How to create a brand voice and macros using AI

Hey there! Welcome to the eBook where we discuss how you can create your brand voice, communication guidelines, and customer support macros with artificial intelligence.

Your brand voice is critical to building a real connection with your customers, but creating a distinctive and authentic brand voice is a task that demands time and careful consideration.

Leveraging AI, you can create a compelling and consistent voice faster, ultimately shaping your brand's presence in the digital landscape. Using AI as a tool opens up a whole new world of opportunities, providing innovative ways to express your brand, streamline your operations, and enhance efficiency (more on that later).

[88% of consumers](#) **say authenticity is crucial when deciding what brands they like and support.**

Consumers value honesty. It's only natural that they anticipate authenticity from the brands they engage with, both in how these businesses present themselves and communicate with their customers.

In this eBook, we're diving into where creativity and technology collide, providing prompts to paste into ChatGPT (or your AI language model of choice) and exactly how you can use that brand voice to create macros. Are you ready? Let's dive in!

What you'll get:

- Brand voice and why it matters
- Tips to make AI work for you
- The best automation tools to use
- Customer support and brand voice
- Writing strong customer support macros in your brand voice
- Five prompts to improve output
- AI prompts to create brand voice, comms guidelines, and macros

Brands embracing AI are not only adjusting to the future; they are actively shaping and defining it.

Success hinges on one's willingness to embrace the future. Letting AI lend a hand isn't merely a choice, it's a strategic necessity—a handshake with innovation itself.

Time is a currency and the question isn't whether to let AI help you—it's whether you can afford not to.

72% of executives think AI will become the most significant business advantage in the future.
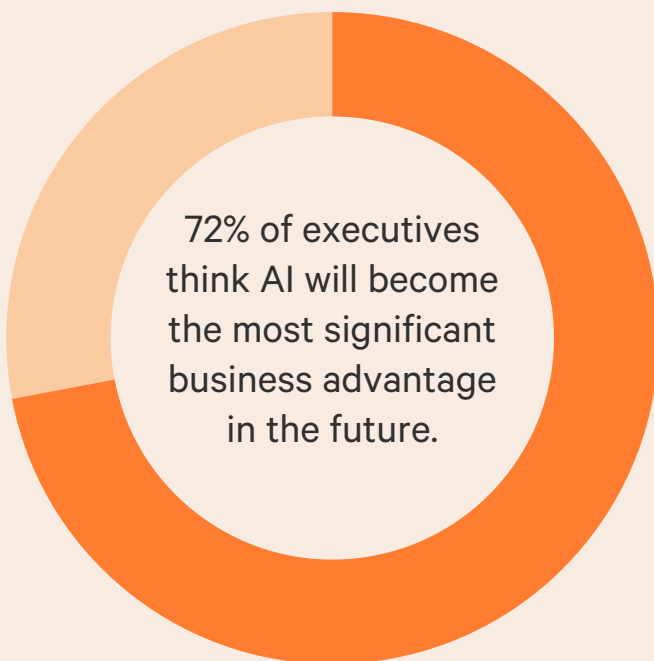
9 out of 10 organizations support AI for gaining a competitive edge over rivals.

33% of businesses have already replaced some human tasks with AI solutions.

Source

What is brand voice, and why does it matter?

Brand voice encompasses the use of language, the level of formality, the attitude conveyed, and even the rhythm and cadence of your brand's communication.

Establishing a consistent brand voice is crucial for building awareness, fostering customer loyalty, and creating a memorable brand identity.

Simply put, brand voice helps your audience better connect with your brand on an emotional level, setting the stage for a cohesive and recognizable presence across communication channels.

A brand's tone isn't just about what is said but how it is said.

Simply being consistent when you present your brand, no matter where you're communicating can create a uniform message and promote brand identity which can increase your revenue by up to 23%.

☀️ **BRAND VOICE NEEDS TO BE:**

Consistent: Maintain uniformity across all platforms and messages.
Authentic: True to your brand's core values and identity.
Relevant: Address the needs and interests of your audience.
Engaging: Captivate your audience's attention and foster connection.
Memorable: Leave a lasting impression.

Tips to make AI work for you

As businesses strive to stay ahead, integrating AI into their strategies has emerged as a key to unlocking new levels of efficiency and engagement. Let's dive into where technology meets creativity to discuss four tips on making AI work in your favor.

1. Find a brand voice you like, and ask AI to replicate it

Through sophisticated natural language processing algorithms, AI can analyze and comprehend the nuances of your preferred brand voice by studying examples with explicit instructions.

