Create a Valuable Live Chat Experience

Customers come to live chat to ask question, get the help they need, or simply to get advice from someone in a quick and efficient way.

So how do you ensure that this is a valuable experience for them?

Have a warm, reassuring, and empathetic tone. It's a conversation, not a bot. Make it human!

Every message adds value. Customers are there to accomplish something. Value their time, as much as your own. Each message should move the conversation forward in some way.

Value in messages can come in the form of:
- Empathy/Welcoming Statement that includes initial reassurance
- Discovery to find out more about them, and their situation.
- Solutions to provide them with resolution and confirmation.
- Expectations/Next Steps to let them know that you are working on it, or what will happen next.
- Reinforcement/Closing Statement to have a nice finish to the conversation.

The conversation could also follow the GUESTS Method and should a clear beginning, middle, and end.

Take on the work for the customer. This means, if they need to contact another team, consider taking care of gathering all information and doing the handover. Take ownership for the experience, and don't send them around to do it themselves if you have the capability and confirmation to do what they are looking to accomplish.

By taking this approach, you can provide a full-service experience to customers, and ensure that they can trust you'll take care of them in the future!