's voice and context.



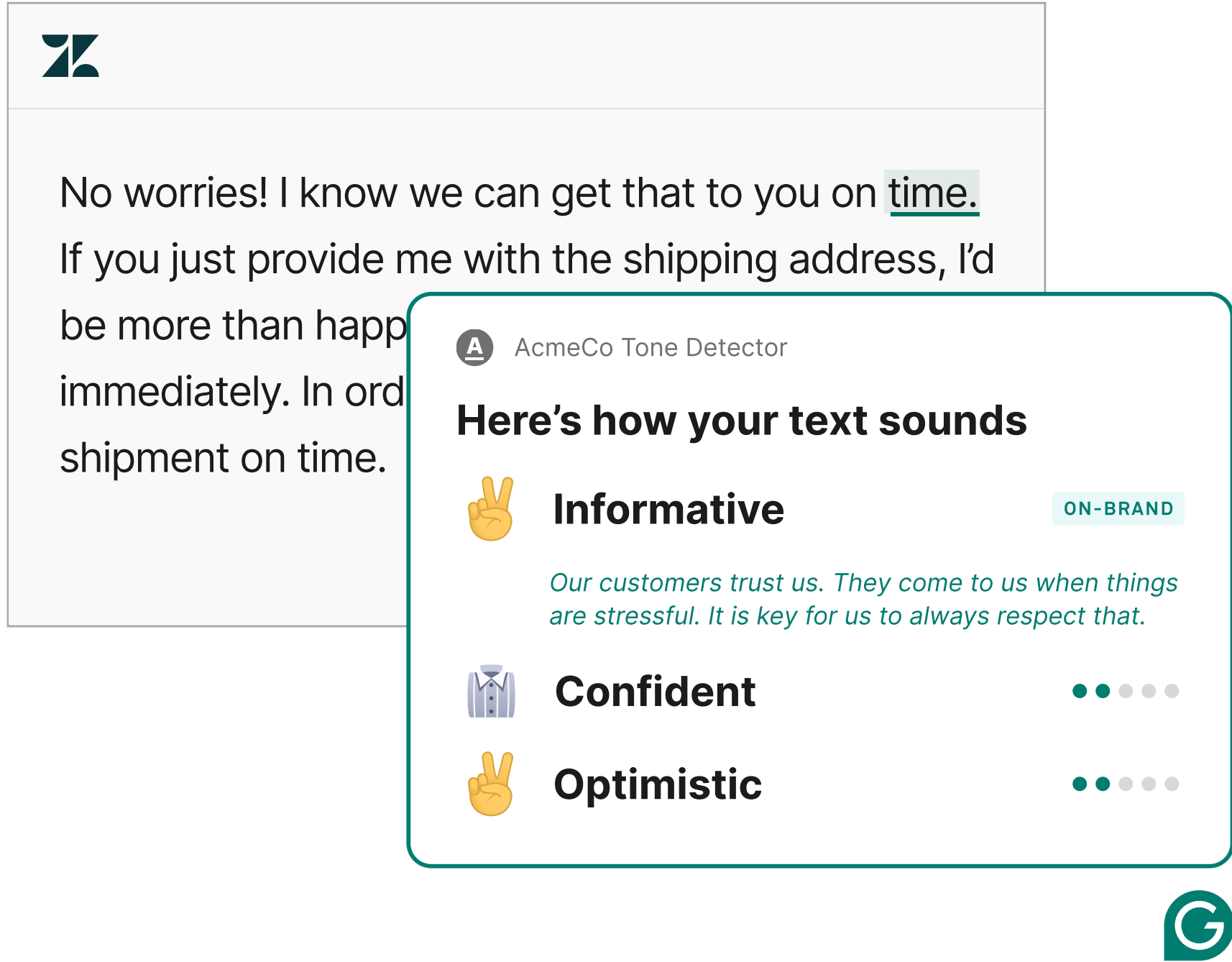
Step 1

Grammarly tools and tips to enforce your unified communication strategy

Brand tones

Easily customize your brand voice and tone in Grammarly, then effortlessly ensure your entire organization is using it so agents deliver consistent experiences.

Learn More

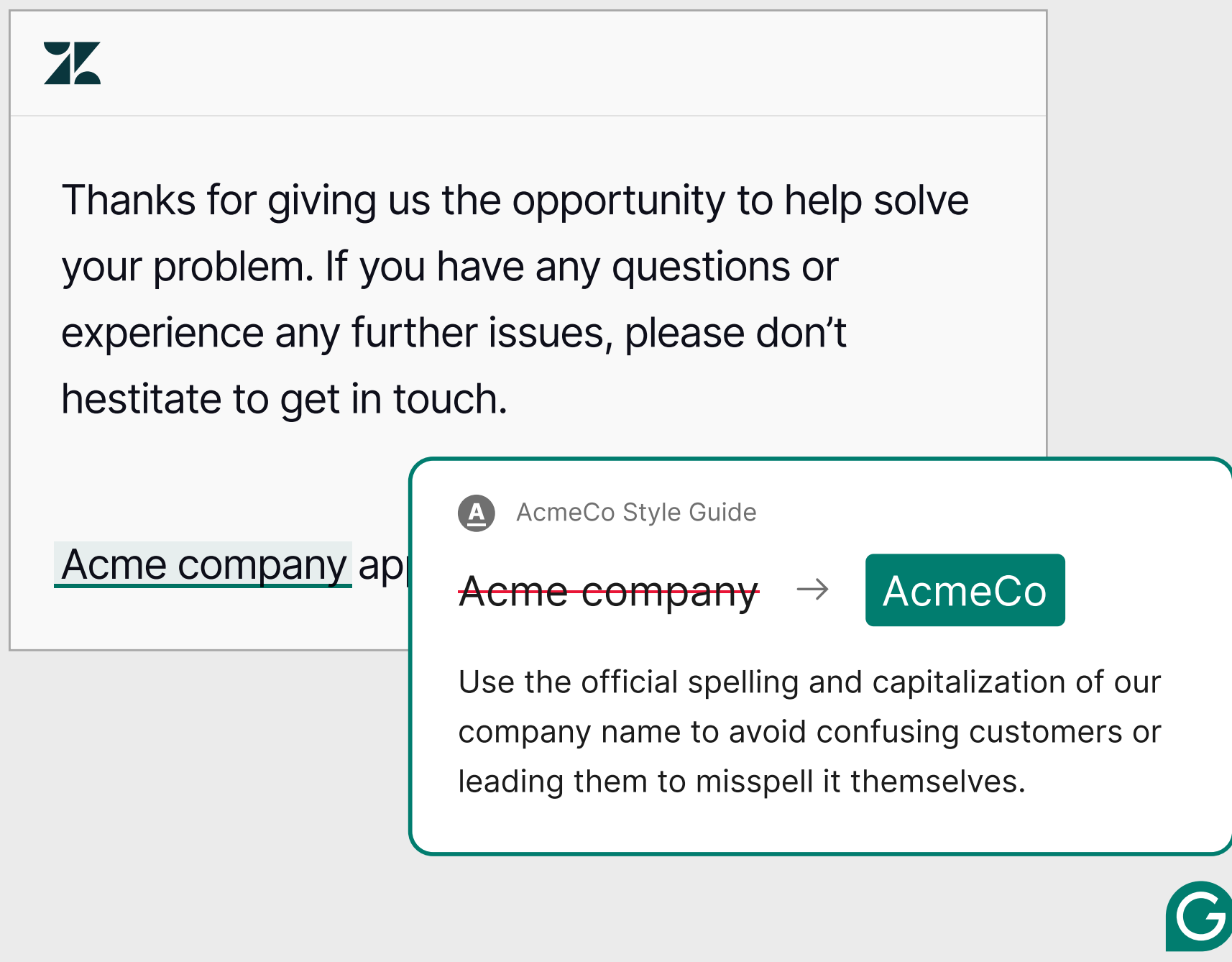


The screenshot shows a text editor with the text: "No worries! I know we can get that to you on time. If you just provide me with the shipping address, I'd be more than happy to help you immediately. In order to get your shipment on time." A Grammarly overlay titled "AcmeCo Tone Detector" shows "Here's how your text sounds" with three options: "Informative" (selected, ON-BRAND), "Confident", and "Optimistic". Each option has a corresponding emoji and a progress bar.

