

Show Your Customers You Care: How to Write Email, Chat, and Social Media That Builds Rapport

Which of these examples sound robotic? Which show customers you care?

Sample A

Customer's email

Your Top-of-the-Line roof shingles seem to come highly recommended by roofers. Does your warranty cover labor as well as material? Do you require certain roofers to install it in order for the warranty to apply?

Harriett

Agent's response

Good afternoon Harriett,

Our Top-of-the-Line shingles come with a Lifetime Limited Warranty. During the "Full Confidence Period," which is the first 10 years of the warranty, we cover materials and labor at 100%. After the "Full Confidence Period," we only cover material.

Anyone can install our shingles and you will receive the full factory warranty. If you are interested in having an ABC Products credentialed roofing contractor give you a quote, please let me know. I can have a ABC Products credentialed roofing contractor contact you to schedule an appointment as soon as you'd like.

If you have any other questions please do not hesitate to contact us.

Best Regards,

Staci Berg
ABC Products Customer Service

Sample B

Customer's email

I need info on your SprayPainter 4000. I'm thinking of buying one for a custom job I'll be starting in December. Thanks,
Gary Rose

Agent's response

Hi Gary,

I have attached a copy of our manual on the SprayPainter 4000. Spray Paint Systems sells through an authorized distributor network. You may contact an Authorized Spray Paint Systems Distributor near you for pricing and purchasing information by visiting our Where to Buy page at:
<http://spraypaintsystems.com/us/en/where-to-buy.html>

Please let me know if you have any questions. Regards,

Kate Blum
Spray Paint Systems Customer Service, North America

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Some templates make agents sound robotic

Dear Ms. XXXX,

Thank you for your correspondence. As a customer focused airline, we value our guests' feedback and perspectives, so I appreciate the time you have taken to let us know about the problems you experienced recently.

As you may know, ABC Airlines has arrangements with other carriers known as "Code Shares." This means that even if you have a reservation with ABC, another carrier may operate the aircraft. In this case, flights were operated by XXXXXX and I am sorry that you were not given precise information about that.

I am also sorry to hear that the overall experience when flying with us recently was spoiled by your impression of poor services. Please be advised that although some of the services and facilities may not be available on all codeshare flights at this stage, we are broadening our business model with the launch of ABC Airlines partners to increase network choice and services and also improving the aircraft.

Ms. XXXX, I am very conscious that no amount of reassurance from me is likely to undo the negative impressions of your firsthand experience; however, I would like to assure you that you are valued as our guest, and we do appreciate the time you have taken to let us know about your comments and observations. Indeed, it is only through receiving valuable feedback such as yours that we can continue to develop a product that meets and exceeds guest expectations, and also the competitive standards required to be an airline on the world stage. We see guest feedback as a vital part of our growth and development, and are grateful to all guests for their guidance in helping us to achieve our goals...

Some templates prompt agents to build rapport

Dear Mr. XXXX,

Thank you for writing to us about your recent travel to [destination]. I am sorry to learn about the [paraphrase service failure] you experienced on your flight operated by [codeshare or partner]. We understand that travel can be stressful, and we wish your journey had gone more smoothly.

Because your flight was operated by [codeshare or partner], I have forwarded your concerns to our counterparts there. They will contact you directly about this situation. You may also contact [codeshare or partner] directly at their [hyperlink to codeshare or partner Contact Us] page.

We look forward to welcoming you on an ABC Airlines flight again soon.

Sincerely,

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Crayola agents customize standard responses

