

Tone of Voice

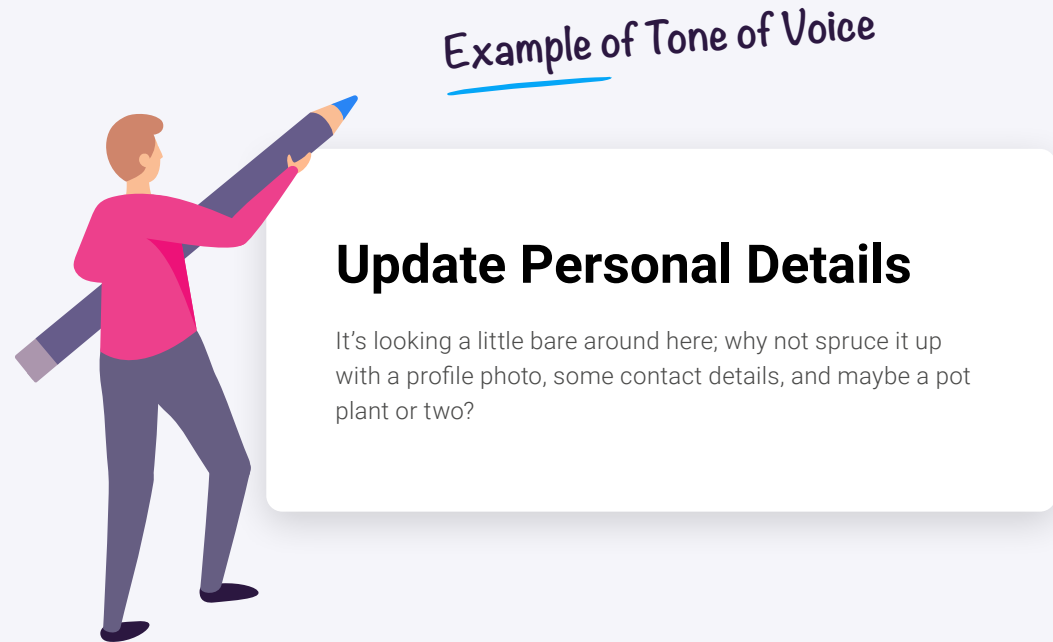
Brand Guidelines



Tone of Voice

Shiftie has been designed to be a friendly and accessible solution for shift software, so our tone of voice needs to reflect that. Our aim is to act as a partner for clients and our tone should be in line with how we'd interact with colleagues; mostly friendly and informative, with an element of humour.

As part of this, our tone should be fun and casual, using a smattering of dry and sarcastic humour to keep the customer engaged. Copy should never be too formal but it also shouldn't be flippant, especially when dealing with sensitive topics like billing, or when providing client support.



Example of Tone of Voice

Update Personal Details

It's looking a little bare around here; why not spruce it up with a profile photo, some contact details, and maybe a pot plant or two?

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General Rules of Thumb

Use correct spelling and grammar: Shiftie's copy should always employ correct spelling and grammar, whether for in-app messages or external communications. Sloppy spelling and grammar make messages more difficult to understand, while also giving the impression that we don't care about our customers or the services that we provide. Always ask someone to proofread your copy before publishing it, and make sure that you use the Grammarly extension to check all text.

Use contractions

Typically we avoid using two words where one will do. Use 'won't' instead of 'will not', 'you'll' instead of 'you will', etc. This helps to keep Shiftie's tone approachable and to make our copy feel like we're speaking out loud. As part of this, we also drop words where they aren't necessary; for instance, use 'Sounds like' instead of 'It sounds like'.

Avoid exclamation marks

Shiftie! Does! Not! Use! Exclamation! Marks!

There are a few exceptions, but typically exclamation marks don't suit the dry tone we're going for; they come across as too excitable and try-hard. In the event that an exclamation mark is definitely completely, unquestionably merited then stick to just using the one.

