










## Using Abbreviations and Emojis in Customer Service Chat and Text

There's no rule that says you must use abbreviations and emojis in your customer service chats or texts, but you may want to use some, especially when you're mirroring your customer's tone and style.

Here's a list of commonplace and well-understood abbreviations followed by a short list of accepted emojis for customer service texts. You'll probably want to review this list with your manager to be sure these abbreviations and emojis are OK for your company and to add other acceptable items to the list.

Abbreviation	Full word or phrase
&	and
abt	about
appt	appointment
btw	by the way
btwn	between
conf	confirmation
dept	department
DM	direct message
FB	Facebook
LOL	laugh out loud
mgr	manager
no.	number
pls	please
PM	private message
re	regarding
ref	reference
req	request
rep	representative
S/O	shout-out
thx	thanks
w or w/	with

Abbreviation	Name
	Smiley face
	Frowning face
	Laughing tears, LOL
	Thumbs up
	Thumbs down
	Clapping hands
	Heart, love
	Thinking face
	100%, keep it real