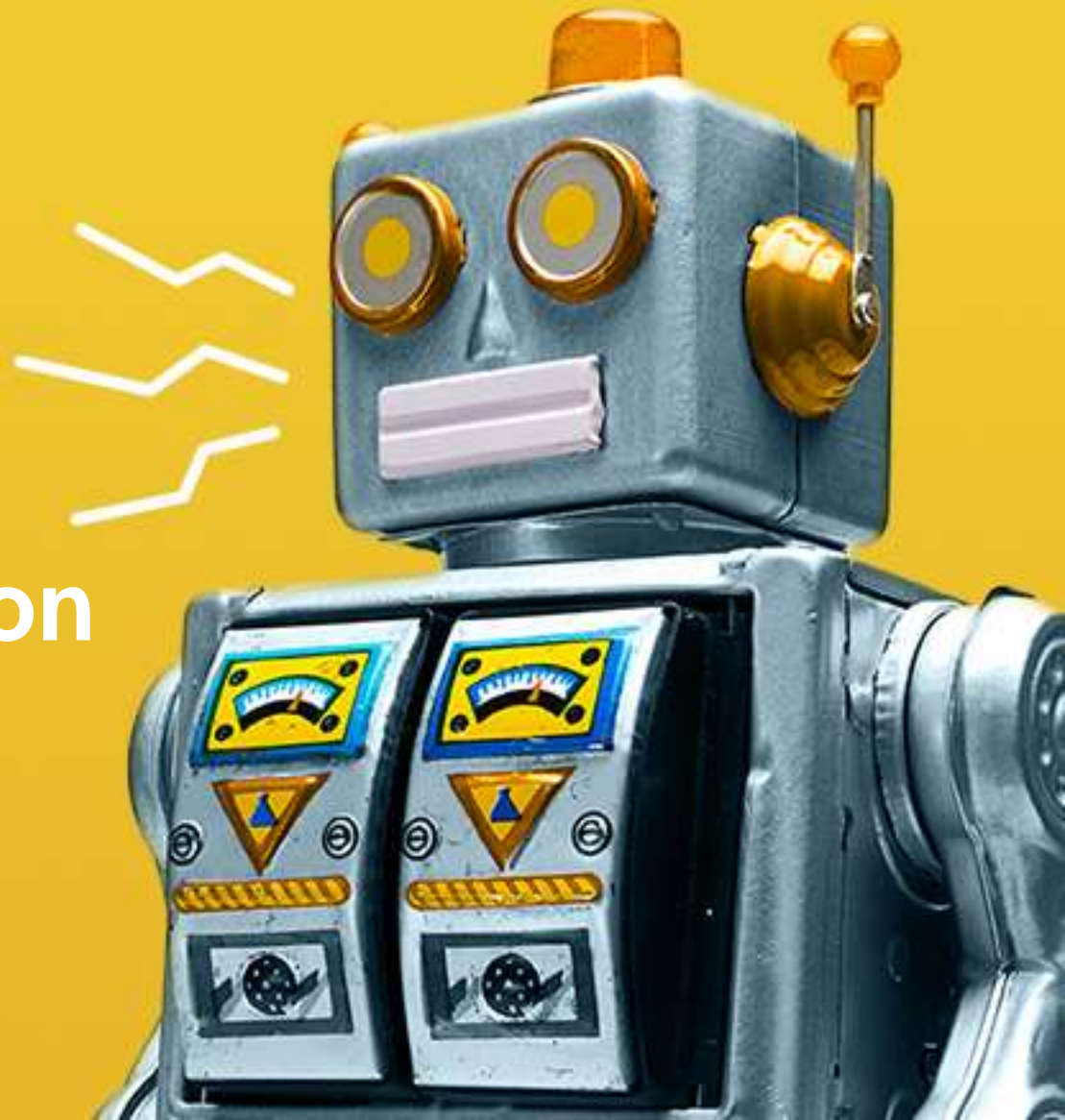



Live chat

How to sound
like a real person
(not a robot)



Neil Martin, Creative Director

the first word


Just words.

the first word



Is A or B the real person?

A: You are connected. Please type your query.

B: Hi, my name's Steph. How can I help you?

the first word



Is A or B the real person?

A: You are connected. Please type your query.

B: Hi, my name's Steph. How can I help you?


ANSWER: B

the first word



Top tip 1.
Remember
it's a CHAT!



the first word


Would you say this at home?

“Please ensure you provide in-date bread and milk to assist in generating breakfast for the property in which we reside.”

“Could you buy some bread and milk for breakfast please?”

the first word



From a live chat with a utilities company

“Please ensure you provide an in-date reading from your meter to assist in generating a bill for the property in which you reside.”

“Could you give me your meter reading please?”

the first word



Top tip 2.

Show real empathy



the first word



Show real empathy

Frank says:

A member of your staff asked my daughter to leave the train at 9.30pm last night at an unstaffed, empty station because she could not show her ticket, despite her explaining that she'd lost her ticket and did not have any money to pay for a new one. This was extremely upsetting for her and I'm appalled that you'd ask a teenage girl to leave the train late at night.

the first word



Show real empathy

Robot says:

Please accept our apologies for any distress caused. In order to investigate, I require the station your daughter alighted the train.

the first word



Show real empathy

Robot says:

Please accept **our** apologies for **any** distress caused. In order to investigate, **I require** the station your daughter **alighted** the train.

the first word



Show real empathy

Real person says:

I'm very sorry to hear this, Frank.
I understand this must have been very upsetting for your daughter. So I can look into this, could you let me know which station your daughter got off at please?

the first word



Show real empathy

Real person says:

I'm very sorry to hear this, Frank.

I understand this must have been very upsetting for your daughter. So I can look into this, could you let me know which station your daughter got off at please?

the first word



Top tip 3.

Take charge with active writing



The deadly passive



“Mistakes were made.”

the first word



The 'by robots' test

If you can put the words
'by robots' at the end
of a sentence, it's passive

If you can't, it's active



the first word

The 'by robots' test

“Your complaint is being investigated.”

the first word



The 'by robots' test

“Your complaint is being investigated (by robots).”

PASSIVE!



the first word

The 'by robots' test

“I am looking into your complaint.”

ACTIVE!

the first word



The 'by robots' test

“All complaints are taken seriously.”

the first word



The 'by robots' test

“All complaints are taken seriously (by robots).”

PASSIVE!



the first word

The 'by robots' test

ACTIVE:

“We take all complaints seriously.”

the first word



Top tips

1. Remember it's a CHAT!
2. Show real empathy
3. Take charge with active writing

the first word



FINISHED FILES ARE THE
RESULT OF YEARS OF
SCIENTIFIC STUDY COMBINED
WITH THE EXPERIENCE OF
YEARS.

How many Fs
did you count?



FINISHED FILES ARE THE RESULT
OF YEARS OF SCIENTIFIC STUDY
COMBINED WITH THE
EXPERIENCE OF YEARS.

Why you should check before you send

Im sorry we have updated it wrong for you. I can confirm the survey did come back stating 1 bedroom and possible single occupancy.I can backdate and change it to 1 bedroom rate now for you.Do you have your council tax reference number I can take please?, we need this for verification for the single occupancy. Once this is confirmed I can back date and place you on this tariff too

the first word



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Webchat Experience

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neil.martin@thefirstword.co.uk

Stay human!



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