ba.com and writing style principles v2

We welcome you in a way that makes you feel at ease, and ba.com and mobile feel comfortable and familiar.	• Speak as if having a conversation, appropriate to the individual and context. • Use professional, warm, open and positive language. • Use words and images that reflect the British Airways brand. • Keep copy succinct. Every word has to work hard to justify its existence.
We share our knowledge with you honestly, in a way that is meaningful and in a timely manner: our knowledge is your knowledge.	• Tailor information to the customer so that it's clear and concise, relevant and personalised where possible. • Highlight the benefits relevant to the customer and tell them about our products and services. • Pull out specific messages and be precise. • Go the extra mile and help customers get to the next stage. • Summarise the key points and show the user how to find the detail.
We are always available and you know the ways in which you can contact us. We are customer focused and provide you with what you need.	• Lead customers through to the next logical step in the process. • Make sure the customer experience is joined up across devices and contact channels. It's easy to get in touch with BA. • We invite customer feedback and use it to drive the way ba.com and mobile are developed. • Show the ways in which British Airways adds value and makes travel special.
We show you that we listen, understand and provide relevant options to help you. Where we can't, we explain why.	• Make it easy for customers to find what they want intuitively so they can complete their task. • Where appropriate direct customers to an alternative channel. • Be honest with customers, tell them what they can and cannot do, and why. • Structure the content logically and use relevant imagery to help convey the message. Build a picture as the user scan reads the copy.