

# **Customer Service Script Template**

## **Phone Support**

### Situation: Introduction

***Customer****: “Hello.”*

**Response:** “Hi! Thanks for calling [Company Name] Support Team. With whom do I have the pleasure of working with today?”

Situation: Placing a Customer on Hold

**Response #1:** “I’m confident this is the solution you’re looking for, but let me just put you on a brief hold to confirm with a colleague.”

**Response #2:** “This seems to be some unusual behavior from this product, mind if I put you on a quick hold to dive into this a bit?”

**Response #3:** “I have a solution for this issue, but it’s going to take me a little time to set things up. Mind if I put you on hold for a moment?”

Situation: Transferring a Call

**Response #1:** “This seems to be something that’s a bit outside my bandwidth of support. I want to find you an effective solution as quickly as possible, so would it be alright if I transferred you over to a specialist that can look into this?”

**Response #2:** “It looks like you were working with my colleague, [Name]. Mind if I connect you guys again so you don’t have to repeat any troubleshooting steps?”

Situation: Asking to Follow Up

***Customer:*** *“Sorry, I’m not sure this solution is working.”*

**Response:** “Hmm, this does look like some unusual behavior from our product. I really want to be cognizant of you time here, so would be alright if I dug into this a bit deeper and followed up with you via email?”

***Customer:*** *“Great, but, I need a solution immediately.”*

**Response:** “I completely understand, and definitely want to find an effective solution as quick as possible. However, there are some steps I need to take on my end to make that possible and that will require me to step away from the phone to track down some resources. I’d be happy to keep you on hold until then, but I wanted to offer the email in case this takes some time.”

## **Live Chat Support**

Situation: Obtaining More Information

***Customer:*** *“My product doesn’t work.”*

**Response #1:** “I’d be happy to look into that. Would you mind sending me a [screenshot, video recording, web URL, picture, etc.] so that I can make sure I’m looking at the same exact behavior that you are?”

**Response #2:** “I’d be happy to look into that. Could you provide me with a few more details regarding the problem you’re experiencing?”

Situation: Transferring to a Phone Call

***Customer:*** *“I don’t think these solutions are working, and it’s really hard to describe my problem over text.”*

**Response #1:** “I really want to be cognizant of your time and this might be easier to resolve if we hop on a quick phone call. Mind if I give you a call to work on this issue?”

**Response #2:** “I really want to be cognizant of your time here and this might be easier to resolve through a live conversation where we can screenshare and share notes. Rather than moving forward on chat, how would you feel about calling our support line at [Phone Number]. I’d be happy to transfer all of my case notes internally so you can pick right up where we left off with our phone team.”

***\*Sometimes the customer won’t be as direct, and you’ll need to take charge moving the chat to a phone call. If so, try this response\****

**Response #3:** “I’d be more than happy to continue troubleshooting here via chat, but it really looks like this might be something better suited for our phone team. Since, I want to be aware of your time here and find you the fastest solution possible, how would you feel about giving us a ring at [Phone Number]?”

Situation: Providing a Self-Service Resource

***Customer:*** *“This is the problem with my product (or service).”*

**Response:** “I see what you’re saying and it looks like you’re going to have to execute a few steps to resolve this problem. This guide, though, should be able to walk you through the entire process, and, of course, I’d be happy to help as well: [Knowledge Base URL]”

## **Social Media Support**

Situation: Responding to a Negative Comment

***Customer:*** *“Your product doesn’t work. This company is a joke.”*

**Response:** “Hi, [Name], we’re sorry your product isn’t working as expected. Could you DM us so we can help you resolve the issue?”

***Customer:*** *“Why can’t you solve it publicly?”*

**Response:** “We’d be happy to. We just figured it may be easier to troubleshoot on a 1:1 medium. That way, we can exchange any sensitive information needed to effectively solve your issue and avoid any confusion or miscommunication when working on this thread. But, whichever channel you prefer will work great with us.”

Situation: Responding to a Negative Direct Message

***Customer:*** *“Hi, my product wasn’t delivered on time. And, when it was, the packaging was ruined and the product was damaged. I can’t believe you would allow this type of careless oversight to occur.”*

**Response:** “Hi, [Name], thanks for bringing this to our attention. We sincerely apologize for your experience with our delivery team. We’ve taken the liberty of [sending a new product, issuing a return, providing a credit to an account]. Thanks for your patience and understanding, and please let us know anything else we can provide and we’d be more than happy to help.”

Situation: Responding to a Positive Direct Message/Comment

***Customer:*** *“You guys are great!”*

**Response:** “Thank you! We love hearing your feedback. Feel free to share more on our website at: [Website URL].”

## **In-Person Support**

Situation: Greeting a Shopper

**Response #1:** “Hi, anything I can help you find today?”

**Response #2:** “Hi there, are you looking for anything specific?”

**Response #3:** “Welcome to [Company Name]. I’m [Name]. Give me a shout if you need any help.”

Situation: Escalating to a Manager

***Customer:*** *“This is the second time you’ve sold me a faulty product. I’d like to speak to your manager.”*

**Response:** “I’d be happy to loop in [Name]. But, before I track [him/her/they] down, can you give a little more context into the problem you’re having with this specific product, so I can give [Name] all the information [he/she/they] needs to resolve the issue?”

Situation: Issuing a Refund

***Customer:*** *“I would like a refund for this product. It doesn’t work.”*

**Response:** “I’d be happy to issue you a refund. Can you tell me a little more about the issue you had with this product?”