

What's the best way to WOW on live chat and email?

- Give a personal response
- Give a quick response
- Make it easy
- Tell the customer about a product or service they'll love
- Something else (please add it to the comments box)

the first word





**Emotional
intelligence**



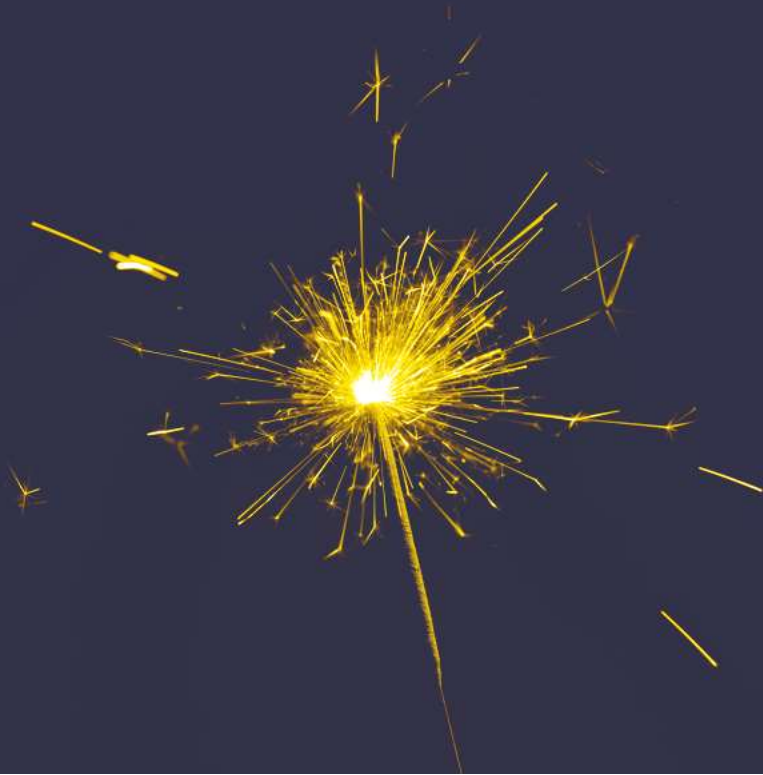
**Artificial
intelligence**

the first word



WOW tip one

Use the most powerful word in the world



What's the most powerful
word in any language?

Clue: it's different for everyone



the first word



What's the most powerful
word in any language?

Clue: it's different for everyone



Answer: your NAME!

the first word



What name do you use to address the customer?

- Sir / Madam
- Mr / Mrs / Ms / Miss
- First name

the first word



How do you address the customer?



Take your cue from the customer –
copy how they sign off

the first word



How do you address the customer?



If you don't have a cue...

Say 'Hi' and use their first name
(unless it's REALLY serious)

the first word



Use their name at the end
to add the personal touch



- You're welcome, Charlie.
- Can I help you with anything else Charlie?

the first word



You want the customer
to say....

