

Write Better Chat to Customers: *Chat Transcripts for Review*

Thanks for downloading this set of annotated live chat transcripts!

The chats presented here are real, but they have been scrubbed of identifying details: the agents' names have been changed, the URLs don't actually work, and phone numbers and e-mail addresses have been altered. The comments on the chats are my own. The advice I've given is based on my expertise, which is helping customer service staff write well to customers.

How to use these chat transcripts

- Learn how to greet customers, ask probing questions, integrate templates and free text, and manage delays
- Read them before launching live chat in your contact center to learn what works and what doesn't
- Compare the quality of your contact center's chat service to that of big-name companies

What you *cannot* do with these chat transcripts:

- **Make multiple copies.** This download is for your use only. If you want to make copies, you must get official permission. Contact me (Leslie O'Flahavan, E-WRITE Principal) at Leslie@ewriteonline.com or 301-989-9583 if you would like permission to make copies.

Sample 1 Nordstrom

[14:50:07] Rebecca H: Hello LESLIE, my name is Rebecca, and welcome to Nordstrom!

[14:50:12] LESLIE: hi

[14:51:15] LESLIE: are you there? I want to know if I can return items to you by mail that I bought in a store.

[14:51:32] Rebecca H: You may absolutely return your store purchased items to us by mail!

[14:51:39] Rebecca H: You can print a return label directly from our website via the Returns & Exchanges page. May I send you a link to this page?

[14:51:53] LESLIE: yes thank you

[14:52:02] Sending: http://shop.nordstrom.com/c/return-policy?origin=footer&cm_sp=20Nav--returns%200exchanges

[14:52:39] Rebecca H: You will want to click the section that says "Print Form & Label".

[14:52:55] LESLIE: OK, so do I include my receipts for these items?

[14:53:20] Rebecca H: You only need to include a copy of your receipt and keep the original for your records.

[14:53:42] LESLIE: Ok that's good. Thanks for your help.

[14:53:51] Rebecca H: You're very welcome! Hope you have a great day!

[14:54:05] LESLIE: Can you send me a transcript of this chat?

[14:54:23] Rebecca H: Certainly! Could I please get your e-mail address?

[14:54:35] LESLIE: Yes. It is Leslie@aabbcc.com

[14:55:20] Rebecca H: Thank you! I will e-mail you are chat session!

[14:55:28] LESLIE: Ok - thanks for your help.

[14:55:38] Rebecca H: You're very welcome!
END

Comment [1]: Eight minute wait is too long. Most customers would have disconnected by this point.

Comment [2]: Excellent. Give a direct answer as soon as possible.

Comment [3]: Best practice here. If you're going to send a link, introduce it before you do it, as the customer will need to toggle between applications.

Comment [4]: Another best practice: explain what to do with the link.

Comment [5]: Good. A direct answer.

Comment [6]: Too many exclamation points for my taste. Sounds giddy.

Comment [7]: Spelling error. Not the worst thing in the world, but still shouldn't be there.

Sample 2 MyMedicare.gov

[08:27:09 am]: Thank you for contacting MyMedicare.gov Live Chat.

[08:27:12 am]: LESLIE Hello, Is my husband's grandmother eligible for Medicare benefits? She is an Irish citizen, but she is moving to the US to live with us. She is 88 years old and in poor health. My husband and his mother and father are US citizens. Thanks for your help.

[08:27:13 am]: Please wait while you are connected to an agent.

[08:27:22 am]: You are now connected with MyMedicare.gov Live Chat. Thank you for contacting MyMedicare.gov Live Chat. My name is Mario. For privacy purposes, please do not disclose any personal information such as your Social Security Number, Medicare ID, or any other sensitive medical or personal information.

[08:27:29 am]: LESLIE OK

[08:29:22 am]: Mario Medicare is federal health insurance for People who are 65 years of age or older and are United States citizens or aliens lawfully admitted for permanent residence in the U.S. who have continuously resided in the U.S. for the 5-year period immediately before the month of enrollment.