Standard response	Personalized response
<p>I am sorry to learn your experience with a Crayola(R) product was less than perfect. Your feedback helps us understand how we can improve our products, and will be shared with our Quality Assurance team.</p> <p>We value you as our customer, and want you to be happy. The coupon we are sending through the mail can be used toward one purchase of any Crayola product, and should reach you within 10 business days. Please note the expiration date printed on the upper right hand corner of the coupon.</p> <p>We are here to help if you need additional assistance. Please call us at 800-272-9652 between 9 a.m. and 4 p.m. EST or email by visiting Crayola.com.</p> <p>Best wishes for a colorful future!</p>	<p>We are tickled pink to hear your son is enjoying his Crayola(R) Color Alive Easy Animation Studio. However, I am sorry that the mannequin broke so easily. This feedback will be shared with our Quality Assurance team to better understand how we can improve this product.</p> <p>We want to make this right for your son. Since the mannequin is not available separately, I am mailing a \$25 coupon that can be used toward one purchase a new Crayola Color Alive Easy Animation Studio. This coupon should reach you within 10 business days. Please note the expiration date printed on the upper right hand corner of the coupon.</p> <p>As always, we hope you won't hesitate to contact us again should you need help. I appreciate this opportunity to compensate you for your son's broken Color Alive Easy Animation Studio. Best wishes for a colorful future, Allison!</p>
<p>I apologize that we are unable to send complimentary Crayola(R) products or coupons. However, there are several ways to save! For information about discount offers, online coupons, events and promotions, check out all of the following:</p> <ol style="list-style-type: none"> 1) Sign up here to receive our monthly newsletter: http://www.crayola.com/signup. 2) Visit the Special Offers page on Crayola.com for the latest information on promotions and online discount codes. 3) Become a Facebook friend and follow us on Twitter to be the first to learn of online coupons, deals and product giveaways. <p>We appreciate your contact. If additional assistance is needed, you may reach us by telephone at (800) 272-9652 weekdays between 9 AM and 4 PM Eastern Time or email by visiting Crayola.com.</p> <p>Best wishes for a colorful future!</p>	<p>I am sorry to hear about the challenges your family is facing. You've introduced generations to Crayola products, and we appreciate your loyalty to our brand.</p> <p>We are mailing you a few cents-off coupons your family can use to purchase school supplies. They should reach you in about 10 business days. In the meantime, check out these additional ways to save:</p> <ol style="list-style-type: none"> 1) Sign up here to receive our monthly newsletter: http://www.crayola.com/signup. 2) Visit the Special Offers page on Crayola.com for the latest information on promotions and online discount codes. 3) Become a Facebook friend and follow us on Twitter to be the first to learn of online coupons, deals and product giveaways. <p>Thank you for sharing your Crayola story with us. I hope wonderful opportunities and a colorful future find your family soon!</p>

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Review this chat transcript and find the “turn.” What could the live chat agent have done at the turn to build rapport instead?

Sample – ABC Products

[Brenda] Hello, my name is Brenda; thank you for contacting us. One moment, please...

[Visitor] do you have vinyl outside corner trim in Garnet Red?

[Brenda] Yes, we offer a vinyl outside corner in Garnet Red.

[Visitor] how much is it for 4 pieces?

[Brenda] Pricing is handled through the local distributors. What is your zip code? I can let you know of a distributor in your area.

[Visitor] 20904

[Brenda] Here is a link <http://ow.ly/ABC12> that will take you to a listing of ABC Products siding distributors in your area. They will be able to assist with pricing and availability.

[Visitor] Do you have an exact product number?

[Brenda] Our product code is 12345

[Visitor] Isn't it a 7-digit number

[Brenda] No, for the 3/4" x 10' long cornerpost in a woodgrain finish, our product code is 12345.

[Brenda] Is there anything else I can assist with?

[Visitor] no, thnxs

[Brenda] Thank you for contacting us. Please do not hesitate to contact us again for further assistance.

Practice sample - Crate and Barrel

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@aabbcc.com at the end of your chat.

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Crayola writes conversational chat to build rapport

Chat Example – Good Conversational Tone

Visitor 01/13/16 10:11 AM - I'm so disappointed in Crayola colored pencils. I've tried 4 sharpener on several pencils and all they do is break off at the tip. It's so frustrating!

Brooke 01/13/16 10:12 AM - Good morning, Sally. I am sorry to hear that the lead is breaking off of your colored pencils when you are sharpening them. I'd like to help!

Brooke 01/13/16 10:13 AM - Do you have the packaging nearby?

Visitor 01/13/16 10:15 AM - don't think you can. Just wanted to voice my complaint. I have more than one box and they are all the same.

Brooke 01/13/16 10:17 AM - We value your feedback and want to be know when something isn't working to your expectations. How many packages do you currently have that you are experiencing this problem with?

