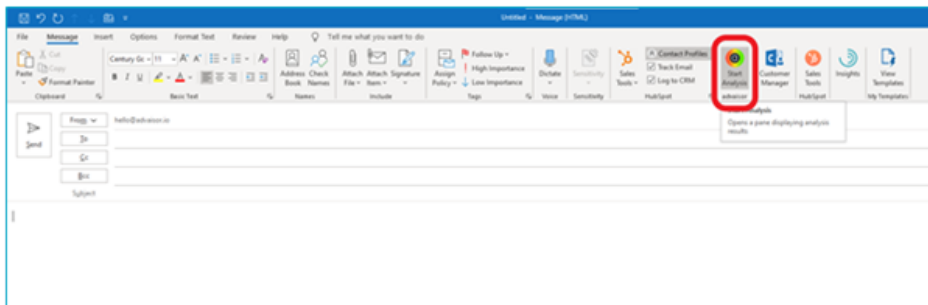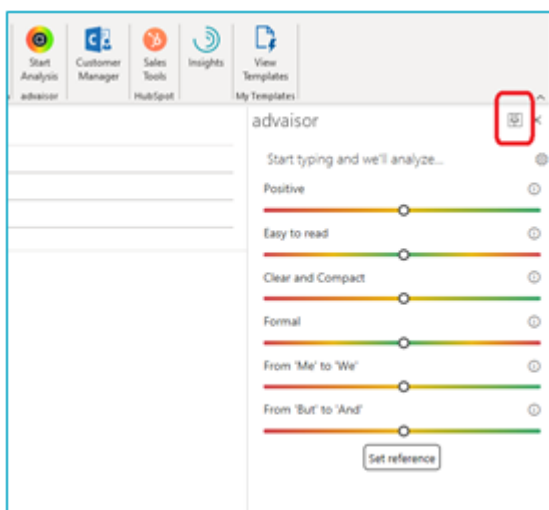# Product Description

The Outlook add-in, once installed, is present in the Menu Ribbon of Outlook. Click on the icon to open the Task Pane and 'Start Analysis'

Pin the Task Pane to load the add-in automatically for any new messages

When writing an email…

The advaisor add-in will recognise German and English languages.

It displays a breakdown of your message as you type according to the characteristics of the text. We call these metrics. See the accompanying document that explains the metrics in more detail.

The display uses sliders and alerts to show these metrics. This analysis is performed as you type but you can also select text for a more specific analysis. We also use cards to give tips and advice for digital communication.

What you will see when typing…

Sliders show red through orange to green. Red shows extremes for example very high or very low formality and the green area is available for fine tuning the message to your reader.

Positive ⓘ

Easy to read ⓘ

Clear and Compact ⓘ

Formal ⓘ

Set Reference is used to compare text. Select some text and use Set Reference to compare against another selection of text.

Positive ⓘ

Easy to read (hover for hints) ⓘ

Clear and Compact (hover for hints) ⓘ

Formal ⓘ
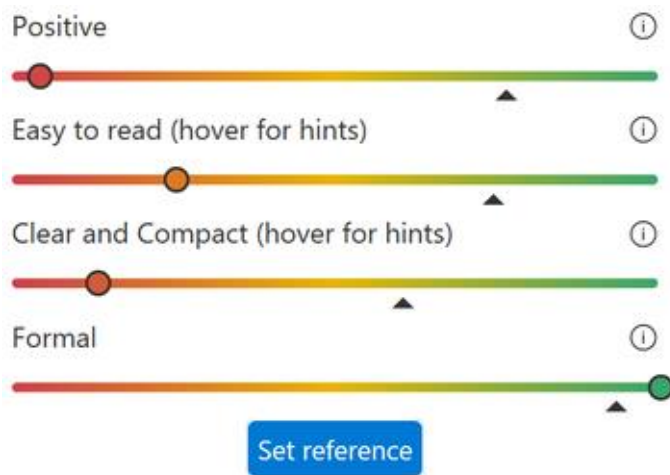
Set reference

Alerts reference problematic text or the achievement of targets. They will pop up for example in response to offensive language or a suitable greeting in the email.