[08:30:32 am]: Mario If I understand correctly she is a citizen of the U.S., she is Abel to sign up for Medicare Benefits

[08:30:57 am]: LESLIE No, I said she is an Irish citizen.

[08:31:16 am]: LESLIE My husband and his mother and father are US citizens.

[08:31:37 am]: LESLIE She would be our dependent.

[08:31:57 am]: LESLIE Is she able to sign up for Medicare benefits (insurance) if she lives with us?

[08:32:00 am]: LESLIE She is too sick to work.

[08:32:09 am]: Mario I'm sorry you said your husband Grandmother

[08:32:17 am]: LESLIE And too old to work.

[08:32:32 am]: LESLIE Yes, I said I am asking about my husband's grandmother.

[08:33:13 am]: Mario is she going to be lawfully admitted for permanent residence in the U.S.

[08:33:36 am]: LESLIE Yes she is going to be lawfully admitted. She is applying for a visa now.

[08:35:12 am]: LESLIE Are you still there?

Comment [8]: Good and important advice. Consider using the opening of the chat for a blanket warning or request (e.g. "Have your account number handy...").

Comment [9]: Poor quality writing all around. Mario didn't read my question. His sentences are loaded with spelling, grammar, and capitalization errors.

Comment [10]: Poor quality writing and confusing, too. Why "I'm sorry"? Correct the apostrophe error.

Comment [11]: The chat is improving here. Mario is asking a clarifying question. He needs the answer to this question, so he can answer my question.

Comment [12]: After two minutes of silence, I am not sure Mario is still there. Good chat service manages this. The customer should never be confused about whether the agent is still there.

[08:35:43 am]: Mario Ok I only have general information that I can provide you she can apply for the benefits but I wont be Abel to tell you if she is going to receive them Social Security administration will determine if she is Abel to receive the Medicare Benefits eligible for Medicare if any of the following apply:
You are 65 years of age or older.
You are under age 65 and disabled.
You have permanent kidney failure, regardless of your age.

Comment [13]: Clearly, Mario is free-texting here. The information he's providing is legitimate and valuable, but his grammar and punctuation is lousy.

[08:35:57 am]: Mario People who are 65 years of age or older and are United States citizens or aliens lawfully admitted for permanent residence in the U.S. who have continuously resided in the U.S. for the 5-year period immediately before the month of enrollment.
People under age 65 who have certain disabilities.
People of any age with end-stage renal disease (ESRD). ESRD is permanent kidney failure requiring dialysis or a transplant.

Comment [14]: This portion of his answer seems to be a continuation of his previous answer. I am not sure why he didn't include all the information in one response. I am also not sure about why he didn't provide a link to this detailed info.

[08:36:12 am]: LESLIE Ok thank you.

[08:36:19 am]: Mario Do you have any other MyMedicare.gov questions that I can help you with?

[08:36:58 am]: LESLIE Yes, I do have another question. Does this mean that she has to wait to apply for Medicare until she has lived in the US for 5 years?

[08:37:53 am]: LESLIE So if she comes to the US at age 88, does she have to wait until she is 93 to apply for Medicare benefits?

[08:38:51 am]: Mario Yes she will have to Be here 5 years before enrolling into Medicare

Comment [15]: Good intentions here. This is a direct answer. Once again, sloppy writing mars the answer.

[08:39:10 am]: LESLIE Ok. Thank you for your help.

[08:39:15 am]: Mario Thank you for contacting MyMedicare.gov Live Chat. We are here to help you 24 hours a day, 7 days a week.

[08:39:20 am]: The chat session has ended. Thank you for contacting MyMedicare.gov Live Chat. Have a nice day.

Sample 3 Comcast

user **LESLIE_** has entered room

LESLIE_> Cable is not working since last week's power outage

analyst David has entered room

David> Hello **LESLIE_**, Thank you for contacting Comcast Live Chat Support. My name is David. Please give me one moment to review your information.

