2 KEY FEATURES

2.1 Key features

If you have not already described the key features of your product in the Introduction, then you could have a separate section. This gives users a quick preview of what your product or service does and how it will be useful for them. Below are extracts from some literature explaining some of the services that a bank offers.

EASY TO BANK WITH US

At XXX Bank, we want it to be easy for you to contact us and access your account.

Online Banking

Our secure online banking service provides access to a wide range of services at any hour of the day or night from any location. You can make payments, check your balance.

Telephone Banking

We offer a range of services including payments, checking balances and ordering cards. We have consultants on hand to answer your call Monday to Friday.

ATMs

Use your card at any cash machine to withdraw cash, pay in cash or cheques, get a mini-statement and check your balance.

The above extracts highlight that:

• this section does not have to be simply called ‘key features’ - you can think of a more meaningful heading

• before listing your key features you can have a one line-introduction, which summarizes the overall essence of the features

• the list of key features does not have to be in bullet form. Instead it can be a series of mini headings

• each mini section begins with a different grammatical form. When using bullets (see Chapter 19) it is a good idea to use the same grammatical form at the beginning of each bullet (e.g. We aim to: • make you feel welcome… • handle your accounts properly…. • put things right as soon as possible… • always understand your financial needs). But when you have a series of mini sections, each of which is a few lines long, then it is not necessary to be consistent in the grammatical form
the bank refers to itself using the first person pronoun (we, our, us). This makes them seem more 'human' and thus more likely to provide a friendly efficient service. Likewise, the client is referred to as you. See 8.1, 8.2 and 31.1 on the use of personal forms

the helpdesk operators are referred to as consultants - this makes them sound like banking experts and is designed to give the reader more confidence in the service offered
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