Style guide

Give your team real-time writing guidance specific to your brand by customizing style rules or uploading your entire style guide.

Learn More

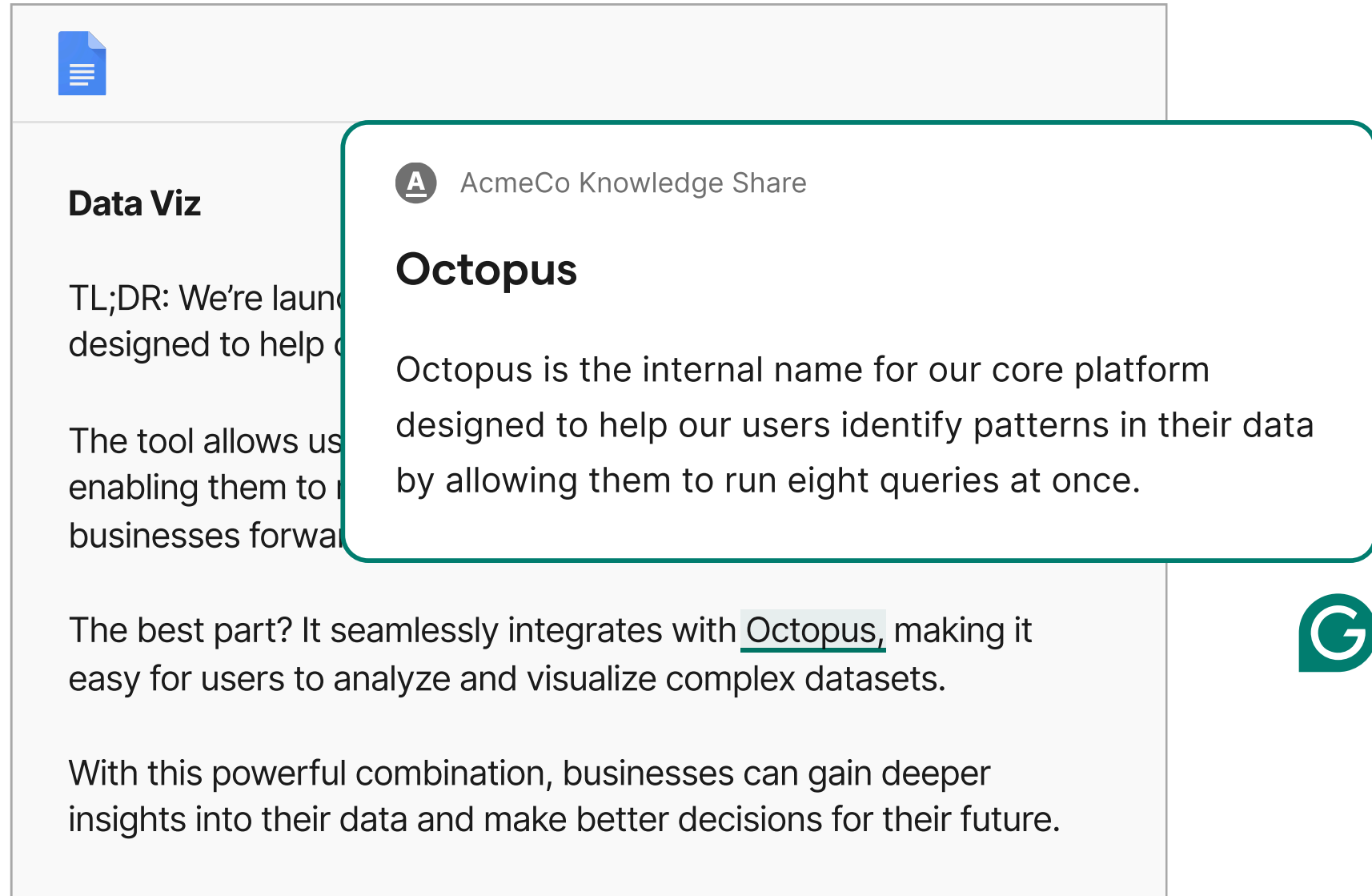


The screenshot shows a text editor with the text: "Thanks for giving us the opportunity to help solve your problem. If you have any questions or experience any further issues, please don't hesitate to get in touch." A Grammarly overlay titled "AcmeCo Style Guide" shows a rule for "Acme company" with a dropdown menu set to "AcmeCo". The overlay also includes a description: "Use the official spelling and capitalization of our company name to avoid confusing customers or leading them to misspell it themselves."

Knowledge Share

End the hunt for hidden company and industry info. When team jargon and acronyms pop up while an agent is typing, they can hover over them to see definitions and related documents so they can easily stay in flow.

Learn More



The screenshot shows a text editor with the text: "TL;DR: We're launching a new tool designed to help our users identify patterns in their data by allowing them to run eight queries at once. The tool allows us to enable them to move their businesses forward. The best part? It seamlessly integrates with Octopus, making it easy for users to analyze and visualize complex datasets. With this powerful combination, businesses can gain deeper insights into their data and make better decisions for their future." A Grammarly overlay titled "AcmeCo Knowledge Share" shows a definition for "Octopus": "Octopus is the internal name for our core platform designed to help our users identify patterns in their data by allowing them to run eight queries at once."

“I wanted to unify language globally across teams in the US, Singapore, India, Paris, Amsterdam, and London to ensure we’re in sync and communications are clean and uniform. Grammarly helps enable that for our global support organization—especially where English isn’t the first language.”

Ian Kennedy | Director of Corporate Engineering Helpdesk

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Step 2: Build an Effective CX Onboarding Program

Setting up new CX agents for success from day one is critical to their long-term performance. Gaps in onboarding can lead to slower ramp times, misunderstandings with customers, and inconsistent service quality—all of which can negatively impact customer satisfaction.

This is particularly true for multilingual agents who must balance language proficiency with learning brand-specific communication standards. Talent retention and employee satisfaction suffer when agents with less English fluency fall behind those with more English fluency because of communication barriers.

A well-structured onboarding program, using the resources you created in step 1, ensures that every agent, regardless of language proficiency, can confidently represent your brand and provide excellent service. Integrate these sessions into your existing onboarding program to equip your agents with the language and communication skills they need to succeed in their roles.

Session 1: Company-level training

Objective: Introduce agents to your company's brand voice and style guide.

Provide agents with a comprehensive training on how to communicate in line with your company's personality, tone, values, and writing style. This ensures that every agent can uphold brand consistency, no matter their language background.

Session 2: Product-level training

Objective: Equip agents with in-depth knowledge of your products and services.

Partner with your product marketing team to provide a detailed product training, ensuring that agents understand the solutions that your company offers, how it works, and how to effectively communicate product-related information to customers.

Session 3: Customer-level training

Objective: Familiarize agents with the specific goals, priorities, and pain points of the customers they'll be serving.

In this session, you should cover the expectations, preferences, and pain points of different customer segments. This helps agents tailor communication effectively and offer more personalized service.

Session 4: Tool training

Objective: Provide hands-on training with the essential apps and tools agents will use daily.