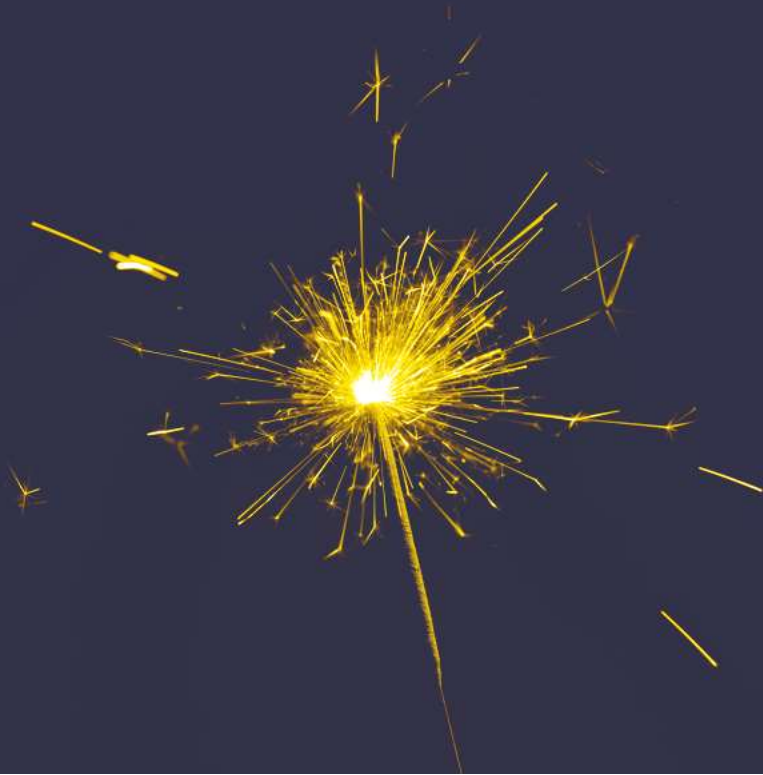
“Wow, they were talking
directly to me.”

the first word



WOW tip two

Show empathy



Find the feelings



Hi Premium Car Company

I am not a happy camper when it comes to you right now. I had tried first time to make a booking with a pick up from the airport today. I ordered an executive car. It was downgraded – without notice or anything. My last two bookings suffered the same fate.

When you discussed the account with me I was promised the other way around: that I would be upgraded. So I feel extremely let down and frustrated.

What do you want me to make of this? I can only conclude that you don't have sufficient supply of executive cars. Do I need to look for an alternative car service? I will send you a screenshot.

Regards, Michael

the first word



Find the feelings



Hi Premium Car Company

I am not a happy camper when it comes to you right now. I had tried first time to make a booking with a pick up from the airport today. I ordered an executive car. It was downgraded – without notice or anything. My last two bookings suffered the same fate.

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What do you want me to make of this? I can only conclude that you don't have sufficient supply of executive cars. Do I need to look for an alternative car service? I will send you a screenshot.

Regards, Michael

the first word



Where's the empathy?

Dear Michael

Thank you for your email. Yeah if you could send a screenshot over I will take a look into this for you.

With regards to the car type we will always try our best to allocate the chosen service that you have requested and will also try and upgrade if a standard car service is selected. However if we do not have a driver in the area that will be able to meet the selected time then we will downgrade the service so that the car is not delayed for you.

We do then reduce the fare to match the service that is being taken. We have more VIP cars in our fleet now than we ever have done but this is a very popular service. I appreciate that this is not great and we are currently working with our operations team to see about the way we currently allocate VIP drivers and the amount of pre-bookings that we take within certain areas so that we can meet the expectations of our clients.

I'm sorry for any inconvenience caused.

Regards

the first word



Where's the empathy?

Dear Michael

Thank you for your email. Yeah if you could send a screenshot over I will take a look into this for you.

With regards to the car type we will always try our best to allocate the chosen service that you have requested and will also try and upgrade if a standard car service is selected. However if we do not have a driver in the area that will be able to meet the selected time then we will downgrade the service so that the car is not delayed for you.

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I'm sorry for any inconvenience caused.



Regards

the first word



Empathetic version

Hi Michael

I'm very sorry we didn't send you a VIP car the last three times you booked with us. I understand why you feel frustrated and let down by this.

We want you to be happy every time you book with us, so please let me explain why this happened and what I can do for you.

the first word



You want the customer
to say....

