Customer Service Handbook

1. Introduction

👋 Welcome to the official **Customer Service** Handbook, your go-to guide for providing **excellent**, **consistent** and **professional** support across every customer interaction.

Whether you are new to the team or you are just trying to freshen up your skills, this guide is here to support you every step of the way. Please take time to read through the sections carefully.

We believe that every interaction with customers matters, and with the right approach you'll be able to create great experiences for every customer

This handbook has been created to **help you understand** your role and your responsibilities, **communicate clearly and respectfully** with customers & **stay consistent** with our brand values.

---

2. Roles & Responsibilities

As an operator, you're the frontline of Ronald's Group — the person our community talks to when they need help. Your main goal is to provide **fast**, **friendly**, and **helpful** support while keeping things **clear** and **professional**.

You're expected to **stay calm** under pressure, **follow** internal procedures, and **represen**t the brand with care.

Your core responsibilities include responding to customers across all support platforms *(Discord tickets, email, live chat, and contact form)*, handling each case with **empathy**, and knowing when to escalate issues to a different operator. You should also stay updated on any changes to policies, game features, or tools we use so that the info you give is always accurate.

---

3. Tone & Voice Guidelines

We want our tone to feel **calm**, **professional**, and **empathetic**. Even when things go sideways, we keep cool and treat every customer with **respect**. Your responses should be **clear**, **kind**, and **human**. No robotic scripts, but no casual slang either.

Avoid phrases like "lol", "idk", "bruh", abbreviations, or personal rants. Stick to **proper grammar** and **spelling**, use **full sentences**, and **break long replies** into short paragraphs. Emojis are okay for live chat and Discord, but keep them out of email and formal replies.

---

4. Response Standards

Operators are the face of Ronald's Group every time they reply. That means **every message matters**. Your job is to make customers feel **heard**, **respected**, and **taken care of**. That doesn't mean writing essays or overexplaining — just that your responses should be **clear, accurate, polite**, and **match our tone.** These standards keep things consistent no matter who's replying.

Always:

- Greet the customer at the start.
- Close with something friendly.
- Use correct grammar, punctuation, and spelling.
- Personalize your response: reference the customer's name, their issue, and any details they shared.
- Match the tone to the platform.
- Keep replies structured and easy to read.

Never:

- **Never** leave a customer hanging without a response — even a "I'm checking on this for you!" is better than silence.
- **Never** use slang or text-speak like "u," "idk," "bruh," "lmao" — it's unprofessional, even if the customer talks like that.
- **Never** respond without actually reading the message.
- **Never** lie or make up an answer — if you don't know, say you'll escalate or check.
- **Never** joke around with serious issues *(bans, reports, angry users, safety concerns)*.
- **Never** argue, blame, or get defensive — even if the customer is being difficult.

5. Support Scenarios & Sample Replies

Not every customer message is simple — some are confusing, emotional, or just plain frustrating. This section gives you real-world examples of the types of messages you'll handle and how to reply to them like a pro.

These aren't scripts, they're starting points — so feel free to adapt the tone and structure based on the platform and customer.

The goal is always the same: **stay calm**, **be respectful**, and **offer a helpful solution** *(or escalate when needed)*. Even when a customer is rude or upset, you're expected to represent Ronald's Group with **patience** and **professionalism**.

Use these examples to guide your replies, especially in tricky situations.

Scenario 1 – Angry Customer: Discord Ticket

"Why was I banned?! I did nothing wrong!!"

Sample Reply:

"Hey there! I'm sorry to hear about your frustration. I'll take a look at your case right now. Give me a moment and I'll let you know what I find."

Scenario 2 – Parent: Contact Form

"I'm concerned about my child's safety in this game."

Sample Reply:

"Hello! Thank you for reaching out. We take safety very seriously here. Our Trust & Safety team works hard to keep the environment safe and friendly for all players. If you'd like to report a specific issue or player, we'll take immediate action."

Scenario 2 – Bug Report via Email
"Your game broke and I lost 500 points!"

Sample Reply:
"Hi [Name], thanks for letting us know! I'm really sorry that happened. I've passed this bug along to the development team. We'll do our best to fix the issue as soon as possible."

Sample Greetings

- 👋 Hi! I'm {YOUR NAME} — I will be assisting you today.
- Hey! I'm {YOUR NAME} — your Support Agent.
- Hi there! I'm {YOUR NAME}, happy to help today. 😊
- Hello! You're speaking with {YOUR NAME}.
- Hi! Thank you for getting in touch. My name is {YOUR NAME}, and I'll be handling your enquiry.
- Hello! I hope you're well. I'm {YOUR NAME}, part of the Customer Service Team. I'll be assisting you with your enquiry and will do my best to resolve this as quickly as possible.
- Hello! Thank you for reaching out to us. My name is {YOUR NAME}, and I'll be handling your enquiry today. I'm here to assist you with anything you need.

6. Time Management & Activity

Support should never feel slow or unresponsive. Always aim to reply to new chats and tickets **as soon as possible**. **Never leave users waiting** without letting them know you're handling it. If you need a moment, say so.

Avoid going AFK or idling while on duty. If you need to go off-duty, **change your status**, **unclaim your tickets**, and **inform the team**,

Never disappear mid-ticket without backup — it's a bad experience for the customer and the team.

---

7. Data Privacy & Confidentiality

Protecting our users' privacy is non-negotiable. **Never share customer information**, including emails, location, IPs, or anything personal. **Never ask for passwords or login details**.

If you spot a privacy mistake, report it **immediately to Leadership**. We take all data breaches seriously and follow strict handling protocols to keep users safe.

---

8. Behaviour & Conduct

Every support agent is expected to treat customers and teammates with **respect** — always. Stay **professional**, even when customers are angry, rude, or unreasonable. You're the calm one in the room.

Avoid arguing with customers, blaming other staff or users, gossiping, ranting, or sharing internal drama, making jokes at the customer's expense.

If you see another operator behaving inappropriately or making users uncomfortable, **report it immediately to Leadership**. We take all reports seriously and keep them confidential.