

# Top Tips for using Text



## 1 Acknowledge the customer

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Set the tone and establish the connection with the customer, so they feel comfortable doing business with you.

- ✓ Answer chats immediately or as soon as you can. They're waiting for an instant response.
- ✓ Ask for their name and use it wisely. (Spell it correctly and don't overuse it).
- ✓ Keep your grammar simple but correct.
- ✓ When texting, don't send more than 3 messages at a time. Let the customer respond.
- ✓ Text messages should ideally be answered promptly within 2 minutes.
- ✓ Know your audience. Adjust your tone based on the customer.
- ✓ Mind your "netiquette." Avoid using ALL CAPS, slang, acronyms, too many exclamation marks or too many emoticons.

## 2 Ask the right questions

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Keep the customer engaged and interested.

- ✓ Ask the right questions to gain information...but don't ask too many.
- ✓ Say no without saying no. Offer other options instead.
- ✓ Summarise the customer's needs to make sure you haven't missed anything.
- ✓ Provide answers that will keep the conversation going.
- ✓ Share videos or photos to get them more engaged (The mobile app makes this easy).

## 3 Confirm next steps

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Obtain contact information and ensure the customer that someone will follow up.

- ✓ Ask for the customer's contact details to keep in touch.
- ✓ Thank them for connecting with you.
- ✓ Schedule a follow-up.