

## Focus on the customer

- *Write from the customers' point of view to make it recognizable and relatable for them, e.g. 'How can I ...'*
- *Ask input from your customer service employees to compile a list of most commonly asked questions and to formulate comprehensive answers*
- *Use customer language and avoid jargon.*

## Keep it short and simple

- *Use a question (e.g. How, why, what, ...) and answer format*
- *Keep your FAQ nice and short, otherwise it won't be read*
- *Keep the content positive and focus on providing a proper answer to the question*
- *Incorporate pictures or videos in answers (if relevant)*

## Update your FAQ

- *Evaluate which questions in your FAQ are frequently consulted, which questions customer service receives and adapt your FAQ accordingly*
- *Update the page regularly*

## Organize your FAQ

- *Structure the questions in logical categories (e.g. questions related to ordering, questions related to delivery, ...)*
- *Rank the questions according to their importance (from most to least)*
- *Guide your customer to the next step by including a call to action at the end of your FAQ*

## Provide a search function

- *Provide a search function to guide your customers as much as possible*
- *Add the possibility to refine search results by means of filters*
- *Use search engine optimization*



FAQ