



## PRACTICAL REVIEW TOOL

# The CLEAR Communication Review

A practical 15-minute check for customer communications that need to be received, understood and acted upon.

**How to use it.** Choose one letter, email, SMS or customer journey. Score every statement, total each section, then agree the three changes that would make the greatest difference.

0: NOT IN PLACE

1: PARTLY IN PLACE

2: CONSISTENTLY IN PLACE

Communication or journey: \_\_\_\_\_

Review date: \_\_\_\_\_

## C: Consider the customer

Design for needs that may be hidden, temporary or not recorded.

| Review statement                                                                              | Score 0-2 |
|-----------------------------------------------------------------------------------------------|-----------|
| We have considered who may struggle to receive, understand or act on this communication.      | _____     |
| The message still works if a customer is under stress, has low confidence or needs more time. | _____     |
| The tone respects the customer's situation and avoids unnecessary pressure or judgement.      | _____     |
| We have considered what could go wrong, and what harm a misunderstanding could cause.         | _____     |
| <b>C section total</b>                                                                        | ____ / 8  |

## L: Lower the mental load

Make the purpose, key information and next step easy to process.

| Review statement                                                                   | Score 0-2 |
|------------------------------------------------------------------------------------|-----------|
| The purpose is clear within the first few seconds or at the top of the first page. | _____     |
| Plain language, useful headings and short sections make the message easy to scan.  | _____     |
| Important dates, amounts, consequences and support options are easy to find.       | _____     |
| There is one clear first step, without several actions competing for attention.    | _____     |
| <b>L section total</b>                                                             | ____ / 8  |

## E: Enable access and action

Remove practical barriers and make support easy to reach.

| Review statement                                                                               | Score 0-2 |
|------------------------------------------------------------------------------------------------|-----------|
| Customers can ask for an accessible format, such as large print, without unnecessary effort.   | _____     |
| Digital and non-digital routes are available where relying on one route could exclude someone. | _____     |
| Contact details, links and instructions are clear, accurate and easy to use.                   | _____     |
| The customer can reach a person or suitable support when self-service is not enough.           | _____     |
| <b>E section total</b>                                                                         | ____ / 8  |

## A: Align channel and timing

Match the channel and timing to the message and the customer's needs.

| Review statement                                                                                    | Score 0-2 |
|-----------------------------------------------------------------------------------------------------|-----------|
| The channel suits the urgency, complexity, sensitivity and importance of the message.               | _____     |
| Print, email and SMS support one journey, with consistent information across each channel.          | _____     |
| The timing gives the customer a fair chance to receive, understand and act.                         | _____     |
| A high-impact message does not rely on one channel when failure to reach the customer creates risk. | _____     |
| <b>A section total</b>                                                                              | ____ / 8  |

## R: Respond to behaviour

Plan what happens when a message is missed, undelivered or not acted upon.

| Review statement                                                                                  | Score 0-2 |
|---------------------------------------------------------------------------------------------------|-----------|
| We can see delivery or engagement where the chosen channel allows it.                             | _____     |
| There are clear rules for undelivered messages, non-engagement and missed deadlines.              | _____     |
| Follow-up can change the channel, timing or message instead of simply repeating the same contact. | _____     |
| Outcomes are recorded and used to improve the next communication journey.                         | _____     |
| <b>R section total</b>                                                                            | ____ / 8  |

## Your CLEAR Score

| Results                  | C / 8      | L / 8 | E / 8 | A / 8 | R / 8 |
|--------------------------|------------|-------|-------|-------|-------|
| Section totals           | _____      | _____ | _____ | _____ | _____ |
| <b>Total CLEAR score</b> | _____ / 40 |       |       |       |       |

## Use the score to guide discussion

### 0-20 Priority for review

Protect what works and remove the remaining weak spots.

### 21-31 Focused Improvement

Good intent is present, but gaps may still create avoidable effort.

### 32-40 Strong Foundation

Start with gaps that carry the greatest risk or consequence.

**Note:** This is a practical improvement tool, not a formal compliance assessment.

## Agree the three changes that matter most

| Priority | Change to make | Why it matters | Owner/Date |
|----------|----------------|----------------|------------|
| 1        |                |                |            |
| 2        |                |                |            |
| 3        |                |                |            |

**Before you finish, ask:** What happens if the customer does not engage? How will we respond? How will we know the change improved the outcome?

**Use CLEAR with the systems you have today.** If connecting channels, accessible outputs and follow-up rules becomes the hard part, Micom can help. [micom.com](https://micom.com)