Introduce agents to the tools and technology that support their work, including customer support platforms, communication tools, translation apps, and AI-powered assistants. Partner with your IT team to create acceptable use guidelines to ensure agents understand how and when to use each tool, especially AI and tools that access customer data.

Step 2

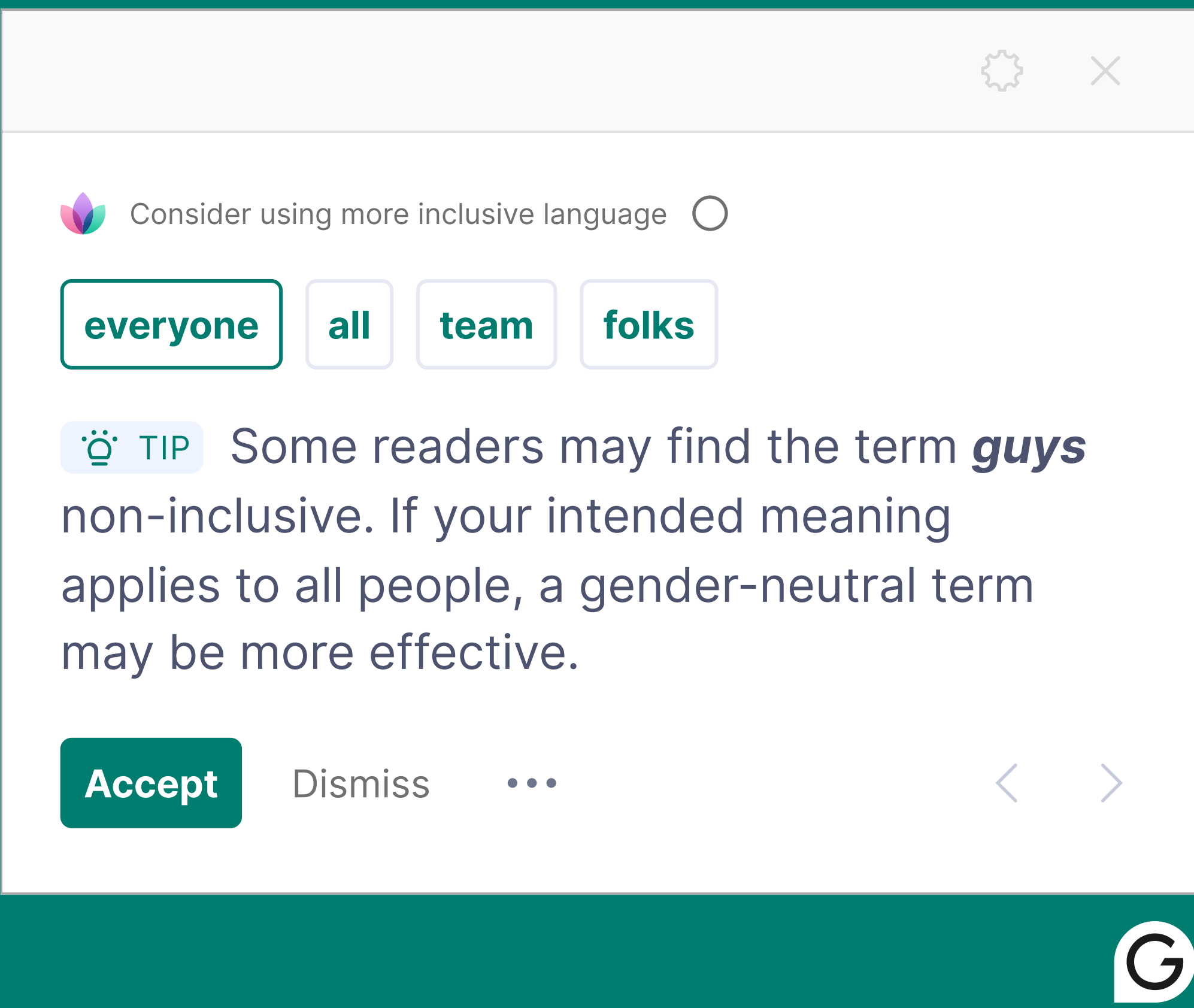
Session 5: Communication and inclusivity training

Objective: Address language barriers and cultural diversity to promote inclusivity.

In this session, you should focus on enhancing agents’ communication skills, especially for those whose primary language is not English. This training should cover cross-cultural communication strategies and inclusive language guidelines, ensuring agents can engage across diverse customer segments effectively and appropriately.

AI Pro Tip: Invest in an AI communication assistant that provides inclusive language suggestions directly where your agents work. This removes bias from their writing and keeps all communication respectful and empathetic.

With Grammarly, you can empower agents with in-line inclusivity suggestions everywhere they work. Grammarly filters AI and natural language suggestions to reduce harm and bias and offers inclusive language suggestions that pick up when potentially disrespectful or outdated terminology has been used in agent communications.



A well-designed onboarding program not only reduces ramp time but also minimizes the risks of miscommunication over the course of an agent’s tenure. By equipping new agents with the proper knowledge, tools, and communication strategies, you set the stage for stronger customer relationships, more consistent service quality, and improved overall performance.

“With Grammarly, we put our inclusive language guide in the hands of our employees to make the learning experience frictionless. The results that we’ve seen by operationalizing this tool is empowering employees to have new and better conversations with each other, with clients, and with the marketplace.”

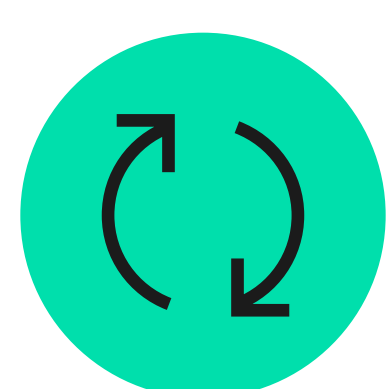
Susan Laws | DEIB+ Learning and Enablement



Step 3: Increase Efficiency in Day-to-Day Operations

Efficiency must be at the core of your daily CX operations in order to maintain high standards while operating at scale. As a CX leader, you must equip your teams with tools and strategies that help them respond to customers and resolve issues faster and more consistently. Efficient communication, streamlined workflows, and real-time translation, brand style, and writing support can significantly reduce the time it takes to close tickets and improve customer satisfaction scores.

Here are a few key strategies to put into place to boost day-to-day operational efficiency:



Automate repetitive tasks such as ticket routing, tagging, and prioritization, allowing agents to focus on high-value customer interactions.



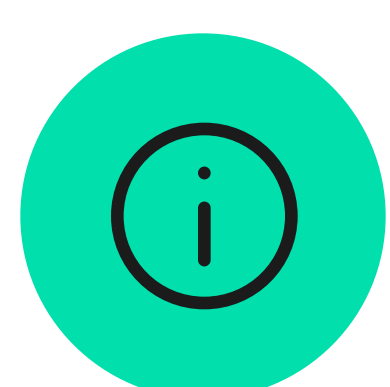
Leverage AI-powered tools to assist agents in crafting clear, concise, and accurate responses in real time, reducing the time spent on manual edits or quality assurance reviews.



Implement **templated responses** for common customer queries—but ensure these templates align with your brand voice and tone. This will save time while maintaining consistency in customer communication.



Utilize **translation tools** that keep multilingual agents in their flow of work, enabling faster responses in any language without the need to switch between systems or tools.



