

## 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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