From casual and conversational to formal and sophisticated, AI provides a powerful means to fine-tune your brand voice, ensuring it resonates authentically with your target audience and contributes to a cohesive identity.

The top reported productivity gains of AI are:

- Saving time (67%)
- Helping employees work faster (61%)
- Reducing or eliminating tedious work (45%)

2. Give feedback (more than once)

Engaging with AI to craft your brand identity is a dynamic process that benefits from multiple feedback loops. After you've pasted your prompts into an AI language model and received the initial response, it's essential to scrutinize and critique the output.

Whether fine-tuning the level of formality, adjusting the tone to better align with lynour brand values, or refining the overall messaging strategy, providing specific and constructive feedback guides the AI model toward a more accurate and personalized response.

TIPS TO MAKE AI WORK FOR YOU CONT.

3. Try two or three versions

Exploring different options is a strategic approach to refine and optimize AI-generated brand voice. By trying two or three different options, you can experiment with subtle variations in language, style, or emphasis, allowing for a more comprehensive result. Embracing this exercise with AI-generated responses will enable you to tailor your communication strategy and ensure that the final result captures the essence of your brand.

4. Finesse to completion: 80% bot, 20% human

AI should undertake the bulk of work by generating diverse options, leaving you with the task of reviewing, refining, and infusing a touch of creativity into the final output. This collaboration ensures that the brand voice meets your criteria and matches your brand's unique identity. Striking this balance allows for the best of both worlds—the speed and efficiency of AI combined with the creativity of human judgment—resulting in a polished and compelling brand communication strategy.

☀️ THE BEST AI TOOLS BY CATEGORY

- Chatbots (ChatGPT, HubSpot Chatbot, Bard)
- Content creation (Jasper, Copy.ai, Anyword)
- Grammar checkers and rewording (Grammarly, ProWritingAid)
- Video creation (Descript, Wondershare Filmora, Runway)
- Image generation (DALL·E 2, Stable Diffusion)
- Transcription and meeting assistants (Fireflies, Airgram, Krisp)
- Scheduling (Reclaim, Clockwise, Motion)
- Research (genei, Aomni)
- AI agents (AI Agent, AgentGPT, HyperWrite)
- Automation (UiPath, applitools)

Customer support and brand voice

A consistent brand voice is pivotal, as 60% of consumers make purchasing decisions solely based on the anticipated service.

Customer support and brand voice are intricately connected, playing a crucial role in shaping the overall customer experience and influencing how your brand is perceived.

Influx works with brands of all sizes to provide consistent, high-quality customer service in a simple month-to-month format. Understanding the link between brand voice and customer support, we train all our agents to match your brand voice and act as an extension of your internal team.

Your brand is a chance to tell your customers a story.

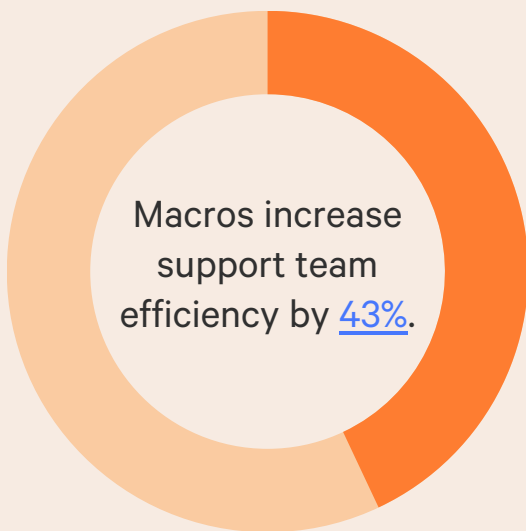**BLENDERS**

24/7

Dedicated support

See how Blenders built a team with Influx to create an on-brand support team with consistent culture, standards, and performance.

- 24/7 email and chat support
- 94% CSAT

Read the case study →

Writing strong customer support macros in your brand voice

Macros increase support team efficiency by 43%.

Macros are predefined responses or templates that customer support reps use to address common customer inquiries or issues. They streamline your customer support process and help to boost response time.

Having a macro already available instead of typing out the same message optimizes workflow when interacting with a customer.

See page 11 for prompts to paste into ChatGPT to create brand voice macros that answer common support questions.

☀️ SEVEN TIPS TO CREATE STRONG MACROS:

1. Analyze customer interactions to identify recurring questions or issues. These FAQs or issues are an excellent place to start when building a repertoire of responses.
2. Use clear and concise language.
3. Categorize macros based on the type of inquiry or issue.
4. Include escalation paths.
5. Personalize your macros.
6. Gather customer feedback regarding the macros effectiveness.
7. Keep your macros up-to-date with changes in products, services, or policies to keep information accurate.