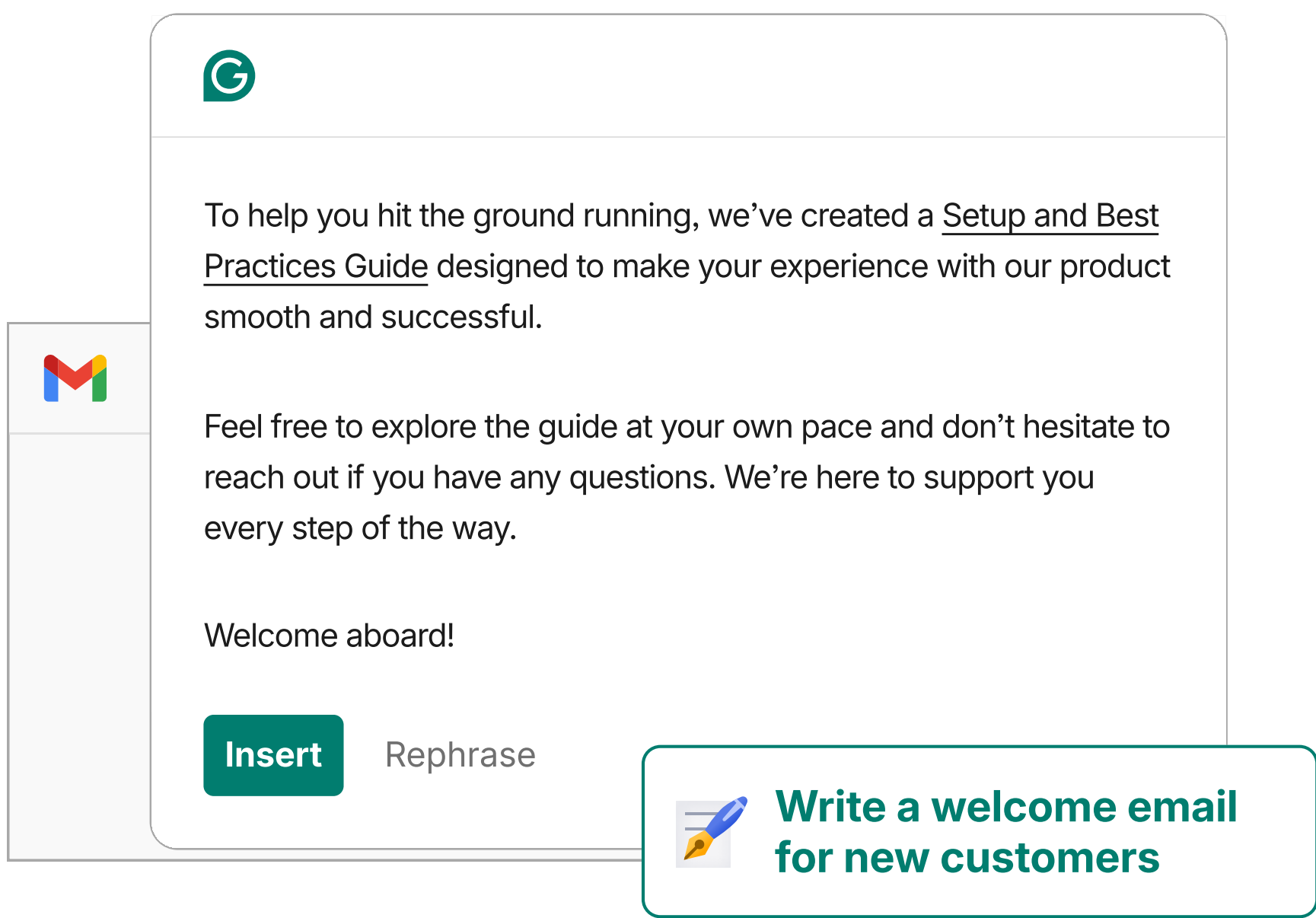
Encourage the use of **knowledge bases and self-service resources** to empower both agents and customers. This ensures agents have quick access to product information and troubleshooting guides, enabling faster resolution times.

By streamlining communication processes and automating routine tasks, you'll not only reduce time to resolution but also ensure greater consistency across all customer interactions.

Step 3

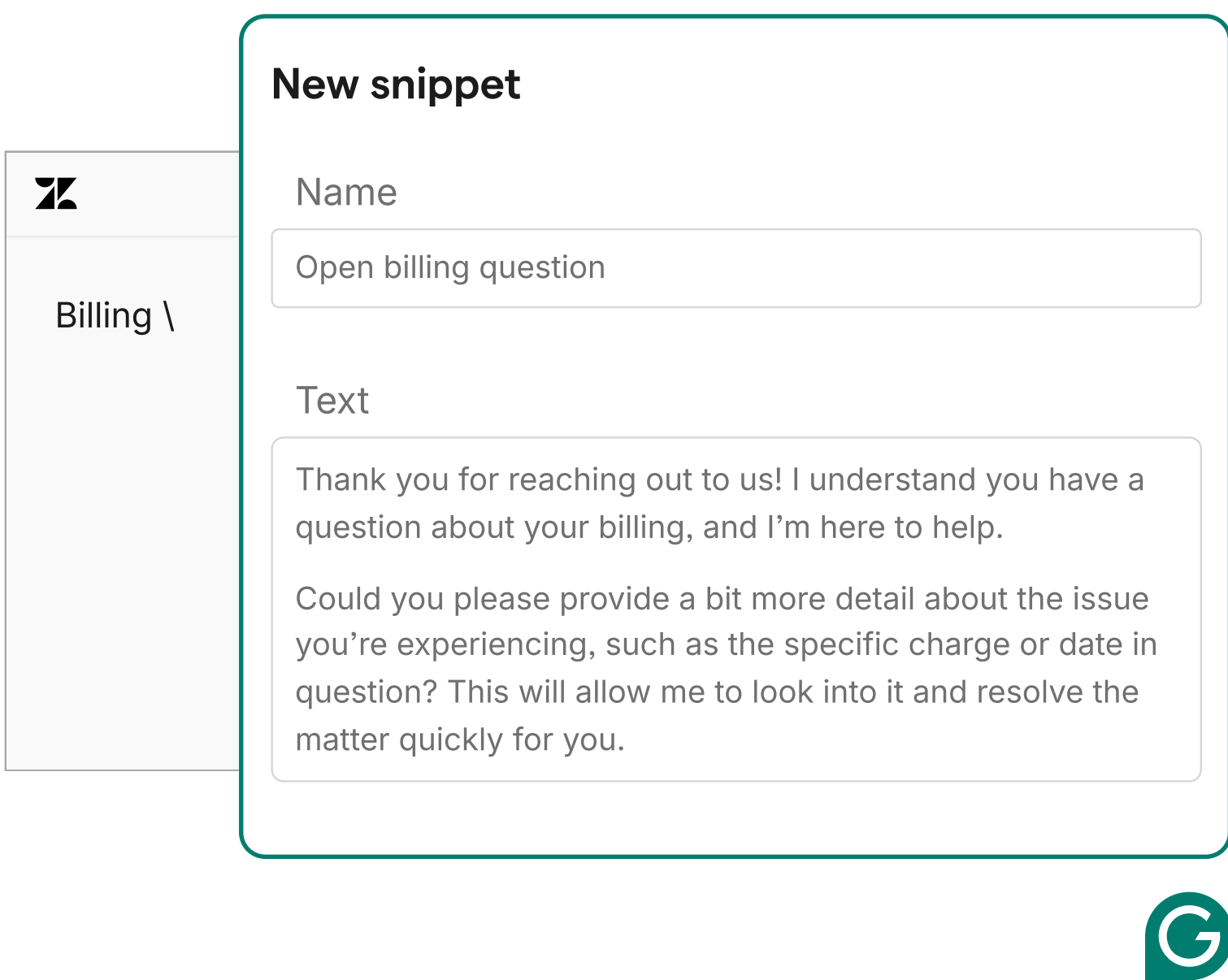
Unlocking CX team efficiency with Grammarly

CX agents spend far too much time switching between apps and browser tabs to effectively support customers. Time wasted moving between emails, support chat, knowledge centers, and AI tools negatively impacts time to resolution. With Grammarly, your agents can access strategic communication suggestions, in-line translations, and shortcuts to their top workplace apps wherever they use Grammarly. Your agents will get more work done while staying in the flow of work.



