

HSB tone of voice quick reference guide

Use this handy guide as a reminder and thought starter so that you can always “sound like” the HSB brand when you create content for our company.

This is not a substitute for the full tone of voice guidance. You should start by reading that document, available at HSB Brand.

Our brand

Our brand story

Driven by technology and fueled by innovation, HSB is accelerating, changing the future of specialty insurance and risk solutions to unlock new opportunities for our clients and partners as we build on our strong heritage of engineering expertise and insurance leadership.

Who are we?

- An approachable straight talker who is knowledgeable and insightful, yet straightforward.
- An expert who understands audience challenges and knows risk inside and out.
- A partner who provides needed information in a way that makes sense, never lecturing or talking down to people.

Our brand personality

Forward-thinking

In tune with emerging trends and challenges—ahead of the curve.

Technology-driven

Using the power of technology to transform how we think and work.

Customer-centric

Passionate client advocates, committed to using our expertise to help them succeed.

Agile

Nimble and flexible, empowered to respond quickly and able to pivot.

Analytical

Methodical, diagnostic and precise, able to execute with excellence.

Inventive

Creative thinkers—enterprising, inquisitive and adept at conceiving new solutions.

More detail and example copy can be found in the full tone of voice guidance document.

Our audiences

Leaders and influencers

are usually upper-level management.

- Make decisions that drive purchase. Tend to delegate when it comes to details.
- Interested in business benefit and how we can help them.
- Value clear, compelling business rationale.

Business professionals

include loss control and claims workers, along with agents and brokers. May also include inspection clients.

- Typically office workers with functional roles. May be customer-facing.
- Knowledge varies widely and may be limited to job function or area of expertise.
- Looking for useful guidance, education and empowerment that helps them do their job.

Insureds

include both commercial enterprises and individuals. They are often customers of client companies.

- More interested in the “why” and “what” than the “how.”
- Have limited knowledge: insurance jargon should be avoided.
- Focused on what we deliver and the difference it makes to them.

Engineers

are highly educated professionals, often responsible for planning and oversight. Many inspection client contacts are engineers.

- Value precise language and complete, accurate information. Not dissuaded by technical detail.
- More interested in process and how things work than business benefit.
- Respectful of knowledge and expertise; want to be spoken to as equals but may not be familiar with insurance or risk management.

Front-line technical professionals

are the hands-on people who work with equipment every day. Often facilities managers or technicians who report to managers.

- Knowledge varies widely. Little interest in strategic business goals.
- Highly focused on specific tasks. Interested in concise, actionable information.
- Value simple, direct, prescriptive language.