

UX Copywriting & Editorial Direction

European Loyalty Technology Provider

Website, sign-up flow, email, and help-content copy for two consumer platforms launched by a points-based loyalty provider, with editorial commentary that gave the in-house team a tone of voice it could keep using.

SCOPE OF ENGAGEMENT

Website UX Copy · Sign-Up Flow · Transactional Emails · FAQ & Help Content · Tone of Voice · Brand Guidelines · Press & LinkedIn Copy

THE BRIEF

Two Platforms, One Language Problem

A European loyalty technology company was preparing two consumer-facing platforms for market. The first let shoppers pay at online checkouts with their airline miles and loyalty points, and needed to win over three audiences: shoppers, online retailers, and loyalty programmes. The second was a members-only rewards destination offering digital vouchers, raffles, and deals from premium brands. Both had designs in place and draft copy written in-house. The copy needed to be ready for an English-speaking market, and the pages needed to do a better job of explaining what each platform was for.

CLIENT	PLATFORMS	ROLE	FORMAT
European points-based loyalty provider	Points-and-miles payments; members-only rewards	Consultant UX copywriter and editor	Rewritten copy with editorial commentary

THE CHALLENGE

Much of the draft copy read as translated. Phrases such as “Save on cash” and “Scoring Many Points Easily” were confusing or close to meaningless in English, and a run of puns on the word “points” fell flat. The strongest sales copy was often buried in small type at the bottom of a page. The retailer and loyalty programme pages spoke in the same consumer voice as the shopper page, when their readers were commercial partners. On the rewards platform, legalistic consent and unsubscribe language sat right beside the sign-up buttons.

MY ROLE

I was engaged as a consultant copywriter and editor across both platforms. On the payments platform, that meant the shopper, retailer, and loyalty programme landing pages and the About Us page, followed by revised versions incorporating the CEO’s and team’s feedback. On the rewards platform, it covered the website pages, the sign-up and subscription flow, transactional and marketing emails, the FAQ, the contact tree, and the brand guidelines. The remit later extended to press releases, LinkedIn copy, recruitment copy, partner brand descriptions, and social teasers.

THE APPROACH IN BRIEF

Both platforms already had designs the team was happy with, so I wrote inside the existing wireframes wherever possible. Changes stayed easy to implement, and where a page needed reordering to work from a UX perspective, I explained why. Every document went back with editorial commentary setting out the reasoning behind each change, so the in-house team could apply the same judgement to copy I never saw.

KEY DELIVERABLES

Writing Inside the Wireframe

The work moved page by page through each platform, with a written commentary delivered alongside every edit. The aim throughout was copy that explained each platform in plain, confident English, pitched correctly for whoever was reading it.

DELIVERABLES

01 Payments Platform: Landing Pages for Three Audiences

I rewrote the shopper, retailer, and loyalty programme landing pages and the About Us page. On the shopper page, the best existing sales copy moved up from the bottom of the page to anchor the proposition, and failed wordplay gave way to direct, declarative lines. The retailer page was rewritten in a B2B register, using the terms a commercial partner would expect (points of sale, retail portfolio, affiliate status). The loyalty programme page was reframed around “spend and earn”, which better conveyed the closed loop at the heart of the product. I also moved calls to action above the press section so it wouldn't divert readers at the point of interest, and recommended A/B testing button placement once the site was live.

02 Rewards Platform: Website and Sign-Up Flow

I audited the whole wireframe from a content perspective and rewrote the top-level definitions of the platform to make them clearer and more appealing in English. Across the sign-up and subscription screens, I removed consent and unsubscribe language from beside the calls to action. Users already know they can unsubscribe, and raising it at the moment of sign-up introduces doubt exactly where it does most damage.

03 Transactional and Marketing Emails

I edited the full set of email templates for tone, consistency, and correctness. Several were too effusive, so I toned them down to a friendly, semi-formal register, and took particular care with emails that carried bad news, where a cheerful sign-off risks angering the reader.

04 FAQ, Contact Tree and Brand Guidelines

I line-edited and shortened the FAQ, removing questions that duplicated each other and a point about vouchers that recurred some twenty times, often where it had nothing to do with the question. I also edited the customer contact tree, and refined the brand values in the guidelines where they contradicted each other.

WORKING METHOD

Every Change Explained

The commentaries were the part of the work designed to last. Alongside each edit, they set out what had changed and why, and turned recurring fixes into rules the team could apply to future copy. A few examples from the engagement:

BEFORE AND AFTER

- “Points Well Taken” became “Now Your Points & Miles Count Like Never Before”, a statement that prompts the question: how?
- “Save on cash” became “Boost your spending power”.
- “Integrate like 1-2-3” became “Full Integration with the Major Industry Players”.
- “A highly efficient marketing solution” became “Let shoppers discover you”.
- “Shop at your favourite brands” became “shop with”, and “destination” always became “shopping destination”.

HOUSE RULES HANDED OVER

- “Thanks” over “thank you”, for the right note of cordial informality.
- “Tell you” or “let you know” over “notify” or “inform”; “need” over “require”.
- “Treat” over “purchase”, in keeping with a playful brand voice.
- “Digital vouchers” every time, to settle what the product actually is.
- No exclamation marks as a rule, and never in an email carrying bad news.

WHAT THE ENGAGEMENT DELIVERED

01 Copy that reads as native English

Both platforms' pages were rewritten to remove translated phrasing and wordplay that didn't land, with guidance on which phrases to retire from future communications.

02 The right register for each reader

Consumer pages stayed warm and direct; retailer and loyalty programme pages spoke the language of commercial partners.

03 A sign-up flow that doesn't talk people out of signing up

Doubt-raising language was taken out of the conversion points in the subscription flow.

04 A voice the in-house team could carry forward

The commentaries gave the team working rules for tone and terminology, and the engagement went on to cover emails, help content, press, and recruitment copy.

This project has been anonymised to respect client confidentiality. All deliverable descriptions and process details are accurate representations of the work performed, and the before-and-after examples are taken from the working documents. Company and product names have been removed.