Visitor 01/13/16 10:18 AM - I have one in the pack of 24. The others are no longer in their boxes.

Brooke 01/13/16 10:19 AM - On the box you have, can you provide me a product code number? It will start with the numbers 68.

Visitor 01/13/16 10:21 AM - 68-4024-0-221

Brooke 01/13/16 10:25 AM - May I ask, are you using a hand held, electric, or crank sharpener?

Visitor 01/13/16 10:27 AM - Hand held. Bought a new one yesterday called twist and sharp. It works great on pencils but not on the colored pencils.

Brooke 01/13/16 10:27 AM - That's great you use a hand held sharpener. That's what we recommend. I can send some product coupons for you to replace the pencils or choose another Crayola item. Would that be okay?

Visitor 01/13/16 10:28 AM - okay.

Brooke 01/13/16 10:29 AM - May I have your mailing address?

Thanks, Sally! You should receive the coupons within 10 business days. Please note the expiration date in the upper right hand corner of the coupon. They are redeemable at any retail store that accepts manufacturer coupons and sells Crayola products. They are not able to be used online.

Visitor 01/13/16 10:33 AM - Thank you for your help.

Brooke 01/13/16 10:33 AM - My pleasure! Is there anything else I may assist you with today?

Visitor 01/13/16 10:35 AM - No. I appreciate all your assistance.

Brooke 01/13/16 10:35 AM - Have a great day! Thanks for chatting today. We'd love to stay connected. Follow us on Facebook, Twitter and Pinterest. Have a **COLORFUL** day!

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Social media samples

1.

In reply to Amir Give'on

 **help.bluehost.com** @bluehostsupport · 11h
@amirgiveon Currently we do not have an ETA, but right now it looks like your site is loading.

    [View conversation](#)

In reply to Tony Photographer

 **help.bluehost.com** @bluehostsupport · 11h
@AnthonyMorganti Currently we do not have an ETA but we are working on it now for you.

    [View conversation](#)

2.

 **Darrell Garth** @Darth2Irie · Sep 20
@alextoys is there a way I can buy a replacement xylophone stick that comes with the ALEX Jr. Sound & Play Busy Table Activity Center

   2 



ALEX Toys
@alextoys



 Follow

@Darth2Irie Hi! Please DM us so we can help you with your issue! Thanks!

3.

 **Francesca** @TheParentSocial · Jul 20
@alextoys We've the Super Art Table & love it. However, the canvas bag broke within a mth. Can we order a replacement part (in the UK)? TIA.




ALEX Toys
@alextoys







 Follow

@TheParentSocial Please private message us so we can give you the customer service contact information

4.

 **SquidSquad** @MGPurrrp · Oct 10
@HersheyCompany second y'all should make whoppers with espresso beans inside of them #good #mmm #tasty #iwanttherights #© #me #2015

  1  1 











The Hershey Company @HersheyCompany · 3h

@MGPurrrp We like where your head's at. Please visit our Ideas website to submit your suggestion: bit.ly/VuaBiB