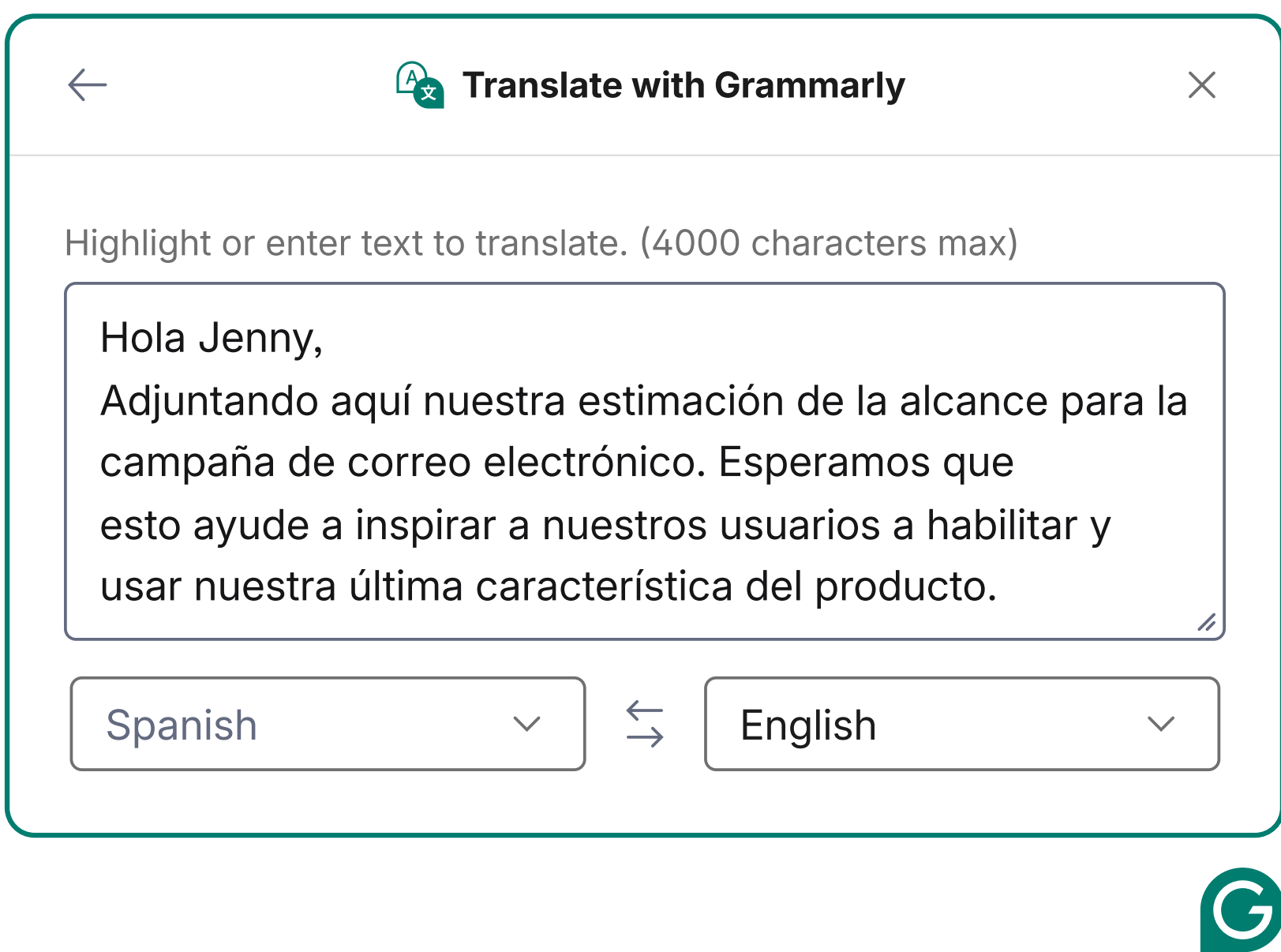
Increase productivity with AI

Resolve customer issues faster with AI-powered rewrites, replies, and strategic suggestions that help teams respond effectively—in a few clicks, not a few hours.



Expedite repetitive writing tasks

Create accurate, on-brand message templates that allow your team to respond to common customer tickets instantly instead of repeating themselves.



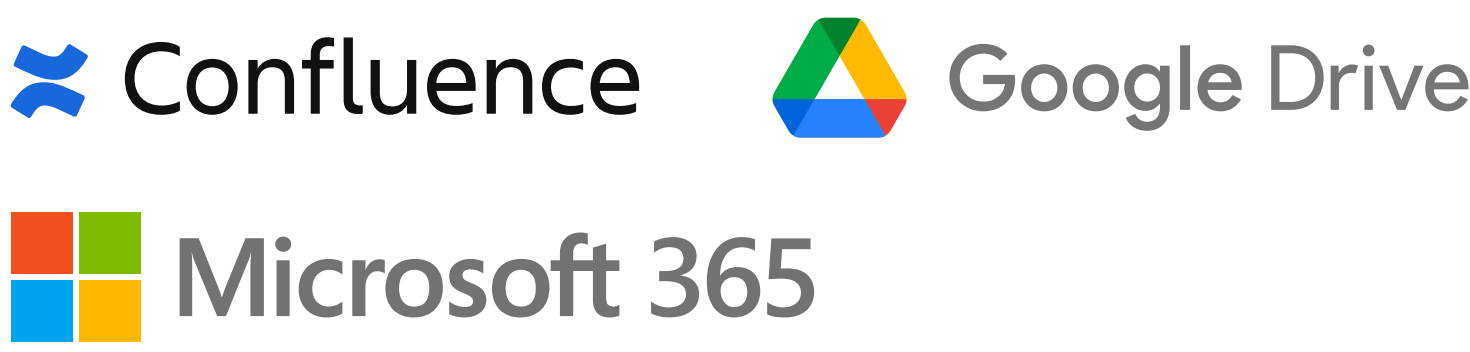
Translate within your workflow

Provide agents with in-line translation assistance and fluency support everywhere they work, eliminating context switching and improving productivity.



How to define and document your brand voice guidelines

This article guides you through developing and distributing practical brand voice guidelines that empower your teams to communicate consistently across channels.



Share documents with ease

Search for files and link to documents without clicking between tabs or copying and pasting work.



Simplify communication

Agents can quickly create and access contacts or schedule and share meetings with customers from wherever they're typing.



Step 4: Measure Results and Optimize

To ensure your communication strategies are driving the right outcomes, it's essential to regularly measure the performance of your CX team. By following the key metrics below, CX leaders can identify areas for improvement and optimize operations for better communication that drives better customer experiences.

1

Customer satisfaction scores (CSAT)

What it measures: CSAT scores offer key insights on customer satisfaction with your CX team's interactions. These scores are often gathered through post-interaction surveys where customers rate their experience with CX agents.

Why communication matters: CSAT scores are a direct indicator of communication quality. When communication is clear, helpful, and aligned with customer needs, satisfaction improves. Poor communication, on the other hand, can lead to lower scores, indicating misunderstandings, frustration, or unresolved issues.

How to optimize: Use CSAT feedback to pinpoint where communication is breaking down. Track scores by agent and communication channel (email, chat, phone) to identify patterns and provide additional training or tools where needed.

