Tone of Voice

MESSAGE ARCHITECTURE

VOICE	DESCRIPTION	VALUES
1 **Customer-Centric**	We place the customer at the center of everything we do. Understanding the expectations of our customers is a critical aspect of our success. A happy customer is a repeat customer.	Data-Driven Decisions Build Lasting Relationships Prioritize Personalization
2 **Empowering**	The key to all technology is whether it empowers the user to do something more efficiently, more creatively, more expressively, and just plain better. Empowerment is that 'I've got this! I can do it!' feeling.	Seamless Digital Experience Build Innovative Products Improve Customers Lives
3 **Responsive**	Today, it is imperative to act promptly, decisively, and without delay in our ability to make decisions about new challenges and opportunities. Complacency, after all, is the enemy of progress.	Bias to Action Sense of Urgency Importance of Agility