David> It is a pleasure to have you on chat! First of all, I apologize for whatever inconvenience the issue has caused you but I'll be more than happy to resolve it for you. I hope you haven't waited so long to be assisted. How's your day so far?

LESLIE_> Can you verify whether there is a problem with my cable (TV)? I have web access.

David> Let me check on that for you Leslie.

David> I see here that you have a concern or problem with your cable services/box, I understand the trouble that this has caused you and I want you to know how sorry I am for the inconvenience. As your service representative today, I want you to know that your satisfaction is of my topmost priority and I assure you that we can resolve this issue together on this chat.

David> To ensure the integrity of your account information. Can I please have the Full Account Name? Also, please provide me your 16 digit account number or the last 4 digits of your Social Security Number.

LESLIE_>My name is Leslie Miller and my husband's name is John Doe. The last 4 digits of my social are XXXX

David>Thank you for that information.

David> Please give me 1-2 minutes to pull up your account, would that be okay?

LESLIE_> When this chat is over, please send me a transcript. My e-mail address is Leslie@aabbcc.com

LESLIE_> If you need 1-2 minutes, OK, but I did provide the account information before I began this chat.

David> I'm sorry but I can't send you the transcript of this chat through your email. However you can save it once we are done.

David> While waiting, here is something that I can share to you. Are you a big movie and TV fan? Comcast now has the best free online streaming and extensive video collection of television shows, movies, trailers and clips online. For you to experience this great entertainment site please visit

<http://www.fancast.com> Please check it out

Comment [16]: In my opinion, this friendliness is vague, glib, and unhelpful, especially the phrase "whatever inconvenience ..." I have explained what my problem is, so if he is going to empathize, he should be specific and genuine.

Comment [17]: Again, this empathy is laid on so thick. It doesn't sound sincere.

Comment [18]: Good. Verifying account info is one service responsibility that's easy to take care of in chat.

Comment [19]: Good. Sets expectations for the upcoming quiet period.

Comment [20]: Odd wording. Fix this.

LESLIE_> Please do NOT provide me with marketing information during this chat.

Comment [21]: I found the upselling annoying. It may be OK for other customers or other situations.

David> I'm sorry for that.

David> I was able to pull up your account and checked for outage in your area as well.

David> What we can do now is try to troubleshoot this issue.

David> We need to refresh your cable box as well as reconfigure its internal settings by sending a signal to it.

Comment [22]: Good. He explains why we need to do what we need to do.

David> May I ask you to reboot your cable box by unplugging the power cord of your cable box from the power outlet for 1-2 minutes.

David> Plug the power cord back after 2 minutes in then turn your box on.

Comment [23]: Clear and simple instructions. Good.

LESLIE_> OK, we'll do that

David> Please notify me once you are done with the process. Thank you.

Comment [24]: Good. He is giving clear instructions.

David> By the way, please do check on the cable wire connections as well. Thank you.

LESLIE_> i did check on the cable wire connections before I started the chat and they were OK, as far as I could tell.

David> Thank you.

analyst **David** has been temporarily disconnected. Please wait while the analyst attempts to reconnect.

analyst **David** has entered room

LESLIE_> OK, we are plugging the cable box back in now

David> Thank you for your cooperation Leslie.

David> Is the box on now/

David> ?

Comment [25]: David is trying to figure out what I am doing and whether I am still on the chat. This question mark isn't a clear enough prompt. He should write something like "Let me know what you are doing now..."

LESLIE_> the box is on now. But the system still is not working

David> Alright. Thank you for that Leslie. In order to resolve this issue I will now be sending a signal to your cable boxes.

David> Just a heads up that it may take up to 30-45 minutes for the signal to take effect but most of the time it won't last that long. Rest assured, once the signal goes through, it will surely fix the problem.