2

Time to resolution (TTR)

What it measures: TTR tracks the speed at which customer issues are resolved, from the time a customer opens a ticket until the time an agent officially closes it and marks it as resolved.

Why communication matters: TTR is a key indicator of team efficiency and speed. Faster resolution times show that agents are communicating effectively and providing quick, clear responses that solve customer problems without unnecessary delays. Longer TTR often points to communication inefficiencies or knowledge gaps.

How to optimize: Review TTR data across different CX teams or customer issues to spot inefficiencies. If certain issues take longer to resolve, look for opportunities to streamline communication or provide better knowledge resources. AI-powered assistants and automation tools can help reduce TTR by suggesting accurate solutions and automating common responses.



3

Customer retention rates

What it measures: Customer retention rates measure the percentage of customers who continue to engage with your brand over time, as opposed to churning (canceling their account or not returning) after a single interaction or multiple ones.

Why communication matters: Customer retention is deeply connected to brand compliance and the ability to provide consistently on-brand experiences. Customers who receive clear, consistent, and on-brand communication are more likely to stay loyal. Conversely, poor or inconsistent communication can erode trust, leading to churn.

How to optimize: Track retention rates over time and analyze how communication and support touchpoints impact customer loyalty. Ensure agents are adhering to brand guidelines by using unified communication strategies and style guides. Consistent monitoring and real-time coaching can help agents maintain compliance and deliver consistently excellent and on-brand customer experiences.

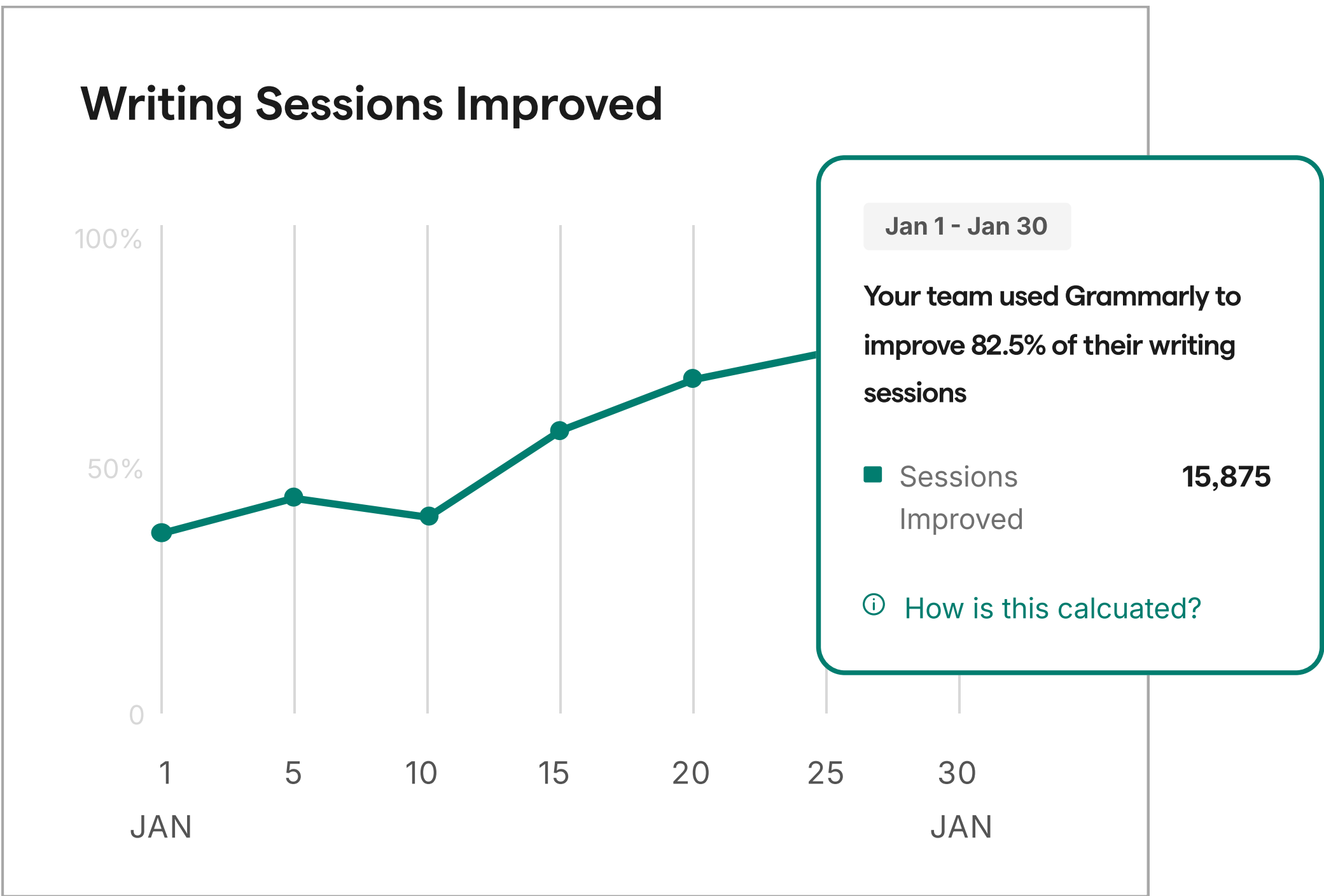
Regularly measuring these metrics provides insights into where your communication strategies are succeeding and where they need adjustment. By focusing on CSAT scores, TTR, and customer retention rates, you can ensure your CX team is operating at peak efficiency while maintaining a consistently high-quality customer experience. Optimization isn't a one-time effort—it requires continuous monitoring and adjustments to stay aligned with customer expectations and business goals.



Step 4

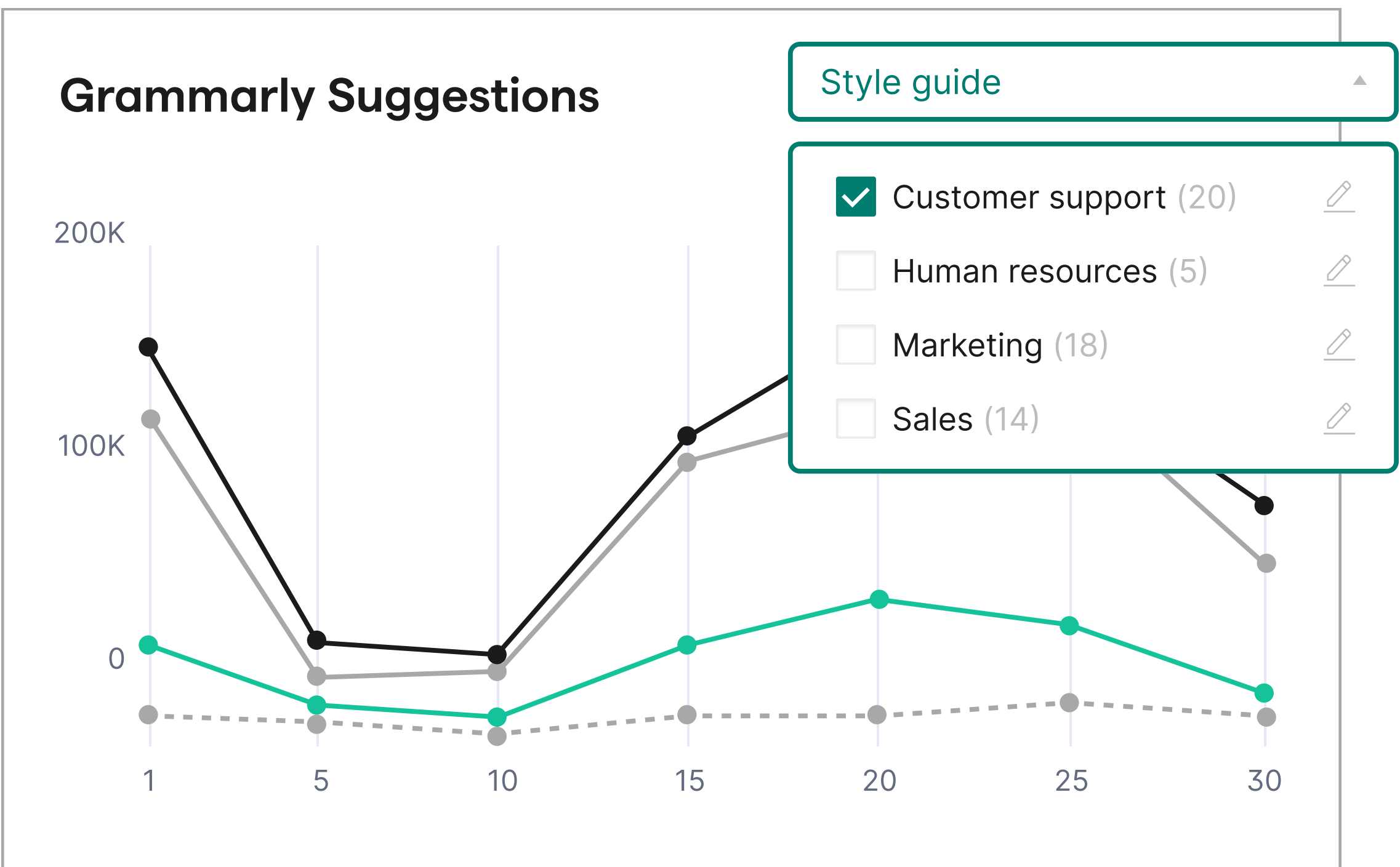
Analyzing CX communication quality with Grammarly

