

ONLINE CUSTOMER

WORKSHOP GUIDE



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LEARNING OBJECTIVES

At the end of the session delegates should be able to understand the distinction between corporate and individual social media and apply different approaches to each.

Each delegate may be given a Personal Action Plan to record any learnings and personal development commitments that they make as a result of this training.

INTRODUCTION

This guide is designed for a manager or a facilitator to deliver a short workshop featuring videos from the Video Arts Customer Service Essentials Series. Each video comes with a series of activities around the following structure:

LOOK - watch the video and reflect on the content and message.

THINK - activities and questions linking the video to their own experience and workplace.

REMEMBER - a summary of the key learning points.

Each section relating to the video will last around 15 minutes.

PRACTISE - At the end of the series of videos there is a 30 minute practical training exercise which will bring the learnings together. Delegates should be encouraged to record any personal development actions on their Personal Action Plan sheet.

FEATURED VIDEOS

- Email and web chat (Whaddup Custie?)
- Social media and the customer (*unamused face*)
- Social media and you (#borntoserve)

VIDEO 1 - EMAIL AND WEB CHAT

LOOK (play the video, 3 minutes)

In this video we enter the world of e-mail and web chat, with some good and bad examples of each.

THINK (discussion, 10 minutes)

Why is a different style needed for work and social communications when the internet is universal?

Responses may include company image, professionalism and clarity.

Why may customers use other channels like web chat or e-mail instead of telephoning?

Possible reasons include a faster response with web chat, e-mailed as company closed for phone callers, in the case of web chat a simple quick question or technical support.

How do customers' service expectations differ by channel, in terms of speed and depth of response?

Usually customers expect an immediate response when they are dealing directly with a Customer Assistant on the phone or on web chat but will wait longer for an e-mail response. Most companies publish service level standards to manage customer expectations as well as having internal targets for speed of response.

Trigger for trainer – you may like to discuss your own company standards at this point

What are the groups' personal experiences and expectations, either as a customer or an adviser?

REMEMBER – (recap, 2 minutes)

When emailing and in web chat, you can be more informal than you might in a letter, but don't take it too far. Check your emails, and respond promptly to those requesting action. Above all, be polite and don't email when angry!

- Emails can be more informal than letters – but don't take it too far
- Check what you've written before you send it
- Respond promptly to emails requesting action
- Don't email angry

Additional points...

- Respond in a clear, comprehensive and concise way on electronic service channels
- Use spellcheck and look out for auto correct errors
- Reread your mail or chat before sending
- Make sure you respond in a timely fashion
- Avoid slang and don't be over familiar, you are still representing your company

VIDEO 2 - SOCIAL MEDIA AND THE CUSTOMER

LOOK (play the video, 3 minutes)

In this video we enter the world of Social Media where every interaction is public; the setting is a train company at Christmas where delays have affected many customers. 'Bad Service' manages to create a rather expensive unintended customer commitment.

THINK (discussion, 10 minutes)

Why is it acceptable to use emoticons in Twitter type responses (assuming this is in line with your organisation's policy)?

Because it helps to put a response in perspective. When the customer can't see or hear you, short responses can be misinterpreted as curt or unhelpful. Emoticons can help to make your responses more engaging, if used positively.

What did 'Bad Service' do wrong?

He was over familiar with customers, made jokes at a customer's expense, didn't consider the audience who would see the responses, didn't stay professional, didn't understand the whole situation before rushing in with a solution, and then over promised.

Do any of the team have personal positive or negative experiences of dealing with organisations or customers using social media?

REMEMBER – (recap, 2 minutes)

When using social media, empathise with customers publically, but take one-to-one discussions away from the public eye. Remember you represent the company, and don't over promise.

- Empathise publically
- Take one-to-one discussions away from the public eye
- Don't over-promise

VIDEO 3 - SOCIAL MEDIA AND YOU

LOOK (play the video, 3 minutes)

Social media, whether personal or professional is often more public than people realise. This video shows the unintended consequences of a series of negative comments about work on social media and result in 'Bad Service' getting fired.

THINK (discussion, 10 minutes)

Was it fair for #borntoserve to lose his job?

Expect divided opinion, however at the end of the day the comments bring the company into disrepute and are unacceptable behaviour so many companies would take some form of disciplinary action over this.

REMEMBER – (recap, 2 minutes)

On social media you're never fully off duty. Make sure you maintain high personal standards. Don't be critical of the company, colleagues or customers.

- On social media you're never fully off duty
- Maintain high personal standards
- Don't be critical of your organisation / colleagues / clients

ONLINE CUSTOMERS – PRACTISE

In this exercise delegates will identify professional alternatives for common informal internet abbreviations.

Using a flip chart ask the group to call out some common abbreviations that they use for social media, without the person calling out explaining it means. Write these down and then ask a different member of the group to explain the meaning.

There is a list below of some common abbreviations to give you a helping hand, however these date quickly by their very nature, and these can vary significantly by region and even generation.

Although some abbreviations / emoticons will be commonly understood, there will be some which are ambiguous, such as LOL (lots of love, laugh out loud)

Once there are as many abbreviations as there are delegates, ask the group to select an abbreviation from the list and rephrase it in a professional but short way suitable for social media, for example, IMHO, in my humble opinion, could be, I think, or I would advise. It is easiest to allocate the abbreviations to the rather than letting them choose to ensure that each of the ones identified by the group are covered.

At the end of the practice session the group will have a sheet of professional alternatives to common abbreviations on social media to use in the workplace.

Invite each delegate to capture at least one thing that they will do differently in their workplace as a result of this exercise.

	Internet Slang	Better work words
1.	IMHO (in my humble opinion)	I think, or I advise
2.	LOL (laugh out loud)	That's funny
3.	L8R	Later
4.	☺ (happy face)	Thank you
5.	H2G (had to go)	Thank you for waiting
6.	SOZ	Sorry
7.	U	You
8.	2	To or too
9.	BRB (be right back)	Please bear with me
10.	4	For