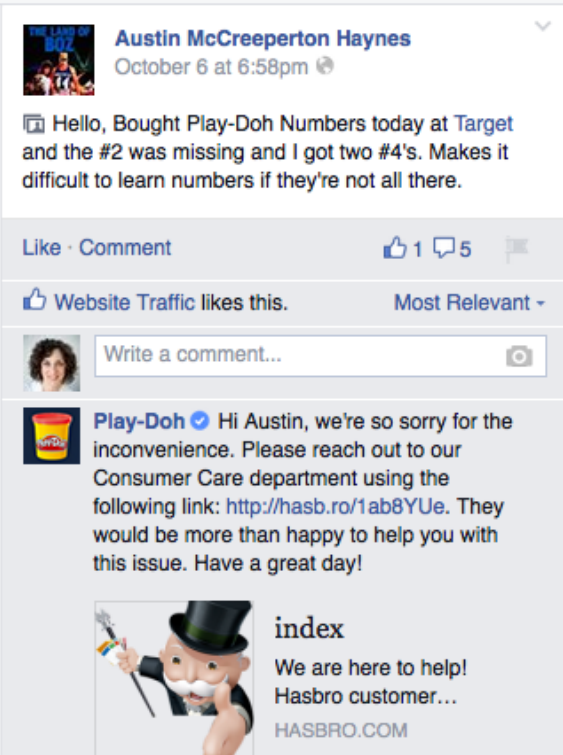
12:09 PM - 12 Oct 2015 · Details

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5.  **Spøøky Nøra** |-/ @JershDun_ · Sep 25
It's 10am and I'm making Star Wars chicken noodle soup, I totally have my life together
-  **Campbell's** @Campbells · Sep 25
@JershDun_ May the force be with you all though your brunch.
6.  **TeresaValerioParrot** @tvparrot · 12h
.@united I didn't get a receipt for my meal purchase bc your new onboard credit card machines don't print them. Web address to generate one?
-  **United** @united · 8m
@tvparrot bit.ly/1MxFIYA. Use this link to obtain a receipt. Thanks.
^KP
7.  **Karlo adriano** @sambuce · 8h
@JetBlue hello, I have a question, I have a flight to the city of Mexico to Orlando, few free luggage can I take ?? Thank you. :)
-  **JetBlue Airways** @JetBlue · 8h
@sambuce It would depend on what fare you purchased when you booked your reservation. Will you DM your confirmation code so we can check?
8.  **help.bluehost.com** @bluehostsupport · 11h
In reply to Amir Give'on
@amirgiveon Currently we do not have an ETA, but right now it looks like your site is loading. [View conversation](#)
-  **help.bluehost.com** @bluehostsupport · 11h
In reply to Tony Photographer
@AnthonyMorganti Currently we do not have an ETA but we are working on it now for you. [View conversation](#)

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9.



Austin McCreeperton Haynes
October 6 at 6:58pm


📍 Hello, Bought Play-Doh Numbers today at Target and the #2 was missing and I got two #4's. Makes it difficult to learn numbers if they're not all there.

Like · Comment 1 Like 5 Comments

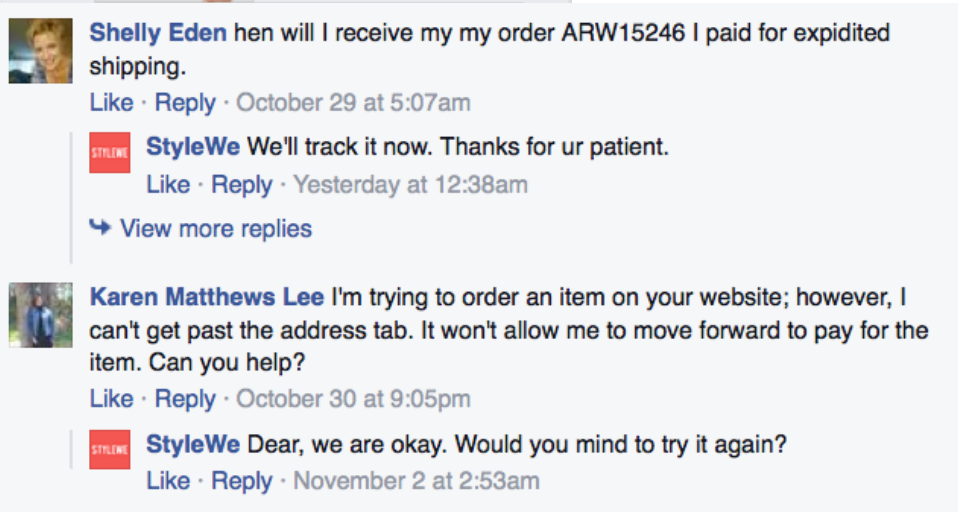
👍 Website Traffic likes this. Most Relevant ▾

Write a comment...

Play-Doh Hi Austin, we're so sorry for the inconvenience. Please reach out to our Consumer Care department using the following link: <http://hasb.ro/1ab8YUe>. They would be more than happy to help you with this issue. Have a great day!

 **index**
We are here to help!
Hasbro customer...
HASBRO.COM

10.



