

### *Customer Service Essentials*

# Online Customer Service

## *For Teachers*

### Introduction

With online sales increasing all the time, the selling of goods and services is a more competitive environment today than it has ever been. Customers expect excellent customer service. For businesses, gaining and retaining customers presents an increasing challenge. Smart businesses realise customer service is the front line in the battle to gain and retain customers. The focus of this program is online customer service. It explores how online customer service differs from other forms of customer service. It also provides practical examples of how staff can deliver excellent customer service when dealing with customers in the different categories of online service.

### Timeline

00:00:00	Introduction to online customer service
00:04:40	Live chat customer service
00:10:46	Social media customer service
00:16:01	Email customer service
00:20:03	Credits
00:20:45	End program

### Related Titles

*Customer Service Essentials – Telephone Customer Service*  
*Customer Service Essentials – Person to Person Customer Service*

### Recommended Resources

- [www.clickz.com/clickz/](http://www.clickz.com/clickz/)
- [www.moneyland.time.com](http://www.moneyland.time.com)
- [www.mashable.com/2012/04/19/facebook](http://www.mashable.com/2012/04/19/facebook)

## ***Student Worksheet***

### **Initiate Prior Learning**

1. How often do you buy goods online? Compare this with how often your parents and/or grandparents buy goods online. Why do you think this is so?

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2. a) Number in order of priority 1–8 (1 being the most important and 8 being the least important) the different sources you use when buying goods or which influence your choice when buying goods.

Service	Priority
In person at the shop	
Email	
Twitter	
Face Book	
Blogs	
Forums	
Live chat	
Shop over the phone	

- b) Discuss what you like and don't like about shopping online and why.

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## Active Viewing Guide

1. As people use their computers and online devices more and more, what is becoming increasingly important?

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2. What are three skills that are just as important to online customer service as for other forms?

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3. What do many people prefer when dealing with a business?

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4. In dealing with multiple customer enquiries, if you try and help all the customers at once, what are three things you are likely to do?

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5. If customers become unreasonable or offensive, what should you do?

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6. List three things that an operator needs to do when using live chat online customer service.

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7. What has revolutionised the way businesses deal with customers?

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8. List four things to remember when responding to a customer in a professional manner.

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9. List three things a customer service representative should know about emailing.

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## **Extension Activities**

1. What strategies would you use as a customer service operator to resolve conflict?

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2. Choose a style of communication (eg. friendly, professional, casual) and write a manual for a customer service operator, giving examples of answers to customer queries and problems.

## Suggested Student Responses

### Active Viewing Guide

1. As people use their computers and online devices more and more, what is becoming increasingly important?  
**Online customer service**
2. What are three skills that are just as important to online customer service as for other forms?  
**Be professional**  
**Know the product or service you are offering**  
**Understand customer needs**
3. What do many people prefer when dealing with a business?  
**The convenience of the web**
4. In dealing with multiple customer enquiries, if you try and help all the customers at once, what are three things you are likely to do?  
**You will make typing errors, provide them inaccurate or irrelevant information, or completely forget about a customer**
5. If customers become unreasonable or offensive, what should you do?  
**Close the session and explain to the customer why you're closing down the session**
6. List three things that an operator needs to do when using live chat online customer service.  
**Use the script or template provided by the company on how to communicate in live chat.**  
**Read all enquiries carefully.**  
**Don't rush your initial response.**  
**Don't leave the customer hanging.**  
**Remember that a customer can seem angrier because it's easier online.**  
**Try to understand the cause of their problem.**  
**If they become unreasonable or offensive, explain why you are closing the session.**
7. What has revolutionised the way businesses deal with customers?  
**The popularity of online social media**
8. List four things to remember when responding to a customer in a professional manner.  
**Respond as soon as possible to a customer email.**  
**Ensure you've covered all their concerns in the email.**  
**Let them know if you need to clarify something with your manager.**  
**Use the customer's name in the body of the email.**  
**Spelling, grammar and punctuation are something customers notice.**  
**Abbreviations, over use of bold type and capitals can appear unprofessional.**  
**Remain polite, but not at the expense of a concise email.**
9. List three things a customer service representative should know about emailing.  
**Companies rely heavily on email for their communication.**  
**For a customer representative, good email etiquette guarantees professionalism, efficiency and protection from liability.**  
**Customers expect a high standard of spelling, grammar and punctuation.**  
**Getting straight to the point is key to a successful email.**  
**Sentences should be direct, uncomplicated and avoid cultural references.**  
**Remain friendly, but helpful.**  
**If an issue becomes complicated, consider a phone call.**