



# Tone of voice

Everyone at Omniboost  
is a custodian of our brand.

# Our Communication Framework

Three principles guide every interaction we have.

## We are

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Hospitable

Partners

Innovative

## We bring

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Connectivity

Expertise

Trust

## We speak

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Human to Human

Respectful

Straightforward

*By writing, speaking, and acting with these principles in mind,  
we help our customers and partners feel confident.*

# We are



## Hospitable

We bring warmth, empathy, and care. We focus on how we make others feel — not just on being helpful and fulfilling their needs.

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## Partners

Partnership is at the heart of what we do. We know we go further when we partner, so we approach every relationship as a collaboration.

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## Innovative

We stay curious and forward-thinking. Always exploring, improving, and adapting to find smarter, simpler ways to connect data and people.

# We bring



## Connectivity

Connectivity is the core of our solution, our service, and the relationships we have with our partners, customers, and colleagues.

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## Expertise

We are experts in hospitality data connectivity and share this expertise openly and generously with our customers and partners.

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## Trust

We build trust through consistent actions and results. We do what we say, and we say what we mean.

# We speak



## Human to Human

We help our customers with highly technical and complex products, but we never lose sight of the human on the other side of the conversation. Real warmth, always.

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## Respectful

Being respectful means leading with honesty, fairness, and good intentions. We treat every customer and partner as an equal.

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## Straightforward

We communicate clearly and honestly. No jargon, no detours, no exaggeration, no overpromising. Simple language. Real meaning.

# We don't

✘ Arrogant

✘ Condescending

✘ Ego-driven

✘ Jargon

✘ Buzzwords

✘ Corporate-speak

✘ Preachy

✘ Vague

✘ Long-winded

✘ Robotic / AI-speak

✘ Overselling

✘ Exaggeration

✘ Dismissive

✘ Cynical

✘ Overcomplicated

# Our language standard

Omniboost writes in American English. Here's what that means in practice.

## Spelling

Use American spellings: 'color' not 'colour', 'organize' not 'organise', 'center' not 'centre'.

## Contractions

Use them freely to keep our tone warm. 'We've', 'you'll', 'it's' all fit our voice

## Dates

Write the month out and don't use numbers to prevent confusion (e.g. June 3<sup>rd</sup> for USA and 3<sup>rd</sup> of June for Europe)

## Punctuation

Use the Oxford comma and no double spaces. Limit use of Em dashes (—) to prevent AI speak

# In practice

Small wording changes make a big difference.

## ✗ Instead of...

*Your request has been received and will be processed within 48 hours.*

*Our world-class, next-generation solution revolutionizes connectivity for the modern hospitality ecosystem.*

*No one does connectivity better than we do.*

## ✓ Say this instead

Thanks for reaching out! We've got your request and will get back to you within two days.

We help hospitality finance and operations, connecting PMS, POS, and accounting systems to turn fragmented data into clean, compliant financial records and trusted business insights.

We've helped thousands of hotels streamline their data connections. And we're always improving.

# When we get this right....

## Our customers feel **Confident**

**Confident** that their setup is correct

**Confident** in using our products

**Confident** that their data connectivity runs smoothly

**Confident** they can get the support they need

**Confident** that their customers are taken care of