Comment [26]: Good. He lets me know what will happen next and manages the time frame.

LESLIE_> So what do you want me to do next?

David> Please leave your box on up until 45 minutes for the signal not to be interrupted.

LESLIE_> OK, so I will leave my cable box on for 45 minutes. Then I should check in 45 minutes to see if the system is working? Correct?

David> That is correct Leslie. If it will still not work> We may need to schedule a service call for you. But rest assured, the signal sent will take care for it.

David> I am glad I was able to assist you you today. It has been my pleasure serving you and I truly appreciate your understanding and cooperation. Do you have other concerns for me today? I will be glad to assist you further.

LESLIE_> I am glad that you are confident that the "signal sent" will take care of the problem. I hope you're right! If, however, I need to schedule a service call, how do I do that?

David> You can chat back or call 1-800-111-2222.

David> Every information on what we have done is noted in your account for future reference.

David> Just a quick recap of what we have done to resolve or try to resolve your issue today: rebooted box for it to be refreshed and sent signal to it.

Do you want to watch full TV shows and movies online? Go to <http://www.fancast.com> . Thank you for choosing Comcast as your cable TV provider and have a great day! Comcast appreciates your business and values you as a customer. Our goal is to provide you with excellent service. If you need further assistance, you can chat with one of our Customer Support Specialists 24 hour a day, 7 days a week at <http://www.comcast.ssupport.com/videochat> . To close this chat, please click the end session button at the top of your chat window.

David> Would there be anything else I can assist you with today?

David> It's been my pleasure to have assisted you and I am happy you contacted Comcast today. We strive to exceed your expectations and hope that you will take a moment to complete the 3 question survey that will follow our interaction, your feedback will help us to continue improving how we serve you.

David> It is with gratitude to have you on this chat and I appreciate the opportunity you've given us today to resolve your issue/concern. Enjoy the rest of your day and take care.

David> Analyst has closed chat and left the room

Comment [27]: The wording here isn't smooth, but the positive sentiment is good.

Comment [28]: We don't need both of these sentences. One will do.

Comment [29]: Odd wording.

Comment [30]: This recap is a best practice in a service chat or one where the issue may not yet be resolved.

Comment [31]: This commercial is extremely annoying.

Comment [32]: Another best practice. Don't end the interaction without checking to see whether all the questions have been answered.

Comment [33]: This is just too thick. There's too much flowery goodbye language here. Trim this down.

Sample 4 Earthlink

Welcome to Earthlink LiveChat. Your chat session will begin in approximately 0 minutes. Feel free to begin typing your question.

'James K' says: Thank you for contacting EarthLink LiveChat, how may I help you today?

Dee_Smith@earthlink.net: I want to cancel my earthlink account

James K: I am sorry to know that you wish to cancel the account.

James K: Please may I know the reason as to why you are looking to cancel the account with EarthLink?

Comment [34]: A direct and appropriate response to the customer.

Dee_Smith@earthlink.net: I don't need the account any more

Dee_Smith@earthlink.net: Please confirm that you will close out the account and that i will not be billed for service after today, October 27

James K: That is Okay, I understood.

James K: I will certainly help you in this regard.

James K: Here I would like to inform you that, At chat we are limited to give the information but the cancellation involves your verbal agreement so please contact us on the voice number 888 123 4567 (working hours 7am - midnight EST M-F or 8am - 10pm EST Sat/Sun) and one of the associates will put in the best effort to help you do the needful today.

Comment [35]: This wording is kind of lumpy. It should be streamlined and corrected.

Dee_Smith@earthlink.net: I don't want to call in. I want to cancel my account in writing

Comment [36]: "Doing the needful" is unfamiliar idiomatic language for an American customer!

James K: As per our cancellation policy, I cannot cancel your account through Live Chat. If you wish to cancel your account, please send a request by Fax to 404-795-1034, including your account number, email address, your contact information and the reason of the cancellation.