Grammarly is the only AI writing partner that gives you a clear picture of how effectively your CX team communicates and uses your brand’s guidelines. Get real-time insights to coach agents to write sharper and work smarter.



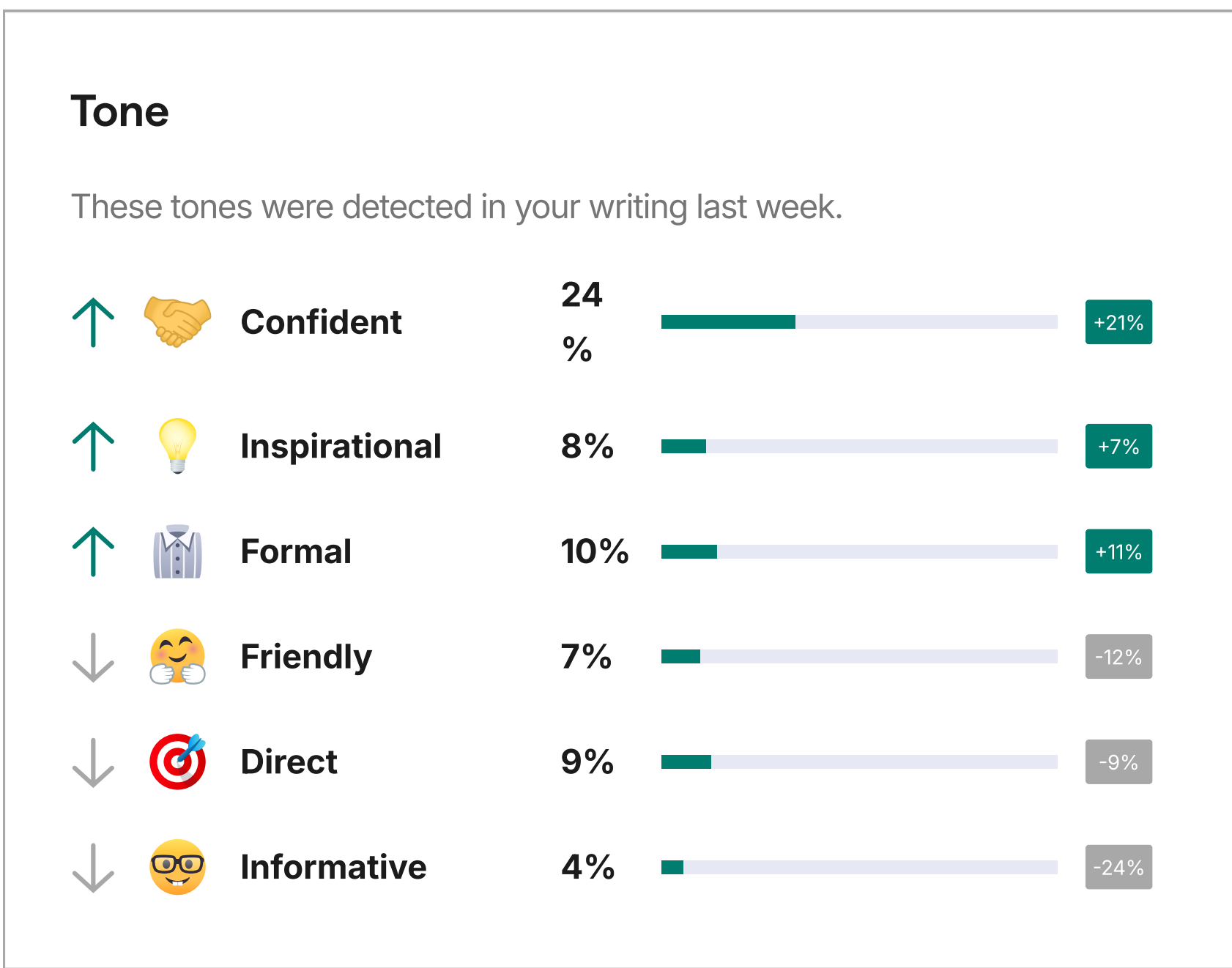
Follow writing growth

Understand how your team’s writing improves over time with the flexibility to filter by time, agent, and team.