Shelly Eden When will I receive my my order ARW15246 I paid for expedited shipping.
Like · Reply · October 29 at 5:07am

StyleWe We'll track it now. Thanks for ur patient.
Like · Reply · Yesterday at 12:38am

👉 View more replies

Karen Matthews Lee I'm trying to order an item on your website; however, I can't get past the address tab. It won't allow me to move forward to pay for the item. Can you help?
Like · Reply · October 30 at 9:05pm

StyleWe Dear, we are okay. Would you mind to try it again?
Like · Reply · November 2 at 2:53am

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11.



Marissa Kolanko
October 8 at 3:44pm

Why don't you sell replacement parts? Just seems silly that a children's toy company doesn't sell replacement parts. I have sent a email and haven't received a response back. We have the work bench and my son lost some of the tools, and it's kinda useless now. I can't be the only one to request some parts. I'm still waiting for a reply from your customer service.

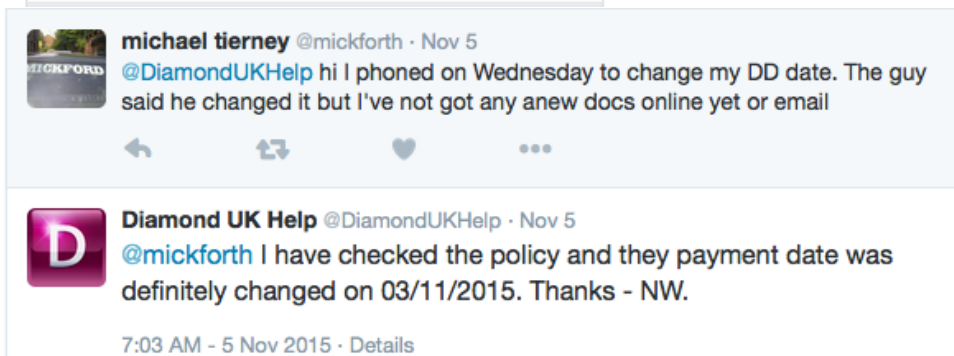
Like · Comment 3

Most Recent -

ALEX Toys We're sorry for the inconvenience. We do not carry replacement parts. If you emailed us at Alex Brands, someone from our team will be contacting you through email shortly. If you don't hear back from us in the next few days, please let us know.
Like · Reply · October 8 at 5:39pm

Marissa Kolanko Ok. I won't be buying any of your products ever again. It doesn't make sense and I would think it would common to sell replacement parts. Horrible.
Like · Reply · October 8 at 5:47pm

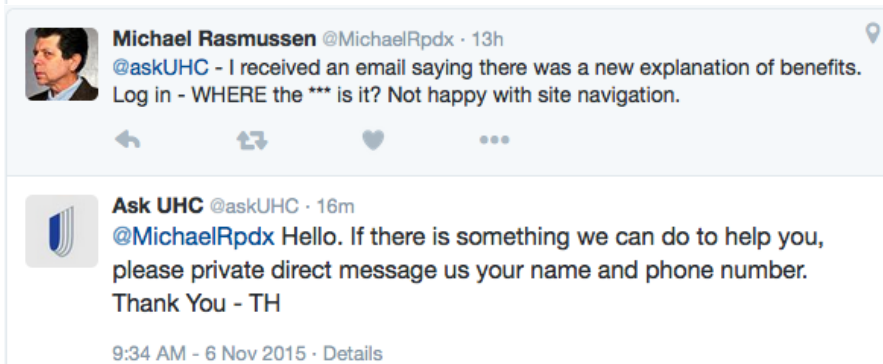
12.



michael tierney @mickforth · Nov 5
@DiamondUKHelp hi I phoned on Wednesday to change my DD date. The guy said he changed it but I've not got any anew docs online yet or email

Diamond UK Help @DiamondUKHelp · Nov 5
@mickforth I have checked the policy and they payment date was definitely changed on 03/11/2015. Thanks - NW.
7:03 AM - 5 Nov 2015 · Details

13.



Michael Rasmussen @MichaelRpx · 13h
@askUHC - I received an email saying there was a new explanation of benefits. Log in - WHERE the *** is it? Not happy with site navigation.

Ask UHC @askUHC · 16m
@MichaelRpx Hello. If there is something we can do to help you, please private direct message us your name and phone number. Thank You - TH
9:34 AM - 6 Nov 2015 · Details