

How to Use Templates in Text and Chat

It's perfectly OK to use templates in text and chat as long as you blend them with freetexted responses and provide natural-sounding, sincere responses.

Read this chat between customer Addie and Red 30 Tech customer service agent Matt. You'll see that Matt switches between templated responses and freetexted ones smoothly.

Sample chat with Red 30 Tech (VoIP phone service provider)

Matt:	Thank you for choosing Red 30 Tech! I'm Matt, your Red 30 Tech sales agent. How can I help you get your order started today?	<i>This is probably a template, and it sounds just fine at the start of the conversation.</i>
Addie:	Hi. I would like to switch to Red 30 Tech VoIP phone line from Phone Company landline. I have a landline split in two: one for voice; one line for fax. I want to keep my numbers.	
Matt:	OK, what you will have to do is go ahead and order the voice line online with me. Then you can call Customer Care to transfer the fax line over.	<i>This response is freetexted.</i>
Matt:	Have you looked at calling plans yet?	<i>This response is freetexted.</i>
Addie:	You mean I should call Phone Company's Customer Care to transfer the line?	
Addie:	No, I haven't looked at calling plans yet. I mostly need domestic calling. Do I need to buy equipment?	
Matt:	No, I meant our Red 30 Tech Customer Care team after you place the transfer for the voice line.	<i>Because this response is a direct answer to Addie's question, we know it's freetexted.</i>
Addie:	OK	
Matt:	You need a touch-tone phone to work with our service.	<i>This response is probably freetexted.</i>
Matt:	Do you need unlimited minutes?	<i>This response is probably freetexted.</i>
Addie:	I have a touch-tone phone. Yes, I do need unlimited minutes.	

Matt:	Our Platinum Unlimited Plan available for small businesses provides unlimited local and long-distance calling anywhere in the US, Canada, and Puerto Rico for business customers. Also, new for this plan is FREE calls to 5 select European countries for only \$49.99 a month plus taxes/fees! You also get a free dedicated fax line with 20+ FREE advanced phone features.	<i>This response is almost certainly a template. This type of detailed content is perfect for a template because pricing information is probably the same for all customers the company chats with.</i>
Addie:	OK, that's good. I am glad to learn about the fax line. But can I keep my existing fax number? Can the Red 30 Tech line work with my fax machine?	
Matt:	Yes, it will be able to work with the fax machine. What you will do is place the order with me. Then you will call Customer Care to transfer the fax line number over.	<i>Because this response is a direct answer to Addie's question about the fax machine, we know it's freetexted.</i>
Addie:	Do I need to buy a Red 30 Tech router?	
Matt:	This will require you to get an adapter, yes.	<i>This response is probably freetexted.</i>
Matt:	Would you like a link to get started?	<i>This response is probably freetexted.</i>
Addie:	OK - I will place the order with you.	
Addie:	Do you send me the adapter? Is there a charge for the adapter?	
Matt:	We will send you an adapter. There will be a \$9.95 charge to ship it to you.	<i>This response is probably freetexted.</i>
Addie:	OK, that is fine.	
Matt:	What you can do is ask Phone Company to make the number available and start the order process. If you would like, I can stay on the chat while you call them.	<i>Because this response is a direct answer to Addie's question about how the phone number will be ported over, we can assume it's freetexted.</i>
Addie:	OK. I'll try to call them, but I can never get through. Please stay on the chat. I'll try.	
Matt:	Great! Would you like to get started?	<i>This response is probably freetexted.</i>
Addie:	Yes, I would.	
Matt:	I'm going to send you a link. Please let me know if you have issues accessing it. https://subscribe.Red30Tech.com/?promo_id=code=USVOiP_id=VCHAT013	<i>This may be freetexted and it may be a template. In this case, it's somewhat hard to tell.</i>

Addie:	One question - will I be without voice or fax service? Will there be a gap in service? I can't have that; this is my business line.	
Matt:	Your old service will still work until the transfer is complete, then we will cancel the old service for you.	<i>This response is probably freetexted.</i>
Addie:	OK - I'll click the link now.	
Matt:	At the end of your order you will receive an order confirmation number. If you paste that number in this chat window, you can print this chat and have all your information consolidated into one location!	<i>This response is almost certainly a template.</i>
Addie:	I am just about to wrap up the order process, but I did not get a chance to identify my fax number. When does that happen?	
Matt:	You will call Customer Care to transfer the fax number over. Do you need their number?	<i>This response is probably freetexted.</i>
Addie:	Yes, I guess so. Is that the next step?	
Matt:	Yes, to get the fax line to port over, you need to call 1-866-123-4567.	<i>This response is probably freetexted.</i>
Addie:	OK, thanks.	
Matt:	Thanks for using Red 30 Tech Sales Chat. When our session ends, you'll be asked to take a brief survey about your experience today. If you have a pop-up blocker enabled, you'll need to disable it first. We appreciate any feedback that you can give to help us understand how we could have better-assisted you in your decision. We appreciate your participation in helping Red 30 Tech continue to be world class.	<i>This response is almost certainly a template.</i>
Matt:	If you would like a copy of this transcript, please press either the print button at the top of this session or the copy button to copy/paste into the word processing program of your choice.	<i>This response is almost certainly a template.</i>