Avoid giving offence

While we're happy to use sarcastic humour in our copy this should always be geared so that it doesn't offend. When writing copy for Shiftie you should avoid swearing. You should also avoid referencing religion, race, sex, gender, political beliefs, or other potentially sensitive topics. Our aim is to bring an element of light-heartedness to the brand, not to upset anyone.

Client Support

Chat: When talking to customers via chat support your tone should be relaxed, friendly, and helpful. Steer clear of coming across as flippant or overly familiar, though. 'Hi' is great, 'Yo' is not. You should also take into account the way in which the customer is talking to you; if they're using more formal language or making a complaint then your tone should become more serious to reflect this.

Emojis can be used in chat, but should be employed sparingly. You should avoid using them in every message, or sending more than one per message, and they should only be used to reinforce positive messages. When in doubt, for instance if the customer isn't using them or the conversation topic is serious, avoid using them at all.

Generally, the appropriate emojis to use will be :smile:, :relaxed:, :raised_hands:, and :thumbsup:. If you aren't certain if an emoji is appropriate then avoid using it.

Email: When talking to customers via email your tone should be relaxed, friendly, and helpful. Steer clear of coming across as flippant or overly familiar, though. 'Hi' is great, 'Yo' is not. You should also take into account the way in which the customer is talking to you; if they're using more formal language or making a complaint then your tone should become more serious to reflect this.

For emails you should always write in full sentences, address the customer by name, and sign off properly. Emojis shouldn't be used in emails.

Phone: When talking to customers via email your tone should be relaxed, friendly, and helpful. It should be clear to the client that you care about their issue and are taking it seriously.

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Confirmation Modals

Confirmation modals should be kept short and sweet, confirming to the client what they're about to agree to and making sure that they're certain it's the right decision. They can be light-hearted if the decision isn't too serious and if you can think of something appropriately amusing to say, but don't need to be.

Fallback Text

Fallback text is a good opportunity for the lighter side of Shiftie to come out. Sarcasm and light-heartedness is welcome here, provided it accompanies a clear call to action to show the user how to add content.

Notification Emails

Notification emails should be kept brief, with functional language so that the user can quickly and easily understand what they're being told and then move on to take action as needed.

Social Media

Social media posts should always be kept light with a smattering of sarcasm. This is an opportunity for us to talk directly to current and prospective clients and to show them why they should use us, so the tone should emphasise our position as a friendly, down-to-earth, solution. Links to useful articles and feature explanations are appropriate here; the aim is to show that we want to help and that we understand clients' struggles.

Toast Notifications

Toast notifications should be functional and brief, ideally no more than a short sentence.

Tooltips

Tooltips should be primarily functional, prioritising brevity over wit although light-heartedness can sometimes be appropriate if there's room. Light-hearted if there's room, but prioritise usefulness

User Guide

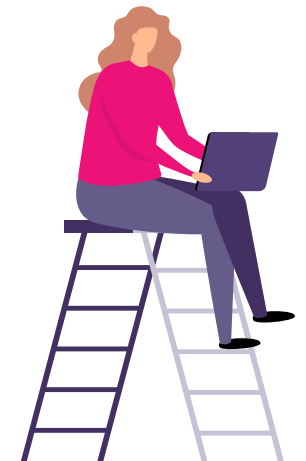
The introduction to a user guide article is a good opportunity to be light-hearted while explaining what the feature in question does, but the instructions themselves should always be purely functional to ensure that the user clearly understands how to use the system.

Website Articles

Website articles are an opportunity to help the reader, whether with information about our feature set or guidance on how to tackle issues that they may be facing. As such, they should be light-hearted but informative, focusing more on the content than on unnecessary humour.

Website Copy

Website copy should embody Shiftie's tone, reflecting our position as a friendly, easy-to-use, modern solution. Copy should be casual and light-hearted, with plenty of sarcastic humour mixed in with an understanding of the problems that clients may be trying to resolve.





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