Comment [37]: He offers faxing, which is a workable alternative to having to call in.

Dee_Smith@earthlink.net: OK, I will do that

James K: Thank you.

James K: Is there anything else I can assist you with?

Dee_Smith@earthlink.net: No, thank you

James K: Thank you for using EarthLink Live Chat. Should you need further assistance, please contact us again.

James K: You have a wonderful day ahead!

Sample 5 MailerMailer

Leslie: *I need help creating the masthead for my next newsletter*

**** You are now speaking with Marianne, 2- Tech Support. ****

Marianne: Hi

Leslie: Hi, Marianne. I just got an e-mail from you answering my question about cutting and pasting html into my newsletter. But you didn't answer my question. I am trying to create the masthead for my newsletter, but I am not using a simple GIF or JPEG file; I am using the entire masthead of my site. Can you explain how to do this? The instructions you just e-mailed me don't help me change the masthead within the template.

Marianne: One moment please while I review this issue.

Marianne: I can help you walk through this. Are you in your account and on the Freeform template with LiveEdit page?

Leslie: yes

Marianne: Okay. Click on "Free Form with LiveEdit "

Leslie: done

Marianne: In the resulting page you can specify the subject line of your message and set the fonts etc, onnce done click on the "Continue" button.

Leslie: done

Marianne: You can click on the "edit section " given near "Enter your HTML".

Leslie: done

Marianne: Okay. Leslie, click on the checkbox "View/Edit HTML Source Code ".

Leslie: done

Marianne: Leslie, i hope you have the HTML code that you would like to use in the template.

Leslie: yes, I have copied and pasted the HTML code, then un-clicked the checkbox View/Edit HTML Source Code." Now I can see a "mish-mash" version of my html code. But I still have not replaced the existing template masthead with

Comment [38]: Good writing. Marianne gives the customer confidence she can help then asks a probing question to be sure the customer can act on the help.

Comment [39]: Good - Marianne keeps the instructions short. This should be two sentences though. Avoid the spelling mistake "once."

Comment [40]: Direct, clear instructions.

Comment [41]: The idea is good here but the wording is weird. Instead of "I hope you have ..." she should ask "Do you have ..."

my own masthead, which is what I want to do.

Marianne: okay. Just give me a moment. I need to check the setting for your account.

Marianne: Leslie, can you send us the exact code that you would like to use so that we can test it in our end. You can send the code by replying to the email that you received from us and we will take it from there. We will get back to you by e-mail on problem-solved.

Leslie: ok. I will e-mail it to tech@support.net

Marianne: Leslie, kindly reply to the same email along with the code.

Leslie: Ok. Thanks for your help.

Marianne: Thanks for contacting us, Leslie. Have a great day!

Comment [42]: Good. She is managing expectations about time.

Comment [43]: She should tidy up her language here and provide a time frame. When will they get back to me?

Sample 6 Norton

Start [09:56 a.m.] Thank you for contacting Norton Support, you have now been placed in a queue and our next available expert will be with you shortly. The approximate wait time is 0 minutes. If you need help to download and install a Norton product, we have an online tutorial with step by step instructions available from www.norton.com/download While you wait, please feel free to check it out.

Sandra: Welcome to Norton Support. I thank you for your patience and am sorry that you had to wait to connect to us. You are chatting with Sandra Stanley, and it is my pleasure to help you today. Are we okay to continue?

Comment [44]: The wait time is handled deftly. Good.

Comment [45]: I am not sure what she means by this question.

LESLIE: Hello - I am requesting a refund of \$74.19 for order AP123456789 - an auto renewal of Norton, which I no longer need because I don't use a PC

Sandra: Leslie, thank you for the details. I may need 2 minutes to check this transaction. I humbly request your patience. I will right back with the Details.

Comment [46]: I am glad she let me know about the wait time, but two minutes is a VERY long time to wait on chat.

LESLIE: Thank you.

Sandra: Welcome.

