

Customer Service Essentials	Yes	No	Needs Work	N/A
1. Answer the customer's question correctly.				
2. Solve the customer's problem.				
3. Validate customer information.				
4. Respond in a timely manner.				
Social Media Handling Skills	Yes	No	Needs Work	N/A
1. When necessary, ask the customer to move to a private channel (DM or FB Message).				
2. Clarify the issue by asking probing questions.				
3. Include hyperlinks that push helpful content.				
4. Choose the correct template.				
Social Media Writing Skills	Yes	No	Needs Work	
1. Free text when necessary or customize templates.				
2. Use your brand's voice and a friendly tone to build rapport.				
3. Avoid spelling, grammar, or punctuation errors that cause confusion.				
4. Follow your organization's conventions for writing in social channels.				

Customer Service Essentials	Explanation
1. Answer the customer's questions correctly.	<i>This is the basis of all high-quality service. Nothing else matters if the social media agent answers questions incorrectly.</i>
2. Solve the customer's problem.	<i>If it is possible to solve the problem in the social channel, the agent should do so. Avoid sending the customer to another channel (email, chat, phone) when the problem can be solved in the customer's channel of choice.</i>
3. Validate customer information.	<i>Confirm product name, order date, offer, product number, etc. as needed to provide excellent service, but avoid asking for personal information—name, account number, etc.—in social channels.</i>
4. Respond in a timely manner.	<i>Comply with Customer Care's timeliness standards for first response, follow-up response, resolution.</i>
Social Media Handling Skills	Explanation
1. When necessary, ask the customer to move to a private channel.	<i>Ask the customer to move to a private channel when:</i> <ul style="list-style-type: none"> • you need personal info to resolve the issue • the customer is upset and needs personal attention • you want to prevent the customer from sharing private info <i>Mention why you want to move to the private channel.</i>
2. Clarify the issue by asking probing questions.	<i>If necessary, ask questions that help the customer clarify the problem or request. Avoid creating unnecessary exchanges.</i>
3. Include hyperlinks that push helpful content.	<i>Push hyperlinks to images, screenshots, forms, FAQs etc. When necessary, cue the customer about the linked content.</i>
4. Choose the correct template.	<i>Use the correct template. Use the correct template at the right time. Choose the template that answers the customer's question.</i>
Social Media Writing Skills	Explanation
1. Free text when necessary or customize templates.	<i>Avoid using templates that don't answer the customer's question. Free text instead or revise the template.</i>
2. Use your brand's voice and a friendly tone to build rapport.	<i>Use a warm greeting and closing. Write in an upbeat, positive style. Show empathy. Convey caring. Apologize if necessary. Use a writing style that's consistent with the voice your company uses in other communication channels including marketing.</i>
3. Avoid spelling, grammar, or punctuation errors that cause confusion.	<i>Avoid misspellings of common words or product names, using a comma when you need a period, or using a shortened spelling the customer won't understand.</i>
4. Follow your organization's conventions for writing in social channels.	<i>Use emoticons, signatures, text-ese, etc. as instructed in our Customer Care Writing Style Guide.</i>