Typing "i need rep" is faster than looking up the radio command too, if you have to look it up. If you're used to it you will ofcourse use the radio commands as it's much quicker. This is basically the same thing, slightly faster than typing it yourself, and it will show a more clear message It will be less quick than hitting a key combo, but still quicker than typing the complete message. With the sound & emoticon things it will be more useful too