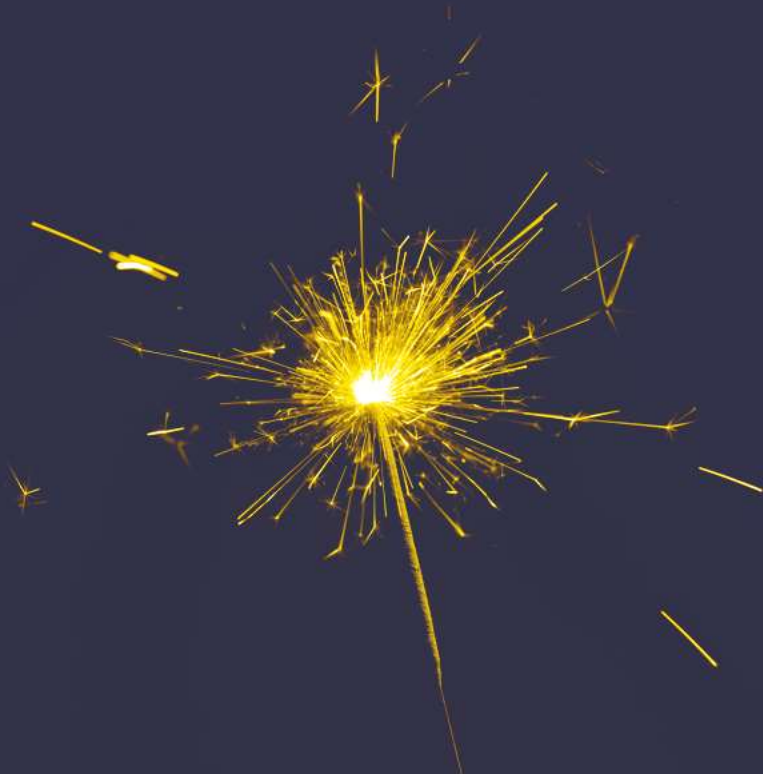
“Wow, they really listened.”

the first word



WOW tip three

Answer their questions, not yours



What's my question?



Neil: Can you let me know how much I've spent in data add-ons over the last three months please?

the first word



What's my question?



Neil: Can you let me know how much I've spent in data add-ons over the last three months please?

the first word



On the first time of asking...



Neil: Can you let me know how much I've spent in data add-ons over the last three months please?

Roshni: Sure.

Neil: Thanks.

Roshni: Data: 7.62 GB, 8.19 GB average last 3 months and last month data.

Roshni: 7.62 is the 3 months.

the first word



On the second time of asking...



Neil: Can you let me know how much I've spent in data add-ons over the last three months please?

Roshni: Sure.

Neil: Thanks.

Roshni: Data: 7.62 GB, 8.19 GB average last 3 months and last month data.

Roshni: 7.62 is the 3 months.

Neil: Thanks. And how much have I spent on add-ons please?

Roshni: I can see that you have 2 GB data.

Roshni: In your last bill.

the first word



On the third time of asking...



Neil: Can you let me know how much I've spent in data add-ons over the last three months please?

Roshni: Sure.

Neil: Thanks.

Roshni: Data: 7.62 GB, 8.19 GB average last 3 months and last month data.

Roshni: 7.62 is the 3 months.

Neil: Thanks. And how much have I spent on add-ons please?

Roshni: I can see that you have 2 GB data.

Roshni: In your last bill.

Neil: Thanks. Can you see how much I spent?

Roshni: It's for £9.99.

the first word



Right first time



Neil: Can you let me know how much I've spent in data add-ons over the last three months please?

Roshni: Sure – £9.99.

the first word



You want the customer
to say....

