

How to Incorporate Hyperlinks in Chat and Text

When you include hyperlinks in your chat and text conversations, you must do more than just drop them in. You should mention where the link goes and why you're sending the customer to that content. And you could also check in with the customer after you've sent the link to see whether they've clicked it and have any questions about the content.

Version 1: The “Just Barely OK” version

A customer service text conversation between customer Andrea and customer service agent Zeke of ABC Building Materials Manufacturers

In this “Just Barely OK” version, Zeke does nothing to prepare the customer Andrea to receive the hyperlinks. He just dumps them in the text conversation. This is poor-quality customer service, though the links he offers will be useful to Andrea.

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| Andrea: | My roof is showing unusual damage. We purchased the shingle warranty when we had the roof installed. But now I want to investigate whether that warranty will cover repairs to my roof! |
| Zeke: | What kind of shoes are you looking for? |
| Andrea: | No, but I guess I want to start one. |
| Zeke: | OK. https://www.ABCBuilding.com/ResidentialClaim/Roof |
| Zeke: | If you'd prefer, our Warranty Group will start the claim for you. You can contact them at 800-123-4567. |
| Andrea: | Thanks. Can you give me any information on our roof shingles? We have the 2003 BestBuilt asphalt shingle. |
| Zeke: | What kind of information do you need? |
| Andrea: | I want to know if there's a product recall or anything that might address a cracking problem. Our shingles are cracking. It looks like a spiderweb. |
| Andrea: | Is the cracking merely cosmetic or is it structural? |
| Zeke: | I've looked at my knowledge base, and I do not see any information about 2003 BestBuilt shingles showing spiderweb cracks or being recalled. |
| Andrea: | OK...Thank you! |
| Andrea: | So, what should my next steps be? |
| Zeke: | https://www.ABCBuilding.com/HomeownersGuide/RoofLifecycle |
| Zeke: | https://www.ABCBuilding.com/ResidentialShingles/FAQ |
| Zeke: | You can move forward with filing the claim. That should be your next step. |
| Zeke: | https://www.ABCBuilding.com/ResidentialClaim/Roof |
| Andrea: | OK, thanks. Will do! |
| Zeke: | You're welcome. Thanks for contacting ABC Building Materials. |