LESLIE: Are you there?

Sandra: Almost done with the refund. Leslie, I am just waiting for the Result.

Comment [47]: Doing a good job managing the wait time. Odd capitalization here and above.

LESLIE: Thank you for the update and for the refund!

Sandra: My pleasure, Leslie I have proceeded the Refund in FULL.

Sandra: The money will be refunded in 2 to 3 working days and be reflected on your account in the next billing cycle or within 10 days depending on your bank.

Sandra: I have ensured you do not get charged again too.

Comment [48]: Clearly, Sandra has free-texted this response. Compare the grammar and capitalization errors here to the correct writing below.

LESLIE: Thank you very much for your help. Could you send me a transcript?

Sandra: Welcome Leslie.

Sandra: I am sorry I can email a Transcript. But you do get a Email for the Refund with the details

Comment [49]: Full of errors! It's not a good idea to write "can" when you mean "cannot."

LESLIE: OK. Thanks anyway.

Sandra: Additionally you can copy this chat script to a Note Pad and save it.

Sandra: Welcome and thank you for your patience Leslie.

Sandra: Thank you for contacting Norton Support You have a Great Day!

End: [10:09 a.m.]

Sample 7 Crate and Barrel

Start [9:38 p.m.]

info: Thank you for choosing Crate and Barrel. A representative will be with you shortly.

info: Welcome to Crate and Barrel. My name is Susan, how may I assist you today?

Leslie: Hi - I would like to buy a bird bath or bird feeder. Do you sell either of these?

Susan: Hi there! I'd be happy to help you today!

Susan: I will check for you!

Susan: We have carried them in the past but we don't have any at this time. I'm sorry!

Leslie: Thanks anyway

Susan: My pleasure!

Susan: Is there anything else I can help you with today?

Leslie: No thanks

Susan: Enjoy your evening!

Susan: Thank you for chatting with us. We value your feedback. Please click the "End Chat" button at top right to answer a few questions about your experience with us today.

info: Your chat transcript will be sent to leslie@abbcc.com at the end of your chat.

End [9:43 p.m.]

Comment [50]: An insane number of exclamation points here and throughout the chat!!!

Comment [51]: A direct and honest answer. She's saved me time.

Comment [52]: A missed opportunity here. Susan should have learned more about whether there's something else I'd like to buy. I don't think the bigwigs at Crate and Barrel would be very happy to see that Susan missed the chance to sell me something.

Sample 8 Zappos

Please wait while we find an agent to assist you...
All agents are currently busy. Please stand by.

Acacia: Thank you for chatting it up with Zappos today, my name is **Acacia** and I'm happy to assist you.

Acacia: Hello Leslie!

Acacia: What kind of shoes are you looking for?

Acacia: Hello Leslie, I noticed that you're still logged into the chat. Was there anything else I can assist you with today?

Leslie: Hello, yes I am here.

Leslie: I am looking for shoes that will allow me to walk comfortably. I have nerve damage in my foot.

Acacia: Okay, so you are looking for walking shoes?

Leslie: Yes, let's start with walking shoes. I will need to replace my dress shoes too.

Acacia: Okay no problem, one moment please...

Acacia: What size do you wear?

Leslie: I wear a size 9 or 9.5

Acacia: What width are your feet?

Leslie: Average width

Acacia: Okay. What key things are you looking for in a shoe?

Leslie: comfort, really. I have a lot of pain in the ball of my right foot. i can barely walk on it.

The agent is sending you to <http://www.zappos.com/earth-white-microfiber>. The agent is sending you to <http://www.zappos.com/a801-walker-black>.

Leslie: I took a look at that shoe. Does it provide extra comfort in the ball of the foot? It looks like an average gym shoe

Acacia: It actually elevates the ball of your feet so that most of your weight is

Comment [53]: Note the agent's tone. This casual way of writing is one way Zappos is different from most companies.

