

60+ Positive & Negative Expressions in Customer Service



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Introduction

The language you use in your interactions with customers can influence how they respond to your service and what they think of your company.

This is important in customer service because employees need to be able to understand how their language influences customers, and businesses need to be aware of the potential consequences of negative word choices.

In order for businesses to get the most out of their customer relationships, it is imperative that everyone involved thinks about how each small phrase affects customer perceptions and emotional responses.

In this resource, we have highlighted a list of 60 positive and negative phrases to help you improve your interactions with customers.



Positive Expressions in Customer Service

- Awesome / Fabulous / Great / Fantastic /Excellent
- I'd be happy to help!
- Yes!
- That sounds great.
- I like that idea.
- We can certainly do that for you.
- Have a great day!
- I would love to assist you with that.
- I appreciate your patience today.
- You're doing great, keep it up!
- That's awesome news!
- This is excellent work you've done here.
- I am happy to hear that!
- I'm glad you're happy with the results.
- Thank you for your feedback!
- We'd like to check if everything was OK with this order.
- Could you please let us know how everything went?
- I'm sorry for the inconvenience caused by ...

Positive Expressions in Customer Service

- You are so welcome.
- Thanks again, have a great day!
- This is fantastic news and I am really glad to hear that.
- I am here to help you with this if there is anything I can do.
- How can I best assist you today?
- Please allow me to assist you with that.
- That sounds like a great idea!
- It's my pleasure!
- Thank you for letting us know how it feels from your perspective.
- It's great to see you / hear from you again!
- I hope that this was helpful.
- Thank you for taking the time to reach out to us.
- We look forward to hearing from you soon!
- This is the best email we've received in a long time!
- Please feel free to reach out anytime if you would like additional information.
- My apologies for ...
- May I suggest/recommend...

Negative Expressions in Customer Service

- Awful/Horrible/Terrible/Awkward
- No problem
- I don't know
- I can't help you
- I can't do that for you.
- That's not part of my job.
- I'm not sure if that's possible.
- That doesn't make sense to me.
- Calm down / settle down.
- That's not a good idea.
- You're looking for something we don't do.
- That's not my fault.
- That's not my problem.
- You made a mistake.
- I don't know what you're talking about.
- I've never heard of that.

Negative Expressions in Customer Service

- You have to ask someone else for help with this.
- Nobody else has complained about this.
- Sorry, that's the policy.
- That's the manufacturer's issue.
- This has nothing to do with me.
- Are you looking for an apology?
- You misheard/misunderstood me.
- I am not sure.
- I guess.
- It sounds like there was a misunderstanding here on your part.
- You don't make any sense to me right now.
- You're not being clear.
- I'm having a bad day.
- Visit our Help Center instead.
- I'll get back to you later.

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