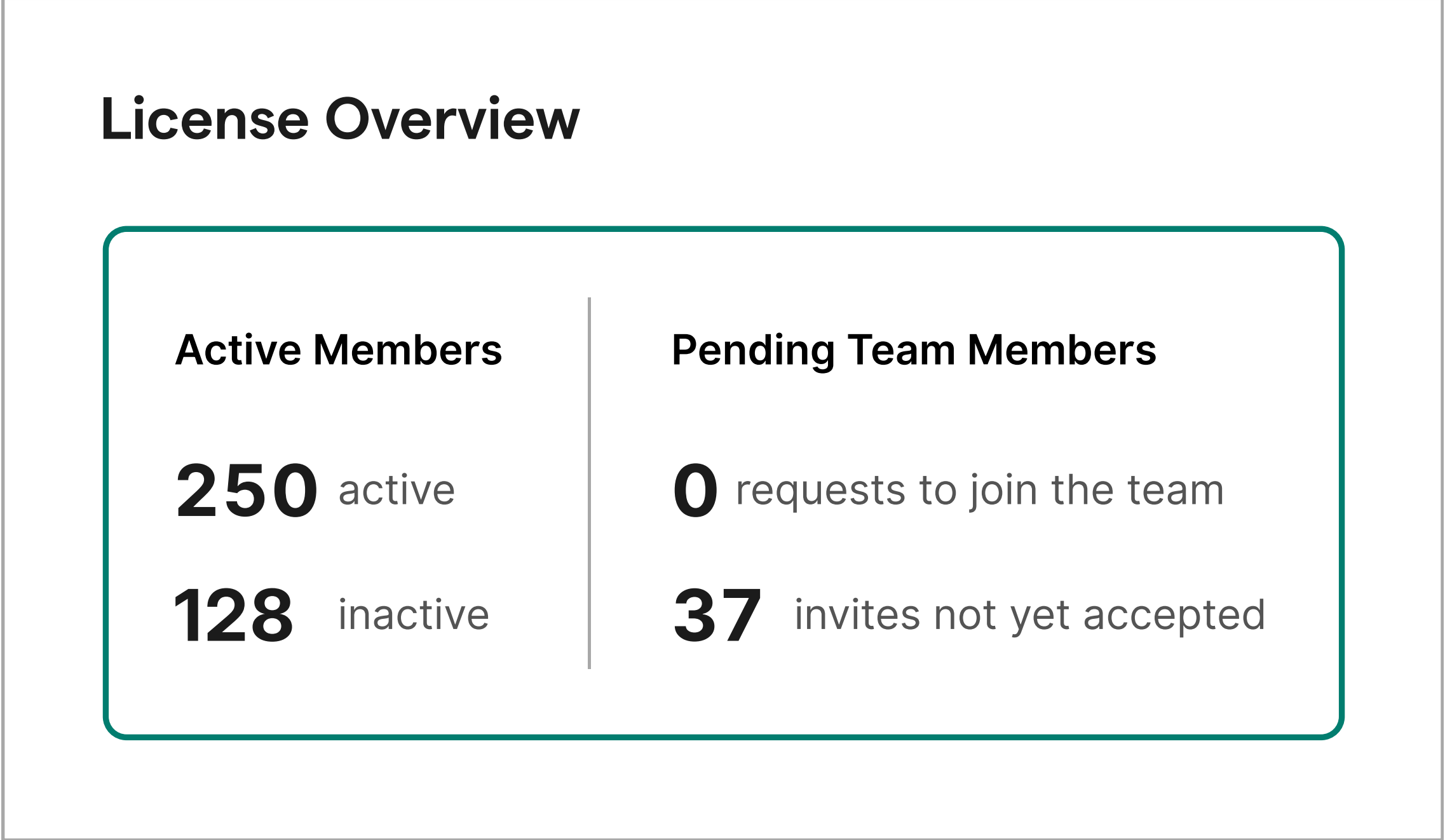
Measure and improve brand compliance

Ensure agents maintain your brand standards with insights you can drill down by team. Use these trends to refine your brand guidelines so they’re easy to apply.



Enable real-time coaching

Weekly insights provide agents with a breakdown of their productivity, top tones, common mistakes, and more so you can upskill busy agents and see more immediate ROI.



Drive adoption across your org

Easily check on membership and usage so you can help every agent get the most out of every feature.

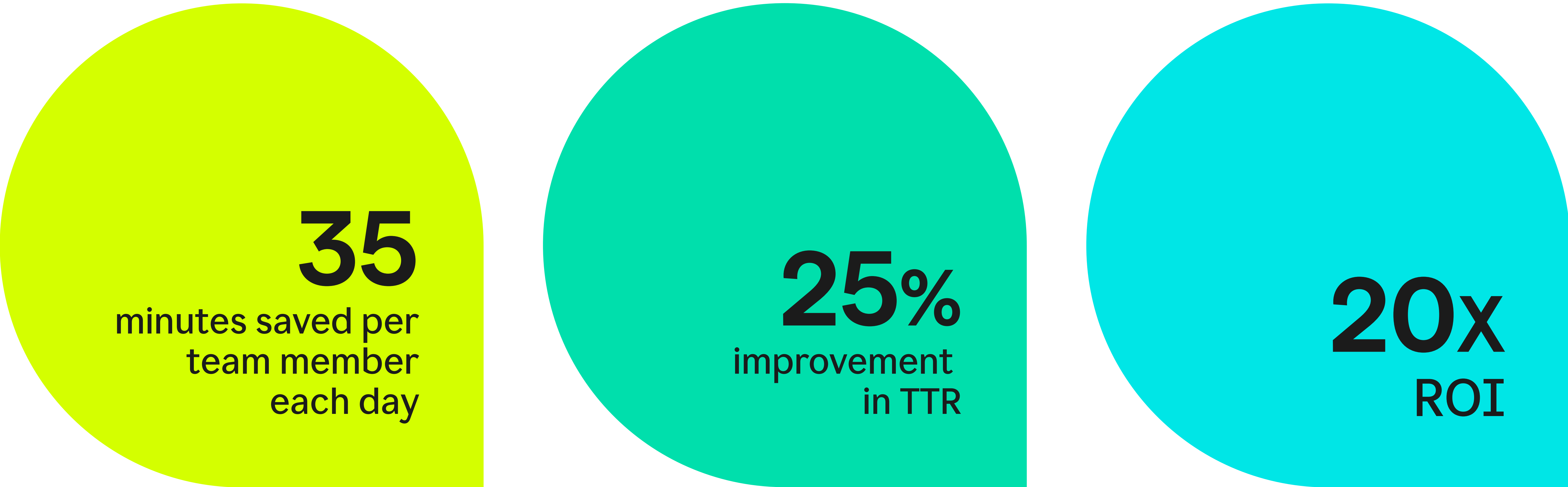


Customer Spotlight:

How Databricks' CX Team Achieved 20x ROI With Grammarly

The challenge	The solution
<p>Varying English writing skills compromised brand credibility.</p> <p>Support engineers had varying proficiency in the English language, causing an inconsistent customer experience.</p> <p>The India-based team needed help to communicate efficiently and with the empathy and polish necessary for seamless, on-brand CX interactions.</p>	<p>Standardized communications that save time and build trust.</p> <p>Grammarly's real-time writing coach improves sentence structure, word choice, writing clarity, understanding, and readability.</p> <p>Custom style guides and brand tone suggestions enabled all support agents to communicate with empathy.</p>

The results



[Read the Story >>](#)

“Our support team is the face of the company, so using a tool like Grammarly is extremely important. I’m not only saving time because things are getting resolved faster, but I’m also very confident that the experience going back to the customer is uniform.”

Narsi Subramanian | VP of Support



Better Communication, Better Results

In today's global business environment, where CX teams are distributed across languages and borders, effective communication is the foundation of customer satisfaction and loyalty. A unified communication strategy, combined with thorough onboarding and continuous support, enables your agents to deliver clear, on-brand, and efficient customer service—no matter their language background or where they operate. However, consistency and quality across every interaction require more than just guidelines; they demand real-time tools that adapt to the ever-changing needs of both customers and agents.

This is where AI communication assistance becomes essential. By leveraging AI tools that provide strategic communication and language support, real-time writing coaching, and in-line translation assistance, your teams can stay in the flow of work and respond to customers with greater speed, fluency, and clarity. Grammarly's AI doesn't just save time; it standardizes effective communication for global CX teams enabling them to build trust, ensure brand compliance, improve response quality, and improve the customer experience. Grammarly meets CX teams everywhere they work and empowers agents with just-in-time coaching and the organizational knowledge they need to craft the best response the first time, every time.

As your CX organization continues to expand and the need for multilingual support increases, following this playbook and investing in AI-powered tools will not only help you mitigate communication challenges but also improve TTR, CSAT scores, and team efficiency. Better communication drives better outcomes—and with the right tools in place, your CX teams will be prepared to deliver exceptional service at every touchpoint.





About Grammarly

Grammarly is the trusted AI assistant for communication and productivity, helping over 40 million people and 50,000 organizations do their best work. Companies like Atlassian, Databricks, and Zoom rely on Grammarly to brainstorm, compose, and enhance communication that moves work forward. Grammarly works where you work, integrating seamlessly with over 500,000 applications and websites. Learn more at grammarly.com/about.