Comment [54]: Good way of checking to see whether the customer is actually going to chat.

Comment [55]: Good. Asks clarifying question.

Comment [56]: Good. She asks an open-ended question. The information she gathers will allow her to suggest a shoe.

on your heel. It also stated something about memory foam cushioning in the insole.

Leslie: Oh that's good to know. That is what I am looking for.

Acacia: The second shoe I sent you has this awesome insole technology where you can peel away squares from the bottom of your insole to relieve the pressure where ever it hurts in your feet.

The agent is sending you to <http://www.zappos.com/ne-classics-gray-white>.

Acacia: The third shoe, I actually have a pair in a different color design and they are unbelievably comfortable.

Leslie: Thank you. These options are good! Do you have any suggestions about dress shoes.

Acacia: You're welcome. Sure, one moment please...

Acacia: What type of dress shoe are you interested in?

Acacia: loafer, heel, oxford?

Leslie: A black dress shoe with a low heel

Leslie: Not to be funny, but I don't want to look like an old lady

Acacia: Whats the highest the heel can be?

Acacia: No worries, I understand!

Leslie: Maybe an inch or so

Acacia: I honestly do not see any I would specifically recommend. But here is a search result for Black comfort dress shoes in sizes 9-9.5 with 1-1 3/4 inch heel.

Leslie: I'm not sure what you mean by a search result. Did you mean to send me a link?

Leslie: Or are you saying that I should search on those terms?

The agent is sending you to http://www.zappos.com/women-shoes/CK_XATogoliveRecentSalesStyle/desc#!/wome

Leslie: OK, I will look at that link.

Comment [57]: First sentence is excellent. Second sentence lacks authority. Replace "It also stated something..." with "The shoe has ..."

Comment [58]: Excellent writing. Personal and enthusiastic.

Comment [59]: Great recommendation. Note that this sentence doesn't follow all the rules of correct grammar and punctuation. How does Scholastic feel about writing like this?

Comment [60]: Good clarifying question delivered efficiently in live chat.

Comment [61]: Personal, genuine reaction to the "old lady" comment. This opportunity to connect is what chat offers. Agents should take this opportunity to connect with the customer whenever possible.

Acacia: Okey dokey

Comment [62]: Zappos brand voice.

Leslie: Hmm ... it's not your fault but those are some UGLY black shoes!

Acacia: I felt the same way, that's why I didn't want to suggest any of them.

Comment [63]: Extreme agent honesty. She responds to me personally even if it costs Zappos the sale.

Leslie: I guess I have to get used to that kind of footwear.

Acacia: For the most part I can say that Naot footwear is an amazing comfort brand, and you can wear some of there dress shoes casually as well.

Leslie: OK. I will look at that brand.

Leslie: Thank you for helping me shop.

Leslie: Can you send me a transcript of this chat?

Acacia: My pleasure, anytime! As soon as you dismiss this chat you will be able to hit the link that says email this chat. And then you are welcome to email it to your self.

Leslie: OK, will do.

Acacia: May I help you with anything else today?

Leslie: No thank you. I appreciate your help.

Acacia: You're welcome! Thanks again for contacting Zappos.com! If you need anything else, please feel free to contact us again by phone (1-800-111-2222) or chat if we may be of further assistance. Have a Zaptastic day!

Let's be in a LIKE-LIKE relationship: <http://www.facebook.com/zappos>

Take a gander at what's going on inside Zappos:

<http://blogs.zappos.com>

Come take a tour next time you're in Las Vegas:

<http://www.zappos.com/tours>

Thank you for chatting with us. We value your feedback. Please [click here](#) to answer a few questions about your experience with us today.

Sample 9 Office Depot

Please wait while we find an agent to assist you... You have been connected to Cynthia.

Customer: Hi - can I buy Viewbinders online and ship them to Toronto Canada? I live in Washington, DC.

Cynthia: Hi, Welcome to Office Depot. How may I assist you?