5 prompts to improve output

The below prompts are commonly used frameworks and methodologies that analyze, prioritize, and address different aspects of decision-making, problem-solving, and strategy.

These prompts combine strategic analysis, user-centric insights, operational efficiency, issue resolution, and market disruption. Edit the colored portion of each prompt and paste them into your AI language model of choice for improved output.

MoSCoW Prioritization

- Purpose: Used for prioritizing tasks or requirements in project management.
- Application: Helps teams focus on critical elements and decide what to include or exclude in a project.

Prompt for AI input: "Act like a Chief Product Officer in a tech startup. Utilizing the MoSCoW method, dissect features or functionalities related to [topic]. Categorize them meticulously into Must have, Should have, Could have, and Won't have. Delve into the ramifications of excluding 'Should have' and 'Could have' elements. Conclude with a phased rollout plan, emphasizing quick wins and long-term value propositions."

Kano Model

- Purpose: Used for product development and customer satisfaction.
- Application: Helps identify and categorize features based on their impact on customer satisfaction and guiding product development strategies.

Prompt for AI input: "Act like a Senior Customer Experience Architect at a leading tech company. Scrutinize [topic] through the lens of the Kano Model. Segment features into basic necessities, performance boosters, and delighters. Detail the intricate balance between them, emphasizing the risk of neglecting basics and the diminishing returns of delighters. Integrate your findings with user feedback to propose an iterative improvement strategy."

5 PROMPTS TO IMPROVE OUTPUT CONT.

RACI Matrix

- Purpose: Clarifying roles and responsibilities within a project or process.
- Application: Ensures clear communication by defining who is responsible for what tasks and decisions, avoiding confusion, and streamlining operations.

Prompt for AI input: "Act like an Operations Director of a global logistics firm. Develop a robust RACI matrix for [topic]. Begin by listing all tasks or decisions, then detail who is Responsible, Accountable, Consulted, and Informed for each. Address potential overlaps or gaps in responsibilities, emphasizing efficient communication flow and clear decision authority. Analyze potential conflicts and suggest communication strategies for smooth operations."

Root Cause Analysis (RCA)

- Purpose: Used for identifying and addressing the root causes of a problem or issue.
- Application: To identify appropriate solutions, aim to understand the root causes of problems.

Prompt for AI input: "Act like a Quality Assurance Director in the automotive industry. Launch an exhaustive root cause analysis for an issue concerning [topic]. Employ tools like the 5 Whys, Fishbone Diagram, and FMEA. Trace back the origins of the issue, analyzing systemic and human factors. Detail potential cascading effects of the root causes. Culminate with a comprehensive corrective and preventive action plan, outlining implementation timelines, responsible parties, and monitoring mechanisms."

Four Actions Framework

- Purpose: Used for strategic planning and market disruption.
- Application: Guides businesses in crafting a new value curve by evaluating and adjusting key elements, helping to stand out in the market and create innovative solutions.

Prompt for AI input: "Act like a seasoned Strategy Consultant specializing in market disruption. Dive deep into [topic] using the Four Actions Framework. Detail elements that need to be eliminated, reduced, raised, or created to craft a fresh value curve. Evaluate the consequences of each action on existing customers, competitors, and potential new markets. Synthesize your findings into a strategic roadmap, highlighting potential challenges and breakthrough opportunities."

Creating brand voice, comms guidelines, and macro responses with ChatGPT

Copy the 'Creating Brand Voice & Comms Guidelines With ChatGPT' Google Doc. Then, input your company information in the template and paste the provided prompts in ChatGPT to create your brand voice overview, communication guidelines, and macro responses. For best results, use the information shared throughout this eBook on how to get the best AI output.

This process can be used to create 3 documents:

1. Brand voice overview
A high level overview of your unique brand voice.

2. Brand communication guidelines
Instructions for how your support reps can employ your brand voice during customer service.

3. Brand voice macro responses
A set of brand voice specific answers to common support questions.

Create your brand voice overview, communication guidelines, and macro responses with AI.

Get the prompts →

Ready to build better customer experiences?

Influx provides consistent, high-quality customer service in a simple month-to-month format. Brands work with us to make their support teams fast and flexible while maintaining standards.

Build an extension of your in-house team with agents trained in your brand voice, ready to respond to customers exactly how you want us to.

See how it works →