***For a Better customer experience,***

*Customer service agent has to address many issues during his everyday mission, take down customers requests, provide them with appropriate solutions, nowadays companies success is related strongly with customer satisfaction, a great customer experience can benefit the company in the long term, and it makes the costumer a new ambassador for the company.*

*For a better customer experience, we have to shift our focus from hunting the customers to farm them, farming is a set of processes that makes the relationship between the company and the clients more strong and likely to last for the long term, we make the farming experience effective through:*

1. *Onboarding the customer is when he sees the value of the product (AHA moment).*
2. *Nurturing the customer by being there for them and keeping them in the eye.*
3. *Inspiring customers by showing the value of the products/services.*

*Here we will cover an important part of customer experience which is customer support, when a customer calls or sends a message to a customer service representative, the representative have to respect a set of practices so the customer will be satisfied and hopefully his issue will be solved rapidly, a customer representative have to give some signs of life to the customer, if chatting, the representative can use GIFs or Emojis, salutations, and asking “how are you? Is a good idea too, if by a phone call, the representative shouldn’t talk like if he is reading a script, by doing so the customer will feel comfortable which will make the conversation easier and will help the representative address the issue rapidly and efficiently.*

*Setting a good environment is a great start, here comes the customer demands and issues, when the customer states the issues, the representative should follow up and rephrase the questions for the purpose of clarity, it will clear the confusion, while following up we have to make sure that we are using the right language and tone, we have to make the customer feel that we are here for him, that we respect his demands and that he has our attention.*

*While addressing the issue we take all the blame of the problems faced, and we always apologize for the problems that the customer has, while addressing the issue sometimes the customer wants somethings that we can’t provide, saying no directly can really damage the relationship, the best way to solve this is to use the 3 R’s:*

1. *Research: before saying no to the customer we have to make sure that there’s no solution to his problem, and if there’s no solution to his problem, we have to give a*
2. *Reason: we have to say the reason by staying positive and honest to the customer, and never degrade another team, in some cases we can*
3. *Redirect: by finding other ways to achieve the goal and providing other alternatives*

*Not solving the problem for a customer can be hard, and the best way to deal with this is to empathize with the customer by putting ourselves in his place, take his perspective, and being truly sorry.*

*As a conclusion I will focus on best practices for addressing a good chatting experience with customers, here some steps:*

1. *Quick replies, we all don’t like to wait too long when it comes to message responses especially if it’s urgent, quick responses makes the customer feel that he is important and we are here for him which bring us to*
2. *Attention, focusing with the customer and not letting anything else gets between us, will help us give him the best experience*
3. *Greeting the customer will help us remain friendly*
4. *Identify the customer will help us get some ideas about why the customer is here and what type of issues he may address*
5. *Reading the chat subject carefully is vey important, if it’s not clear we have to rephrase or demand more information*
6. *Doing a research is always the best way if we can’t solve the problem, we have to let the customer know about it, customers shouldn’t wait for a long time, we can let them know that we will get back to them*
7. *Always practicing the solution in a test environment, we’ll make sure it’s what the customer needs*
8. *Transfer the issues that can’t be solved to an expert or colleague is an easy way to solve problems rapidly*
9. *Empathize with customer, will make the customer collaborate more with us and will help with solving process*
10. *Simple and precise responses, will help the customer understand the given solution*
11. *Detailed solution, a step by step process, will make it easy for the customer during the solving process.*

*Customer support is all about putting the customer on top, giving him all the attention, care, and empathize with him, treating him with respect and communicating the solution clearly.*