Cynthia: Due to certain customs and shipping restrictions, export orders cannot be placed on Office Depot's website. Export orders include anything that is being shipped to a U.S. territory such as Puerto Rico or the Virgin Islands. Please fax these orders to (561)123-4567 or call (561)222-3333 for additional information. You may also email your orders to export@officedepot.com.

Customer: OK - do I use an order form?

Customer: Are you there?

Cynthia: Please give me a moment while I check that for you

Cynthia: Thank you for your patience.

Cynthia: You can email your Order at export@officedepot.com. They will be glad to assist you and Ship to toronto canada

Customer: Thanks

Cynthia: You are welcome.

Comment [64]: This is not good writing. The agent should choose plain language; she should use the word "you" to address the customer, and she should mention Toronto or international shipping in her reply.

Comment [65]: This needs a set-up sentence, something like "Here are instructions for how to place your order..."

Comment [66]: An indication that the wait time is too long ...

Comment [67]: She nearly answered my question, but not quite. She did not say yes or no about the order form.

Sample 10 AT&T

Start [2:43 p.m.]

info: Thank you for choosing AT&T International Care a representative will be with you shortly. Please note: Protecting your personal information is one of our highest priorities; hence, you will be required to provide account related information to ensure whom we are working with. Data encryption is also enabled to protect your personal information during this chat session. For more information please go to <http://www.wireless.att.com/privacy/> or <http://www.att.com/ASDFGGG/>.

Comment [68]: This sentence uses unnecessarily complex wording. Simplify!

Please wait for a site operator to respond.

info: All representatives are currently assisting others. Your estimated wait time is 2 minutes and 19 seconds. Thanks for your patience.

info: You are now chatting with Violeta Quiroz .

Comment [69]: Quite a long wait time. Most customers would bail on the chat.

Leslie: Our daughter has an AT&T cell phone. She is going to Morocco. We don't want her to take her AT&T cell phone with her. Does AT&T have a prepaid phone we can buy so she can call the US?

Violeta Quiroz : Hello! My name is Violeta Quiroz and I am an International Care Representative. I'm reading your inquiry and I will be right with you.

Violeta Quiroz : I will be happy to assist you with your international questions.

Violeta Quiroz : Pre-paid phone's like Go-Phone will not work outside of the U.S.

Comment [70]: Good little template that buys some time for the agent.

Comment [71]: Fix this apostrophe error.

Leslie: OK, so a prepaid phone won't work. Do you offer an international calling card that would allow her to call the US from Morocco? If so, how much does it cost?

Comment [72]: It's OK for the agent to tell the customer that what she asked about won't help her get what she wants, but the agent should suggest another option, not rely upon the customer to do so.

Violeta Quiroz : We, do offer international features that can be added to her phone number. However calling card may not work since 1-800 number can not be dialed from outside of the U.S.

Comment [73]: This sentence isn't clear enough. The customer needs to know how calling cards work to understand why the calling card won't work in this case.

Leslie: I am open to your suggestions. We want her to be able to call Maryland (USA) from Morocco. We don't want her to take her own phone (240-111-2222). What do you suggest? What services or options does ATT offer? Also, could you e-mail me a transcript of this chat when we have finished? My e-mail address is Leslie@aabbcc.com. Thanks.

Comment [74]: The agent should be clearer here. "I am sorry, but I cannot e-mail you a transcript of this chat. You can, however, print this chat when we are finished."

Violeta Quiroz: You can print this chat if you'd like.

Violeta Quiroz: The only international features we have are features that can be added to her AT&T device.

Comment [75]: This is a clear answer. She is saying "We can't help you," but she is also protecting the customer's time.

Leslie: OK. Thank you.

Violeta Quiroz: You're very welcome. I am sorry I was not able to further assist you.

info: Your chat transcript will be sent to leslie@aabbcc.com at the end of your chat.

End [2:59 p.m.]

Comment [76]: Honest and personal.