❌ Offensive

🟡 Greeting

✅ Sign-Off

🟡 Question Count

✅ Sentence Length

Cards offer tips and advice currently focussed on general email writing and on giving good feedback in digital communication.
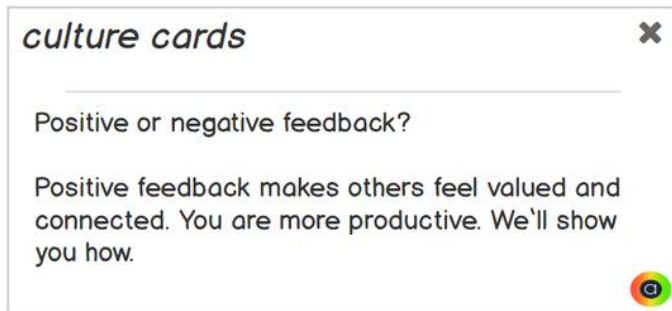
You can set up certain preferences…

The add-in comes with the capability for the user to turn analysis features on and off and set preferences in Settings. Through customisation these preferences can be predetermined to restrict user access.

To learn more, take the tour…

The add-in comes with a brief tour explaining the use of the add-in and this can be restarted in the Settings Pane. Through customisation this can be disabled.
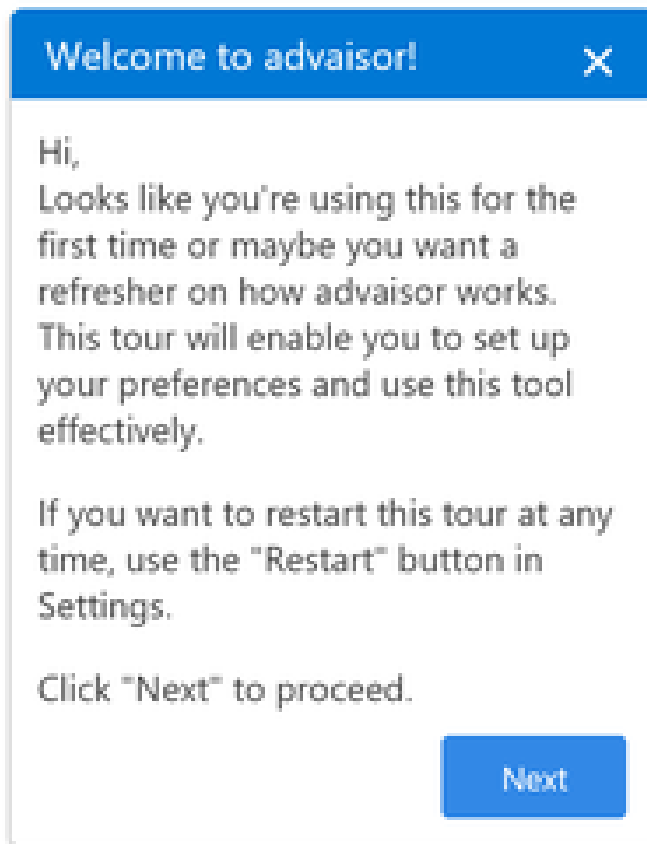
Appsource Add-in Metric Description

Tone

Provides feedback on the sentiment of the email encouraging you to avoid negativity. Email data research suggests that extreme positivity or negativity is ineffective while mild positivity and mild negativity (given the appropriate scenario) are most often read.

Easy to read

Helps you write with an appropriate level of complexity for your reader. Red shows extremes of complex or simplistic text. Our metric is collaborated to data driven insight on the optimal reading level for encouraging general comprehension. Within the green range you can fine tune the message to suit your reader, for example a new intern or a professor.

Clear and Compact

Help your reader by keeping your message concise and reduce misunderstandings. From everyone's experience of writing business communication in any format, we all know a clear and compact message is most easily understood and accepted.

Formal

How formally you write will be determined by your relationship with the reader. The red zone shows extremes of low and high formality giving you a suitable green range in which to tailor the message for your recipient. This can then be tailored for the recipient of the email . Non-native speakers of English have found this particularly useful when writing difficult emails.

From 'me' to 'we'

An leadership mindset can be reflected in your text… so move from 'me' to 'we'. Our work with leadership development experts adeption has led us to look for selected pronouns and encourage you to take a more inclusive approach in your message.

From 'but' to 'and'

Seek out opportunities and create a constructive framing of challenges by using 'and' instead of 'but' where you can. Framing a challenge is an essential part of winning over your colleagues. Our work with managers in large corporates has led to this metric encourages you to look for opportunities and additional information to help solve problems.

Email structure

We enable you to set targets for asking questions in your email. Our ongoing work with York Consultants has given great insight to the practical side of writing emails and asking 2 or 3 questions really helps engaging the reader .

We also enable you to set targets for sentence length and paragraph count. Working with large insurance companies customer services teams means we have insight into structuring emails for native and non-native English and German speakers. These elements help you keep the text concise and clear.

As part of ensuring high quality and effective digital communication we encourage you to start your message with a greeting and finish with a sign off as you would with polite verbal communication. We also alert you to impolite or offensive language.