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Writing for online readers

Customer Service Essentials	Yes	No	Needs Work
1. Answer the customer's question correctly.			
2. Solve the customer's problem.			
3. Validate customer information.			
Chat Handling Skills	Yes	No	Needs Work
1. Complete the chat in a reasonable amount of time.			
2. Ask probing questions.			
3. Manage delays with grace.			
4. Push helpful content.			
5. Personalize the chat.			
6. Use templates correctly.			
Chat Writing Skills	Yes	No	Needs Work
1. Free text when necessary or customize templates.			
2. Use a friendly tone to build rapport.			
3. Write in your brand's voice.			
4. Match the customer's level of technical sophistication.			
5. Use correct spelling, grammar, and punctuation.			

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Customer Service Essentials	Explanation
1. Answer the customer's questions correctly.	*This is the basis of all high-quality service. Nothing else matters if the chat agent answers questions incorrectly.*
2. Solve the customer's problem.	*Solving the problem means anticipating and answering the questions the customer didn't know to ask.*
3. Validate customer information.	*Confirm account number, name, order, offer, product number, etc. as needed to provide excellent service.*
Chat Handling Skills	*Explanation*
1. Complete the chat in a reasonable amount of time.	*Customer Care managers establish what a "reasonable" time is. Handle time variables include the nature of the customer's question, whether the chat is transactional or informational, etc.*
2. Ask probing questions.	*Ask questions that help the customer clarify the problem or request. Ask questions to confirm you've understood the issue or need correctly. Ask lots of questions at the beginning of the chat.*
3. Manage delays with grace.	*Cue the customer when you have to step out of the chat to do research, etc., Estimate how much time you need. Likewise, cue the customer that you'll wait when he needs to step out of the chat to retrieve required info, etc.*
4. Push helpful content.	*Push hyperlinks, images, screenshots, etc. Before doing so, let the customer know what you're going to push.*
5. Personalize the chat.	*Use the customer's name. Refer to purchase history, account history, any other information the customer's shared.*
6. Use templates correctly.	*Use the correct template. Use the correct template at the right time. Choose the template that answers the customer's question.*
Chat Writing Skills	*Explanation*
1. Free text when necessary or customize templates.	*Avoid using templates that don't answer the customer's question. Free text instead or revise the template.*
2. Use a friendly tone to build rapport.	*Use a warm greeting and closing. Write in an upbeat, positive style. Show empathy. Convey caring. Apologize if necessary.*
3. Write in your brand's voice.	*Use a writing style that's consistent with the voice your company uses in other communication channels including marketing.*
4. Match the customer's level of technical sophistication.	*Avoid jargon, acronyms, or instructions the customer may not understand.*
5. Use correct spelling, grammar, and punctuation.	*While less formal, chat shouldn't include errors. Avoid text speak. It may be OK to use single word or incomplete sentences when responding to a question.*