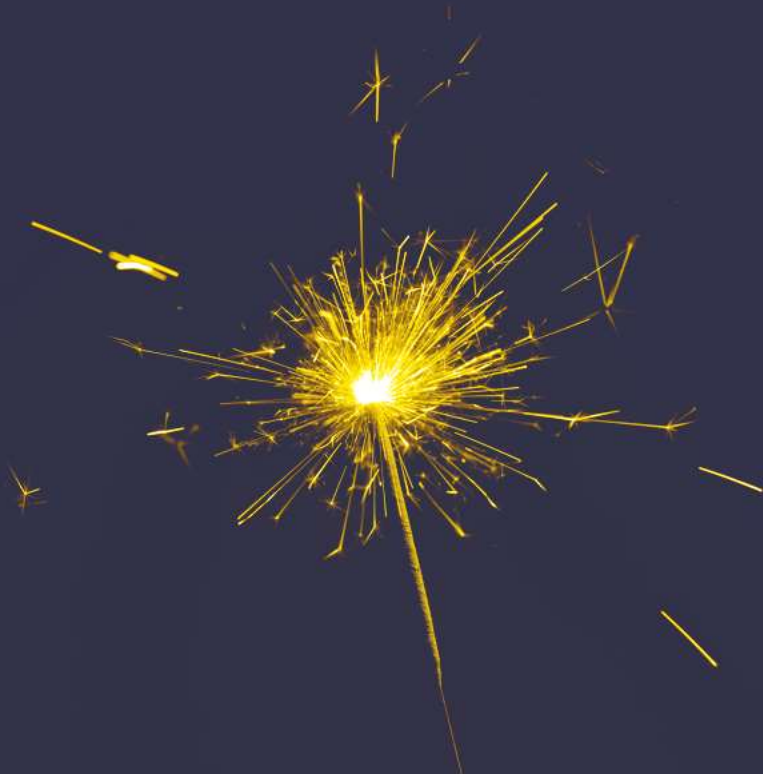
“Wow, that was easy.”

the first word



WOW tip four

Do it yourself



What's Liam saying?



the first word



What Liam didn't say



The perpetrators will be
looked for, the perpetrators
will be found and the
perpetrators will be
expired.

the first word



Do it yourself



I will look for you, I will find
you, and I will kill you.

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
will be looked into.”

the first word



The 'by robots' test

“Your complaint
will be looked into (by robots).”

PASSIVE!



the first word

The 'by robots' test

“I will look into your complaint.”

ACTIVE!

the first word



You want the customer
to say....

“Wow, a real person is going to
sort this out for me.”

the first word



WOW tip five

Ask: if they were a friend, what would you recommend?



If they were a friend, what would you recommend?

Hi

I went from Swindon to Bath last Saturday to watch the rugby. It was packed the moment I got on and I had to stand all the way. I then had the same on the way back – not great! Put a real downer on the day.

You know that rugby match days are going to be busy so why don't you put on more trains and carriages? I really don't fancy the prospect of standing again.

Steve

the first word



Email response

Hi Steve

I'm sorry to hear you had to stand on the way to and from Bath when you travelled with us last Saturday. I can see how this would put a downer on your day.

We do put on extra trains during match days. At certain times, particularly the 11.13 service and the 17.52 service you were on, the trains get very busy as these are such popular times to travel.

Thanks

Sarah

the first word



Email response

Hi Steve

I'm sorry to hear you had to stand on the way to and from Bath when you travelled with us last Saturday. I can see how this would put a downer on your day.

We do put on extra trains during match days. At certain times, particularly the 11.13 service and the 17.52 service you were on, the trains get very busy as these are such popular times to travel.

The best way to make sure you get a seat is to book in advance at trains.com. You'll also get the cheapest fare that way.

Or if you prefer, give us a call on 01234 567890 and one of our team will be happy to book them for you.

Sarah

the first word



Live chat

Sarah: The best way to make sure you get a seat is to book in advance at trains.com. You'll also get the cheapest fare that way.

Sarah: Shall I book your tickets for next week's game now?

the first word



You want the customer
to say....

“Wow, that was really helpful.”

the first word



WOW tips on email and live chat

WOW tip one: Use the most powerful word in the world – their name

WOW tip two: Show empathy by reflecting back their language

WOW tip three: Answer their questions, not yours

WOW tip four: Do it yourself by using the active

WOW tip five: Ask: if they were a friend, what would you recommend?

the first word



neil.martin@thefirstword.co.uk



More tips on WOW
live chats and emails

A full version of the
empathetic reply to
Michael

